

Honda plans additional investment in Helm.ai to support development of next-generation ADAS and autonomous driving technologies

20-Oct-2025 19:36 GMT

IHS Markit

S&P Global

Supply Chain and Technology, Automotive

The Japanese automaker aims to deploy advanced AI technologies in key EV and HEV models by 2027

Honda Motor has announced plans for additional investment in Helm.ai to support the continued growth of the US-based AI software startup. Established in 2016, Helm.ai specializes in AI technologies advanced through unsupervised learning. Honda's investment aims to enhance the development of next-generation end-to-end (E2E) autonomous driving and advanced driver assistance systems.



Source: Getty Images

Honda has been collaborating with Helm.ai through its Honda Xcelerator, a global open innovation program. The Japanese automaker initially invested in Helm.ai in 2022, strengthening collaboration and research on AI technologies integration.

In July 2025, Honda and Helm.ai signed a multiyear joint development agreement to enhance next-generation autonomous driving and ADAS using E2E AI architecture, which covers environmental perception, decision-making and vehicle actuation. The latest investment will bolster the relationship under this agreement.

Honda aims to accelerate the development of next-generation ADAS using Helm.ai's Deep Teaching technology and generative AI, with plans to apply these systems across key electric vehicle and hybrid electric vehicle (HEV) models launching in North America and Japan around 2027. These systems will offer high-level driver assistance throughout entire routes on various road types.

Honda intends to continue advancing its next-generation autonomous driving and ADAS using cutting-edge AI technologies, such as E2E AI, to deliver reliable autonomous driving technologies globally. This initiative aligns with Honda's goal of achieving zero fatalities from traffic collisions involving its motorcycles and automobiles.

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