

The Car Is Just Getting Started

How AI accelerates innovation and transforms the ownership experience

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Mobility Meets AI · October 2026

Creating a Different Model

RIVIAN

Software speed and a software-defined vehicle approach.

VOLKSWAGEN GROUP

Automotive scale, industrial rigor and experience across brands and vehicle programs.

R | V
T E C H

One independent company.
Core technology developed in-house.

RV Tech builds the shared technology foundation, enabling differentiated features and experiences across Rivian and Volkswagen Group vehicles.



SDV: One Shared Software and Electrical Foundation

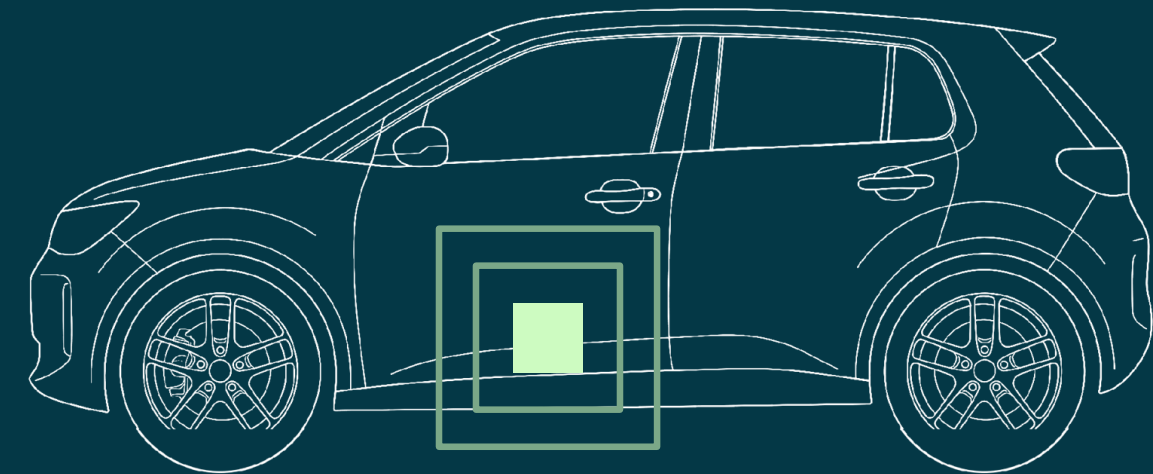
■ SEPARATE SYSTEMS, FIXED AT PURCHASE

Dozens of independent ECUs · Static functionality across lifecycle



■ SHARED FOUNDATION, IMPROVES OVER TIME

Unified central computing · Continuous over-the-air upgrades



SDV Foundation: From Engineering to Experience

01 BUILD DIFFERENTLY

AI helps engineers innovate faster.



