



From Blueprint to Reality: Disrupting After-Sales Vehicle Quality with AI

10:30AM - 10:45AM | UPSTREAM

Discover how Upstream’s AI-driven quality detection system leverages unified vehicle data to enable proactive issue identification and advanced diagnostics, transforming after-sales quality processes for automotive OEMs.

Driving the Digital Future: BMW’s Connected Vehicle Vision Powered by AWS

12:30PM - 12:45PM | AWS/BMW

Industry leaders from BMW and AWS will discuss connected vehicles and their impact on mobility. They will explore current technology, market expansion, and how AWS’ cloud infrastructure and AI capabilities are helping BMW develop next-generation vehicle experiences.

From Promise to Performance: Closing the Value Void in Automotive with IT-Driven Productivity

1:00PM - 1:15PM | INFOR

Based on global research from 3,600 decision-makers across 15 countries, this session highlights how top-performing organizations bridge the gap between technology and business outcomes for automotive success.

Digital Customer Experience Insights from the Latest Global Car Launches

1:30PM - 1:45PM | ZERO LIGHT

Explore innovative digital customer experiences launched with ZeroLight this year, including immersive online sales tools and cutting-edge car configurators.

Unlocking the Content Supply Chain with Adobe and AWS

2:00PM - 2:15PM | ADOBE

This session covers how Adobe and AWS help automotive brands modernize their content supply chain through integrated solutions that drive efficiency and deliver personalized content at scale.

Data Copilot: Access Vehicle Configuration Data with Natural Language

2:30PM - 2:45PM | COGNIZANT

Explore how Data Copilot democratizes access to complex vehicle configuration data through AI-generated database queries, enabling intuitive data access without specialized knowledge.

Drone Innovation: Automate Inventory in Logistics

3:00PM - 3:15PM | REPLY

See how Reply’s drone-based solution uses AI and 3D simulation to automate inventory management of 120+ load carrier types.

Digital Key Management for Automotive OEMs

3:30PM - 3:45PM | WIRELESSCAR

Learn about our Digital Key Management service, enabling OEMs to offer secure, CCC 3.0-compliant digital key experiences while focusing on brand-specific implementations.

AWS Partner on Joint Solutions

4:00PM - 4:15PM | AWS PARTNER

Join us for an AWS Partner session.

Autonomous Driving Solutions Practice Center: AD Insight Hub

4:30PM - 4:45PM | MOMENTA.AI

Explore technical solutions developed with Momenta for Autonomous Driving challenges, including PB data handling, LLM enabled scene labeling, and simulation data optimization.

Valeo and AWS’ SDV and ADAS Partnership to Transform Automotive

5:00PM - 5:15PM | VALEO

Join Valeo & AWS executives to learn about their collaboration in Software-Defined Vehicles (SDV) and Advanced Driver Assistance Systems, accelerating development through AI and ML at scale.

How HERE and AWS are Enabling Smarter, Scalable SDV Development

5:30PM - 5:45PM | HERE TECHNOLOGIES

Discover how we are revolutionizing SDV development with a virtual engineering platform that accelerates development cycles, enables collaboration, and enhances innovation through AI-driven simulation and testing capabilities.



Accelerate Innovation in Automotive with Virtual SDV Composer and AI Assist

10:00AM - 10:15AM | CONTINENTAL

Discover how Continental's virtual Software-Defined Vehicle (SDV) Composer and AI assist are transforming ECU development, accelerating software development for the future of SDV.

Automotive Omnichannel Powered with Gen AI

10:30AM - 10:45AM | ACCENTURE

Discover how Automotive Omnichannel Experience (AOE) accelerates OEM transformation through hyper-personalized content, conversational configurators, and AI-powered assistance to reimagine the customer experience.

Accelerating Legacy Transformation Using AWS and Gen AI

11:00AM - 11:15AM | CAPGEMINI

Learn how Mercedes-Benz is modernizing its Global Ordering system through GO2Cloud, leveraging AWS and GenAI to accelerate legacy transformation and create scalable migration blueprints.

Supercharging ADAS Validation: Speed and Safety Through the Cloud

11:30AM - 11:45AM | OTTOMETRIC

Discover how cloud-based AI solutions accelerate ADAS validation by reducing data collection time from months to days and enabling intelligent dataset analysis.

Data-Driven Innovations in Autonomous Vehicles

1:00PM - 1:15PM | SIEMENS

Explore cutting-edge trends in AV/ADAS development through data-driven solutions and Generative AI applications that improve efficiency and outcomes in autonomous vehicle engineering.

Hyper-Personalised Experiences in the Era of Intelligent Mobility

1:30PM - 1:45PM | TATA CONSULTING SERVICES

Learn how TCS MobilityAI delivers an intelligent, in-vehicle digital assistant that provides context-aware, conversational experiences tailored to individual users.

Accelerating ADAS Development in the GenAI Age

2:00PM - 2:15PM | AWS

See how AWS helps customers to build and develop end-to-end ADAS stacks by following the ADAS Development Cycle.

Accelerating Automotive Design with Large Physics Models on AWS

2:30PM - 2:45PM | PHYSICSX

See our platform that leverages large physics foundation models to enable live aerodynamic feedback, accelerate concept development, and transform early-stage vehicle design for companies like Audi and Leonardo Helicopters.

