

# Auto China 2026: Valeo and Holoride expand partnership, present expanded XR gaming portfolio

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**Two partners are focusing on expanding their in-car XR content by combining Valeo's advanced sensor technologies with Holoride's real-time spatial intelligence to deliver immersive gaming experiences in vehicles**



*Source: Gettyimage/toxawww*

At Auto China 2026, being held in Beijing from April 24 to May 3, 2026, Valeo announced the expansion of its partnership with Germany-based startup Holoride to accelerate the rollout of extended reality (XR)-gaming experiences for passengers in vehicles across global markets.

After unveiling their collaboration at CES 2026, the two partners are now focusing on scaling a growing portfolio of in-car extended reality content by combining Valeo's advanced sensor technologies with Holoride's real-time spatial intelligence to create immersive, motion-synchronized gaming experiences that integrate the physical world into gameplay.

Marc Vrecko, CEO of Valeo Brain Division, said that the partnership, which combines Valeo's expertise in advanced driver assistance systems (ADAS) with Holoride's Spatial Experience software development kit (SDK), is redefining the in-car experience through Valeo Racer. "This venture proves that our ADAS and AI technologies — originally developed for driver assistance and safety — are now an innovation engine for new forms of entertainment and comfort. This is a major step for Valeo, positioning our technology at the core of a more human, engaging, and connected mobility," he said.

Nils Wollny, co-founder and CEO of Holoride, said that the companies are moving from initial launches to scaling a full content portfolio to make XR gaming in cars ready for mass adoption for passengers around the world.

At Auto China 2026, Valeo and Holoride are presenting the next step of their collaboration by expanding their XR gaming portfolio with new titles and enhanced customization capabilities for automakers. This portfolio expansion is powered by the combination of Valeo's ADAS and Holoride's Spatial Intelligence technology.

Valeo's cameras, radars and AI-driven perception algorithms create a real-time digital twin of the vehicle's environment, while Holoride's Spatial Perception Engine interprets real-time vehicle motion and environmental data to generate a synchronized digital layer that informs game content in real time. Holoride's Spatial Experience SDK allows developers and OEMs to build adaptive, motion- and location-aware gaming experiences tailored to specific brands and customers, supporting a scalable ecosystem for extended reality gaming and increasing the value of existing onboard sensors.

While the current emphasis is on expanding the extended reality gaming portfolio, both companies see long-term potential for spatially aware in-car experiences beyond gaming, establishing a foundation for broader applications powered by real-time environmental understanding.

The expanded partnership follows a recent milestone: the launch of R: Racing, an XR racing game introduced in the newly launched Renault Filante vehicle in South Korea. First presented as the Valeo Racer concept at "South by Southwest® (SXSW) in 2024, "R: Racing" is described as the world's first XR gaming experience fully integrated into a production vehicle, using existing sensors, cameras, compute hardware, and software intelligence.

By leveraging real-time vehicle data and live environmental perception, the system blends virtual

gameplay with the real world to create an immersive, motion-synchronized passenger experience that uses the real environment as a backdrop, making each play session unique and significantly reducing motion sickness compared to non–motion-synchronized content.

The game concept is designed for adaptation across different brands, enabling OEM-specific content and customization. Passengers can access these experiences through in-vehicle infotainment (IVI) systems or personal devices such as smartphones and tablets, allowing flexibility across vehicle platforms and user preferences.

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