

Smart partners with ACCESS for advanced in-car browsing in China

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The collaboration aims to enhance internet accessibility in smart vehicles with a custom NetFront™ Browser, improving connectivity for Chinese drivers



Source: Getty Images

Smart, the premium intelligent all-electric auto brand, and ACCESS Europe GmbH have entered into a partnership to integrate the advanced ACCESS NetFront™ Browser into Smart vehicles in China, announced on January 6th, 2025. This collaboration aims

to offer a robust and user-friendly in-car browsing experience, setting new standards for internet accessibility and vehicle connectivity in China. Mr. Yang Jun, the Global CTO of smart, expressed confidence in ACCESS's browser solutions enhancing the internet experience for their customers, emphasizing the partnership's role in redefining in-car connectivity and setting a benchmark in China's automotive market.

ACCESS will provide a customized version of its NetFront Browser, specifically engineered for China's driving environment and regulatory requirements. The company's specialized European engineering team and business development division in China will work closely with smart to ensure the browser meets local standards while offering an intuitive and secure user experience tailored for Chinese consumers. Masahiro Aono, CEO of ACCESS Europe, highlighted the synergy between smart's vision for urban mobility and ACCESS's in-car browsing technology expertise, aiming to deliver an outstanding internet experience for modern Chinese drivers.

The collaboration will bring forward several key features to enhance the experience for Smart customers. These include an optimized user interface with intuitive touch and full-screen capabilities, voice control for safety and hands-free usability, seamless integration with the vehicle's multimedia system, enhanced safety and security features like driver distraction prevention and private browsing mode, and improved bookmark and history management for a personalized browsing experience. This partnership aims to benefit Smart customers significantly by integrating these advanced technologies into their vehicles, ensuring an enhanced in-car internet and multimedia experience.

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CONTACTS

The Americas

+1 877 863 1306

Europe, Middle East & Africa

+44 20 7176 1234

Asia-Pacific

+852 2533 3565

www.spglobal.com/mobility

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