

# Desay expands intelligent driving solutions globally with NVIDIA partnership

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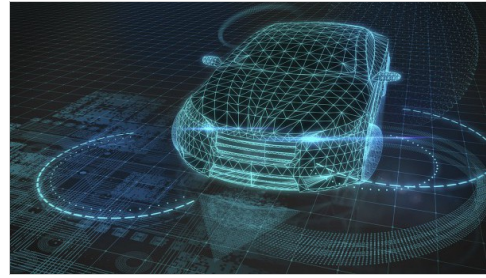
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## Desay launches the IPU14 domain controller internationally, enhancing the global automotive industry with NVIDIA DRIVE AGX Thor technology

On Sept. 10, Desay SV announced at the International Motor Show Germany (IAA Mobility 2025) that it is expanding its intelligent driving solutions into overseas markets. The company will make its IPU14 domain controller, which was introduced in late 2024 and built on NVIDIA DRIVE AGX Thor, available to the global automotive industry. This announcement was marked by a signing ceremony at the IAA event.



*Source: Getty/JackyLeung*

Desay has partnered with NVIDIA in automotive intelligence since 2020. It began mass production of its first intelligent driving domain controller, the IPU03, based on the NVIDIA DRIVE AGX Xavier, which was deployed on the Xpeng P7. This marked the industry's first commercialization of intelligent driving technology, providing pioneering technology for emerging electric vehicle brands. In 2022, the companies launched the IPU04 domain controller, based on NVIDIA DRIVE AGX Orin, which has been adopted by over 20 automakers, including Li Auto, Xpeng, GAC, Great Wall Motor and Nissan.

In 2024, Desay announced its intention to launch a high-performance assisted driving domain controller accelerated by NVIDIA DRIVE AGX Thor to support Level 3 conditional automation and Level 4 driving capabilities in specific scenarios. DRIVE AGX Thor runs the safety-certified DriveOS automotive operating system, optimized for large language models and generative AI workloads for the automotive market. The announcement signifies Desay's move to offer this technology globally, beyond its existing Chinese market.

Desay has successfully utilized its strengths in technology adaptation, mass production and quality management to integrate NVIDIA accelerated compute into reliable, scalable automotive-grade products. Expanding into global markets is expected to significantly drive Desay's international strategy.

Smart vehicles are transforming travel and the in-car experience, becoming super mobile terminals driving toward the future. This evolution presents challenges in implementing new AI technologies and functions. Desay aims to create sustainable value for the global smart mobility industry, envisioning a future of intelligent transportation. Through ongoing collaboration, Desay and NVIDIA will explore further opportunities beyond intelligent driving, including robotics, embodied AI and other fields across smart living.

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