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# Jaguar Land Rover Selects Qualcomm Automotive Solutions to Bring Advanced Connectivity to Next Generation Vehicles

## ---Qualcomm Snapdragon 820Am Automotive Platforms Bring Fast 4G LTE and High Performance Processing to Telematics Units, and Integrated Infotainment and Digital Cluster Systems in Future Jaguar Land Rover Vehicles---

LAS VEGAS, Jan. 8, 2018 /PRNewswire/ -- Qualcomm Technologies, Inc., a subsidiary of Qualcomm Incorporated (NASDAQ: QCOM), and Jaguar Land Rover, today announced that the Companies are working together to use Qualcomm® Snapdragon™ automotive platforms to power highly advanced telematics, infotainment and digital cluster with integrated connectivity, and rear seat entertainment, helping to meet the demand for rich, immersive and seamless connected in-vehicle experiences to future Jaguar Land Rover vehicles.

For telematics units, Jaguar Land Rover will use the Snapdragon 820Am Automotive platform to provide customers with ultra-quick and efficient connectivity throughout the vehicle by integrating 4G LTE Advanced, Wi-Fi® and Bluetooth® technologies. Using the automotive platform's integrated global navigation satellite system (GNSS) and automotive dead reckoning, future vehicles are expected to have the increased capability to effectively be aware of its surroundings. As the automotive industry advances toward 5G, highly advanced connectivity solutions are needed to support road safety, mission critical applications, as well as advanced capabilities, such as autonomy.

Infotainment and digital cluster systems featured in future Jaguar Land Rover vehicles will be integrated into one complete system using an additional Snapdragon 820Am Automotive platform. With the Snapdragon 820Am Automotive platform, which features 4G LTE capabilities to support connected applications, Jaguar Land Rover will be able to produce a scalable platform to serve different domains, and rapidly connect software and services, within the vehicle. Optional rear seat entertainment systems are also designed using Snapdragon 820A Automotive platforms for unmatched connected in-car experiences.

As Qualcomm Technologies' most advanced automotive solution, the Snapdragon 820Am Automotive platform features a custom-built 64-bit Qualcomm® Kryo™ CPU, custom-built Qualcomm® Adreno™ 530 GPU for virtualization advantages, and Qualcomm® Hexagon™ 680 DSP Vector eXtension to stream high-definition videos seamlessly onto multiple displays. The Snapdragon 820Am Automotive platform also features the Snapdragon X12 LTE modem to support Category 12 speeds up to 600 Mbps download, as well as vehicle sensor integration and computer vision to support driver assistance using the Snapdragon Neural Processing Engine.

"As the automotive industry moves towards 5G, premium automotive solutions like the Snapdragon 820Am automotive platform will help us bring ultra-fast connectivity and high performance computing to our Jaguar Land Rover line-up," said Nick Rogers, Executive Director, Product Engineering for Jaguar Land Rover. "We are excited to be working with a global technology partner like Qualcomm Technologies, to bring new innovation to our customers."

"Jaguar Land Rover customers demand some of the most premium experiences the automotive industry can offer, and using our most advanced automotive platform available will help meet such high expectations," said Nakul Duggal, vice president of product management, Qualcomm Technologies, Inc. "As computing and connectivity innovations continue to be critical components to next generation vehicles, we look forward to working with Jaguar Land Rover in delivering premium in-vehicle experiences for their customers."

Qualcomm Technologies' automotive solutions continue to bring together a multitude of leading technologies, scale and experience to support the creation of advanced automotive infotainment systems. Qualcomm Technologies has been embedding its automotive solutions with leading automakers such as Jaguar Land Rover for more than 15 years, working closely with all major car OEMs globally on connectivity, infotainment, navigation, and driver safety technologies, as well as Qualcomm Halo™ wireless electric vehicle charging. To learn more, please visit Qualcomm Technologies' automotive booth at CES, North Hall, booth #5616 or visit [qualcomm.com/automotive](http://qualcomm.com/automotive).

## About Jaguar Land Rover

Jaguar Land Rover is the UK's largest automotive manufacturer, built around two iconic British car brands: Land Rover, the world's leading manufacturer of premium all-wheel-drive vehicles; and Jaguar, one of the world's premier luxury sports saloon and sports car marques.

We employ almost 42,000 people globally and support around 240,000 more through our dealerships, suppliers and local businesses. Manufacturing is centered in the UK, with additional plants in China, Brazil, India and Slovakia. At Jaguar Land Rover, we are driven by a desire to deliver class-leading vehicles, which will provide experiences our customers will love, for life. Our products are in demand around the globe. In 2016 Jaguar Land Rover sold more than 583,000 vehicles in 136 countries, with more than 80 percent of our vehicles produced in the UK being sold abroad. Our innovation is continuous: we will spend more than £4 billion in the coming year on new product creation and capital expenditure. From 2020 all new Jaguar Land Rover vehicles will be electrified, giving our customers even more choice. We will introduce a portfolio of electrified products across our model range, embracing fully electric, plug-in hybrid and mild hybrid vehicles as well as continuing to offer ultra-clean petrol and diesel engines.

## About Qualcomm

Qualcomm's technologies powered the smartphone revolution and connected billions of people. We pioneered 3G and 4G – and now we are leading the way to 5G and a new era of intelligent, connected devices. Our products are revolutionizing industries, including automotive, computing, IoT, healthcare and data center, and are allowing millions of devices to connect with each other in ways never before imagined. Qualcomm Incorporated includes our licensing business, QTL, and the vast majority of our patent portfolio. Qualcomm Technologies, Inc., a subsidiary of Qualcomm Incorporated, operates, along with its subsidiaries, all of our engineering, research and development functions, and all of our products and services businesses, including, our QCT semiconductor business. For more information, visit Qualcomm's [website](#), [OnQ blog](#), [Twitter](#) and [Facebook](#) pages.

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*Qualcomm Halo prototype charging systems, functional prototypes and reference designs are products of Qualcomm Technologies, Inc.*

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