Empowering Next Level Automotive: Virtual Engineering and Factory Assistant

3:00PM - 3:15PM | PWC GERMANY

Explore how the Virtual Engineering Workbench enables cloud-based simulations while the Factory Assistant helps reduce downtime through AWS AI/ML-powered workflows.

Driving Scalable DevOps Transformation Mercedes-Benz's Journey to GitLab Dedicated on AWS

3:30PM - 3:45PM | GITLAB

In this session, we will explore how Mercedes-Benz transformed their developer experience using GitLab and Amazon Q to increase productivity and standardize development workflows.

Cloud Services in Motion: Transforming Mobility with AWS

4:00PM - 4:15PM | BOSCH

See how Bosch Engineering's Track Beast solution enhances performance through AWS cloud services integration, boosting data processing, connectivity, and scalability.

Driving the Future: AI-Powered Engineering for the SDV

4:30PM - 4:45PM | INFOSYS

Discover how Infosys Engineering and AI Services are redefining automotive development through intelligent in-vehicle systems and cloud-native platforms to deliver safer, smarter mobility experiences.

From Stage to Street: Real-Time Event Streaming into the Cockpit

5:00PM - 5:15PM | NTT DATA

See how we use AWS Elemental MediaLive and CloudFront to enable high-quality, real-time streaming content delivery directly to vehicle head units with reliable performance.



Accelerating Automotive Innovation

10:00AM - 10:15AM | SNOWFLAKE

This session explores how AI-powered data solutions address key automotive challenges in connected vehicles, autonomous driving, electrification and Industry 4.0.

Accelerating System Requirement Translation with GenAI

10:30AM - 10:45AM | WIPRO TECHNOLOGIES

Explore how a global automotive leader achieved 40% efficiency growth by translating stakeholder inputs to system requirements using Wipro's GenAI solution on AWS Bedrock.

Continuous Testing Meets AI: A Scalable Solution for Automotive Software

11:00AM - 11:15AM | TRACETRONIC

Discover our new collaborative platform approach for automotive software testing with multiple workflows and roles and AI support.

Transform into an SDV Business with Siemens, Accenture, and AWS

11:30AM - 11:45AM | SIEMENS

An overview of the SDV development platform by AWS, Accenture and Siemens, featuring scalable cloud technology, advanced AI/ML-enabled solutions, and streamlined design-to-implementation processes.

Scaling Automotive Safety with Open-Source Software and HPC for Next Generation SDVs

12:30PM - 12:45PM | ELEKTROBIT

Learn how Elektrobit's industry-first Linux for Safety Applications on AWS enables faster prototyping and scalable development while maintaining ASIL B compliance for safety-critical systems.

Data-Driven Development and Testing for Automated Driving

1:00PM - 1:15PM | QUALCOMM

Learn how Qualcomm's data and simulation factory leverages AWS to create seamless data loops for automated driving features, enabling rapid deployment and updates for customers like BMW.

How to Transform Validation to a Software & AI Centric Testing Ecosystem

1:30PM - 1:45PM | HCLTECH

Explore how AI-centric testing and abstracted test cases are transforming automotive software validation, with a focused look at how we implement AI in validation processes as the industry transitions to a software-defined future.

From Simple Voice Command to Powerful Assistant: BMW's and Amazon's Voice Assistant Co-development Story

2:00PM - 2:15PM | AMAZON SMART VEHICLES X BMW

Discover how BMW and Amazon's innovative collaboration is continuing to transform the in-vehicle experience through their Alexa Custom Assistant tech stack. Moving beyond basic Alexa integration, this collaboration harnesses the power of Large Language Models for natural interaction between driver and vehicle.

The SDV Inflection Point: Fast Features for SDVs

2:30PM - 2:45PM | SIBROS

See how Sibros enables automakers to launch fast, intelligent SDV features in weeks—not months—on AWS, unlocking new revenue, lower warranty costs, and personalized driver experiences at scale.

The IAV Service Cloud: Your Hub for Automotive Excellence

3:00PM - 3:15PM | IAV

We will dive into the IAV Service Cloud, a digital platform designed to provide comprehensive services for the automotive industry with AI-based data analytics, enhanced efficiency, and seamless collaboration.

From Disruption to Differentiation: Turning Volatility Into Competitive Value in Automotive

3:30PM - 3:45PM | SPRYKER

See how Scania transforms vehicle commerce using Spryker's platform, enabling end-to-end digital journeys from discovery to purchase across B2B and B2C channels.

Integrating Excelfore eSync and AWS IoT Core for Hero MotoCorp

4:00PM - 4:15PM | EXCELFORE

See how Excelfore integrated the eSync data pipeline with AWS IoT Core for Hero MotoCorp to enable secure OTA updates and remote data collection, enhancing vehicle performance and customer experience.

Transforming Automotive Workflows with Adastra's Generative AI Maintenance Bot

4:30PM - 4:45PM | ADASTRA

This session covers our gen AI solution that streamlines machine troubleshooting for automotive manufacturing by instantly accessing integrated data from multiple enterprise sources.

Automotive Services GraphRAG on AWS

5:00PM - 5:15PM | KGDATA

Discover how our automotive aftersales solution combines Amazon Neptune, OpenSearch, and LLMs to deliver intelligent fault diagnosis and repair recommendations, enhancing service efficiency.