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# Daimler and Qualcomm Announce Strategic Collaboration on Connected Car Technologies

MONACO, May 23, 2015 /PRNewswire/ -- Today, Qualcomm Technologies, Inc., a subsidiary of Qualcomm Incorporated (NASDAQ: QCOM), and Daimler AG announced a strategic collaboration focused on pioneering innovation in the connected car. In the first phase of the collaboration, the companies will focus on transforming future vehicles with mobile technologies that enhance in-car experiences and vehicle performance such as 3G/4G connectivity, wireless charging technology for in-vehicle use and implementation of the Qualcomm Halo™ Wireless Electric Vehicle Charging (WEVC) technology. In addition, the companies are jointly assessing the application of Qualcomm Technology's newly developed Automotive Solutions.

Qualcomm Technologies is collaborating with Daimler on its Wireless Power Transfer 2.0 high performance program for electric vehicles. The Qualcomm Halo™ WEVC technology provides high performance and high power in a small vehicle package that could allow Daimler customers to charge their electric vehicles (EV) and plug-in hybrid EVs without ever having to plug them in. In addition, Qualcomm® WiPower™ technology enables consumer electronics to charge wirelessly in-vehicle.

"It's important that we remain on the cutting edge of technology and continue to deliver unparalleled experiences to our customers," says Prof. Dr. Thomas Weber, Member of the Board of Management of Daimler AG responsible for Group Research and Mercedes-Benz Cars Development. "With this in mind, we are eager to jointly explore possible fields of future cooperation with an internationally leading tech firm like Qualcomm."

Qualcomm is helping the automotive industry create an entirely new landscape for communication, convenience, energy efficiency, infotainment and safety through its Qualcomm® Snapdragon™ Automotive Solutions, while Daimler has a history of producing vehicles that embody these concepts. Mercedes-Benz customers have come to expect vehicles equipped with numerous intelligent systems and sensors that enhance safety, convenience and comfort. Together, the companies intend to combine automotive expertise to advance the connected car industry by delivering intelligently connected vehicles of the future that drive emission-free.

"Our work with Daimler AG is a natural extension of the sponsorship we have with the MERCEDES AMG PETRONAS Formula One team as our work in motorsports cultivates the innovation and advancements seen in the auto space," said Derek Aberle, president of Qualcomm Incorporated. "The automobile has become a mobile platform and an extension of always-on connectivity, and as such, we're utilizing our expertise as the leader in mobile technology to deliver in-car experiences comparable to the ease and convenience of smartphones."

For more information on Qualcomm Technologies' Automotive Solutions please visit:

<https://www.qualcomm.com/products/automotive>

## About Qualcomm Incorporated

Qualcomm Incorporated (NASDAQ: QCOM) is a world leader in 3G, 4G and next-generation wireless technologies. Qualcomm Incorporated includes Qualcomm's licensing business, QTL, and the vast majority of its patent portfolio. Qualcomm Technologies, Inc., a subsidiary of Qualcomm Incorporated, operates, along with its subsidiaries, substantially all of Qualcomm's engineering, research and development functions, and substantially all of its products and services businesses, including its semiconductor business, QCT. For more than 25 years, Qualcomm ideas and inventions have driven the evolution of digital communications, linking people everywhere more closely to information, entertainment and each other. For more information, visit Qualcomm's [website](#), [OnQ blog](#), [Twitter](#) and [Facebook](#) pages.

## About Daimler AG

Daimler AG is one of the world's most successful automotive companies. With its divisions Mercedes-Benz Cars, Daimler Trucks, Mercedes-Benz Vans, Daimler Buses and Daimler Financial Services, the Daimler Group is one of the biggest producers of premium cars and the world's biggest manufacturer of commercial vehicles with a global reach. As a pioneer of automotive engineering, Daimler continues to shape the future of mobility today: The Group's focus is on innovative and green technologies as well as on safe and superior automobiles that appeal to and fascinate its customers. For many years now, Daimler has been investing continually in the development of alternative drive systems with the goal of making emission-free driving possible in the long term.

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