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Topic: Putting safety first

Participations interest:

Recently international safety guidelines become more and more strict, especially with the new NHTSA guidelines in US. This is needed to reduce driver distraction and increase the safety of drivers and other participants in traffic. On the other hand these regulations limit the possibility for offering web based content or applications – as they are today. In some cases the rules even requesting drastic changes on currently available in-car functions.

For Tier-1 automotive suppliers the related limitations directly impact the development of new functionalities for current and future product platforms.

Point of View:

Alpine is committed to provide high quality automotive products, especially considering safety of the end user. A core point is the definition, consideration and application of safety relevant rules to avoid distraction of the driver. Even though considering these new upcoming limitations we are seeking for possibilities to increase the information for the driver, also by including web based content and applications.

Many of the other mentioned topics are also of high interest for Alpine, but we have selected this one topic for the application.