

Zeekr and Mobileye enhance tech collaboration for automated driving

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The partnership aims to localize and integrate Mobileye's technologies in Zeekr models, boosting automation and safety in China

As reported in a press release on Aug. 1, Zeekr and Mobileye have announced plans to enhance technology localization in China and integrate Mobileye technologies into upcoming Zeekr models, aiming to improve driving safety and automation in China and worldwide.



Source: Getty Images

Zeekr has already delivered over 240,000 vehicles equipped with Mobileye's SuperVision platform globally, including the Zeekr 001 and Zeekr 009 models. To meet the increasing demand in China, both companies are looking to accelerate the scaling and delivery of core technologies underlying the Mobileye SuperVision platform.

The partnership will allow Zeekr vehicles to incorporate Mobileye's road intelligence technologies more extensively. Zeekr engineers will have improved access to Mobileye's technologies and development tools, enhancing the validation of data and streamlining software updates for customers. This collaboration is set to expedite the deployment of automated driving solutions for Mobileye's other customers in China as well.

Key Mobileye technologies such as the Driving Experience Platform (DXP), which enables automakers to tailor automated driving styles and customer experiences, will be locally adapted. Both companies plan to use Zeekr's vehicle technologies and Mobileye's autonomous driving technology to develop next-generation products for advanced driver assistance system (ADAS), automated and driverless vehicles (Levels 2+ through 4) based on the EyeQ6H system-on-chip for Zeekr and related brands in global markets.

Zeekr aims to expand the use of the SuperVision platform across additional vehicles, including new platforms, and to extend the highway and urban coverage of its Navigation Zeekr Pilot (NZP) systems, which is already active in over 150 Chinese cities. Andy An, CEO of Zeekr, expressed enthusiasm for the partnership's past success and the future expansion of their collaboration with Mobileye. The NZP system, in particular, has received positive feedback from customers, highlighting the consumer value of advanced navigate-on-pilot systems.

Prof. Amnon Shashua, Mobileye's president and CEO, sees this next phase in the partnership as a boost to Mobileye's efforts to localize SuperVision technologies in China and make localized road intelligence technologies available to Mobileye's customers in China. It broadens the cooperation to include next-generation products across a wide spectrum of product portfolios from Level 2+ through Level 4, indicating a significant step forward in the development and deployment of automated driving technologies.

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