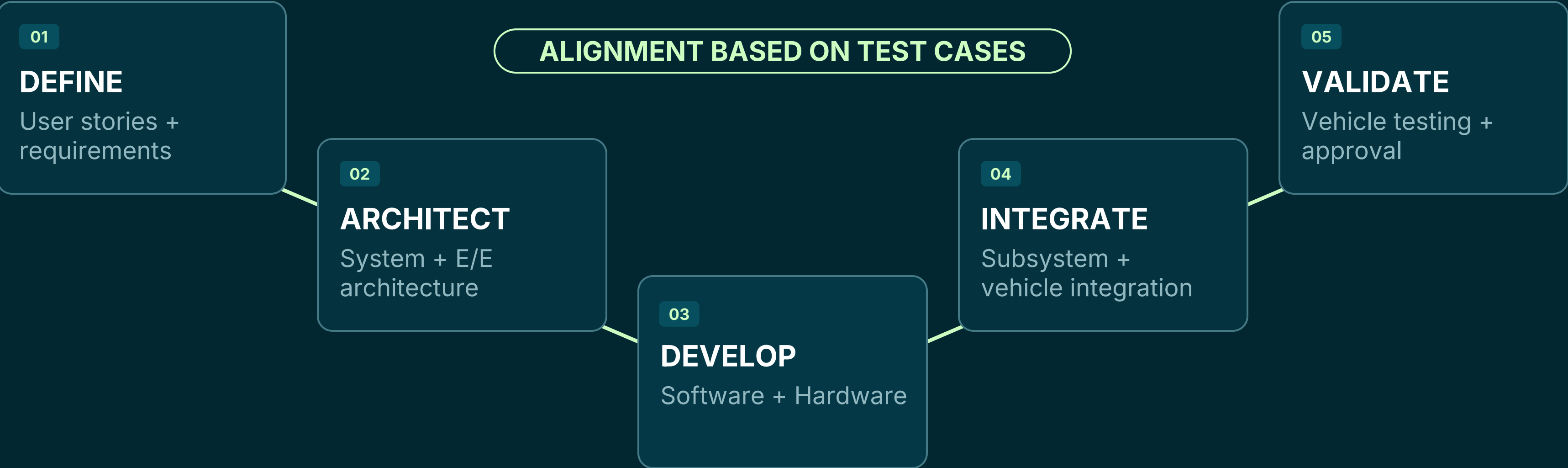
02 EXPERIENCE MORE

AI enables more useful, contextual customer experiences.



Common core. Unique character.

Automotive Development: Rigor at Every Stage



Each cycle moves through the full engineering process before the next begins.

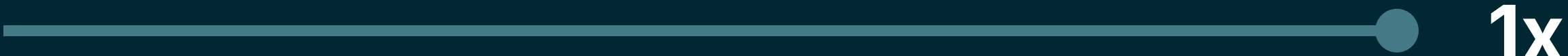
Compressing the distance between build and learn

Build-learn cycles completed in the same development window

Illustrative, for select features.

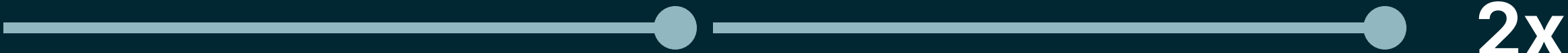
Traditional

Sequential cycles, feedback later in the cycle



Software-defined

Parallel pathing and continuous feedback



Software-defined + AI enabled

Parallel pathing and accelerated feedback enabled by AI



Accelerating the Engineering Loop at RV Tech

AI can assist across the process

ANALYZE

Requirements + architecture

GENERATE

Software + test code

SUPPORT VALIDATION

Infrastructure + violations

LEARN + ITERATE

Next iteration



SUPPORT VALIDATION

Using an AI agent to scan **every code change** and review new external network dependencies for violations.

~8x

faster
resolution of
violations

~3x

more MRs
stopped before
merge

AI Improves the Customer Experience



A car you'd rather not leave

**"When does my next meeting end?
Send my daughter a message that
I'm running late to pick up dinner.
Send an apology and my ETA."**

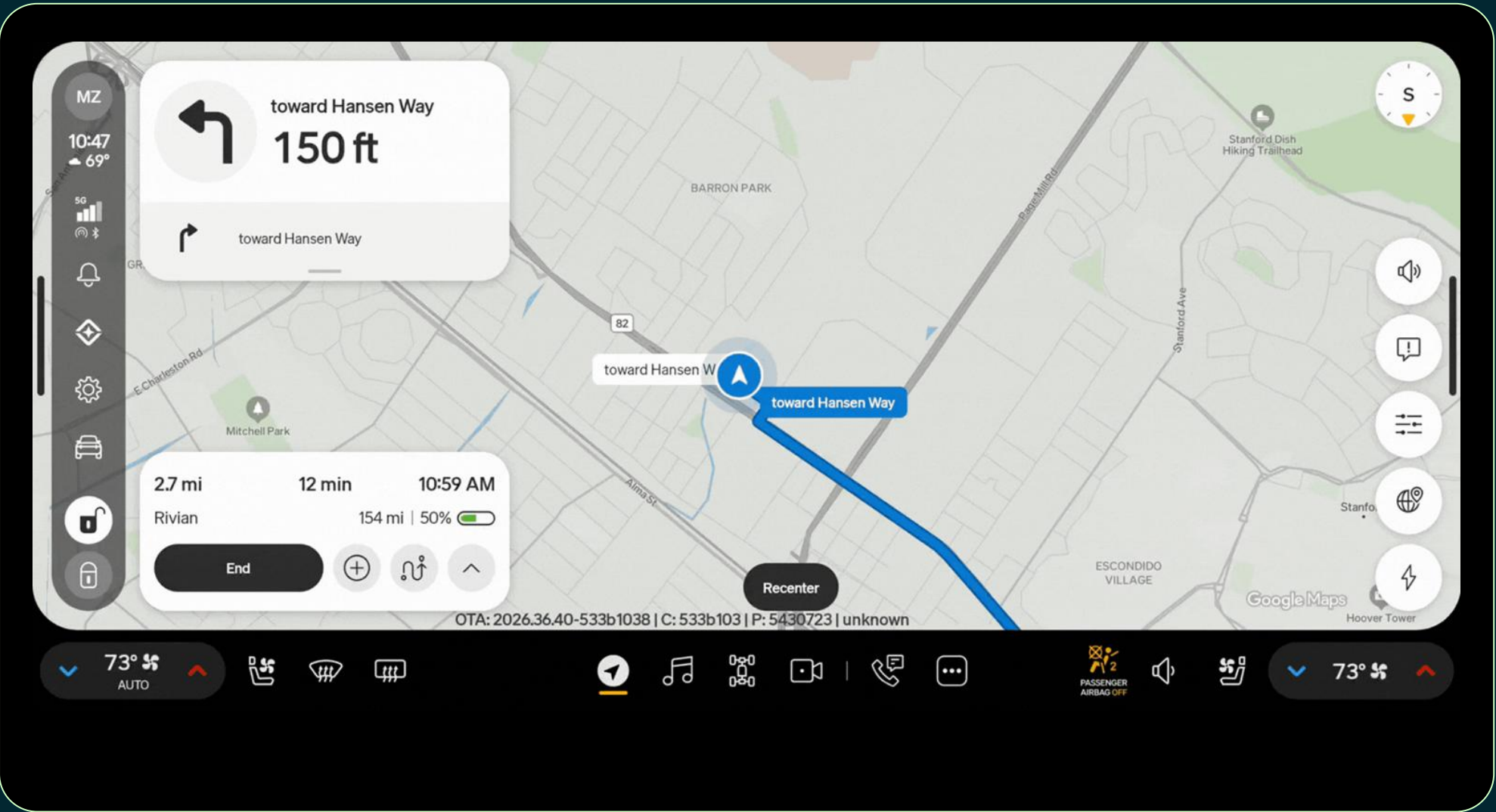
CALENDAR

MEMORY

NAVIGATION

MESSAGING

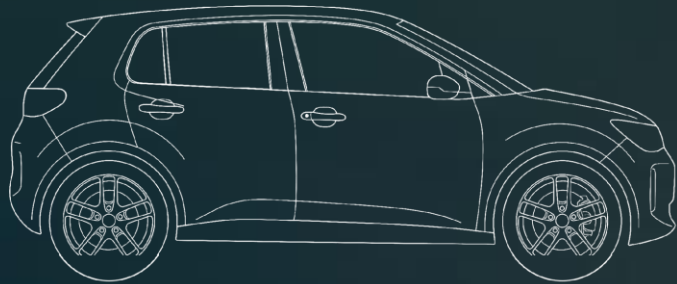
Built into the vehicle, with access to context and systems a phone-based assistant cannot reach.



Complete at Launch, More Useful Throughout Ownership

DAY 1

Safe. Complete. Ready.



OVER-THE-AIR SOFTWARE UPDATES

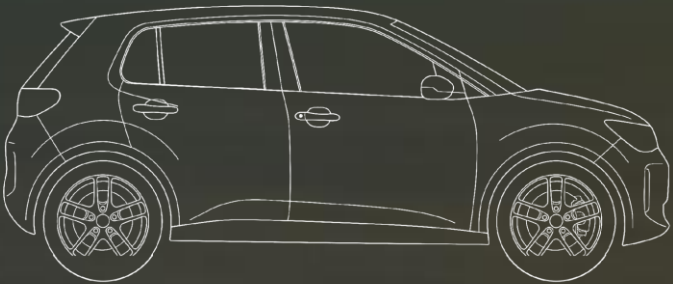
Existing capabilities get better.

NEW CAPABILITIES

Delivered over the air, validated.

AI-ENABLED EXPERIENCES

More contextual.
More useful.



OVER TIME



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RIVIAN | VOLKSWAGEN GROUP
TECHNOLOGIES