SDV Accelerator

Speed up development and break free from hardware dependency with the virtual engineering environment developed by HERE and AWS

Reimagining automotive software development

Co-developed by HERE and Amazon Web Services (AWS), SDV Accelerator seamlessly integrates AWS cloud services with HERE's automotive-grade location technology and mapping to create a unified, cloud-native environment for easier and faster development powered by artificial intelligence (AI) for software-defined vehicles (SDVs).

The challenge
Automakers still rely on slow and outdated methods, like siloed teams, disconnected tools, and physical prototypes. These rigid ways of working limit innovation and drive up costs. Meanwhile, newer players in the market are developing vehicles faster and more efficiently by using cloud-based platforms and virtual testing in their verticalized architecture. To stay competitive original equipment manufacturers (OEMs) need a smarter, more connected approach to building SDVs.

Streamlined development for the SDV era
SDV Accelerator empowers automakers to fast-track SDV development with its technology guidance, pre-integrated tools and solutions on AWS Marketplace, and flexible full-stack architecture powered by AWS and HERE Technologies. In addition to these foundational layers are a growing selection of partners, offering a curated collection of specialized components like middleware, advanced driver assistance systems (ADAS), and hardware abstraction layers, in the AWS Marketplace.

Built for speed, agility, and collaboration, this virtual environment gives automakers the launchpad they need to innovate boldly and deliver smarter, faster, and more connected vehicles, by enhancing their development environments and giving them control over their architecture and user experience.

Up to 70%
Faster development cycles

Up to 30%
Reduction in research and development costs

Up to 7x
More testing capabilities

Want to talk? We do, too. Get in touch here.

Smarter development, measurable impact

SDV Accelerator delivers measurable value across every stage of the automotive software lifecycle to help OEMs move faster, spend smarter, and innovate with confidence.

Creating real value
Preliminary estimates suggest that automakers using SDV Accelerator can generate large savings, thanks to faster cycles, reduced overhead, and improved collaboration. These gains compound across teams and programs, delivering strategic advantages in time to market, cost efficiency, and product differentiation.

Scalability and innovation
The open architecture and modular environment allow OEMs to scale development across vehicle lines and geographies, integrate new technologies quickly, and maintain full sovereignty over their data and systems. By aligning with industry standards like SOAFEE (scalable open architecture for embedded edge) and Eclipse SDV, SDV Accelerator ensures long-term compatibility and flexibility.

Accelerating every team

ADAS	Digital cockpit and in-vehicle infotainment	UX/UI	AI
Accelerate simulation and validation of advanced driving functions using HERE ADAS Map, HERE HD Live Map, and SceneXtract.	Build branded and differentiated digital cockpit experiences with HERE Navigation, HERE Navigation SDK, HERE SDK and more.	Customize interfaces with full control over design and user experience.	Leverage scalable environments for training, testing, and deploying intelligent in-car assistants.

Want to talk? We do, too. Get in touch here.

Break free from hardware and legacy constraints

As SDVs become the new industry standard, the main challenge OEMs face is how to unlock real innovation at speed. To help automakers meet this, SDV Accelerator gives OEMs the capabilities to accelerate development and reduce complexity—by designing, building, testing, and validating—entirely in the cloud, while staying firmly in control of their architecture, data, and brand experience, with greater customization, configurability and extensibility.

The smarter way to build SDVs
SDV Accelerator delivers value across every stage of the automotive software lifecycle.
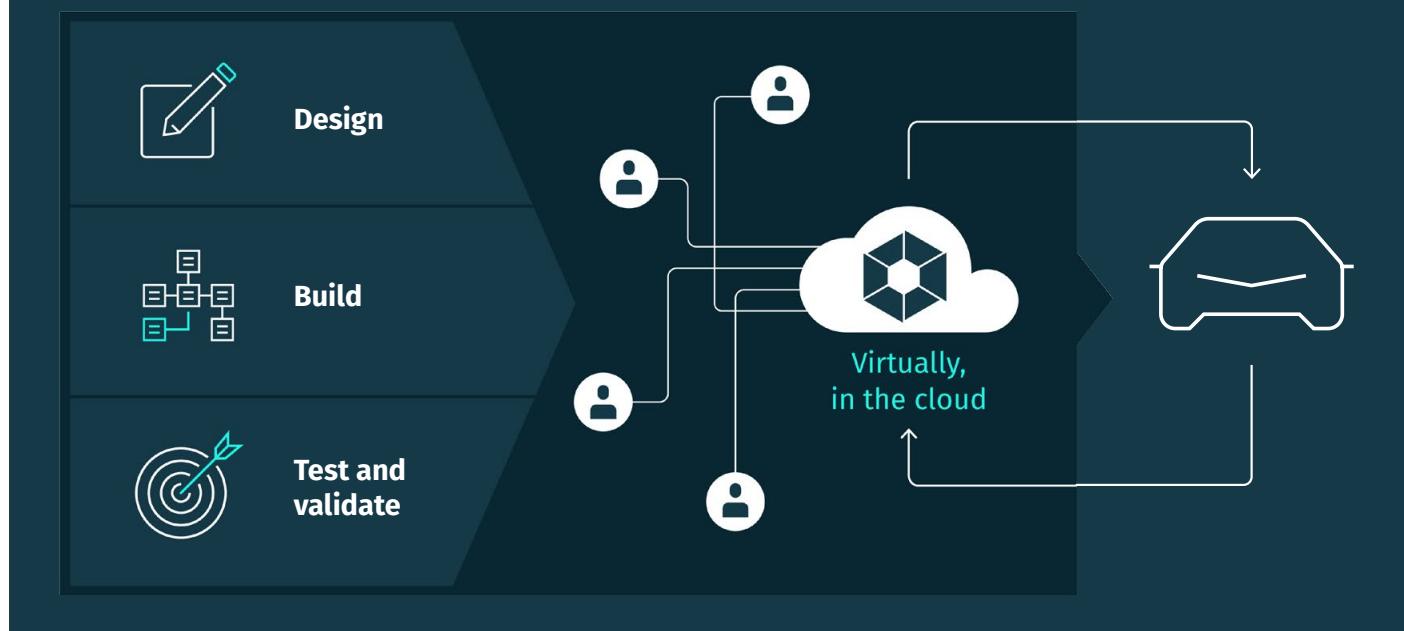
Enhanced cross-team collaboration	Protected data sovereignty and brand control	Scalable innovation
Enable seamless coordination across ADAS, IVI, UX, and AI teams, as well as supplier developers — in a unified environment — whatever the location.	Maintain full ownership of architecture, data, and user experience.	Tap into a growing selection of validated partner solutions to build smarter, faster, and more differentiated vehicles.

Streamline development and scale innovation
SDV Accelerator equips automakers with a powerful set of capabilities:

→ **Accelerated workflows**
   Pre-integrated capabilities and cloud-native processes dramatically reduce development time.

→ **Unified map intelligence**
   HERE's live map content supports navigation, ADAS, and cockpit systems with consistent, leading high-quality data.

→ **Flexible deployment**
   Software can be deployed to virtualized hardware environments, giving OEMs full control over configuration and scalability.

→ **Generative AI potential**
   SDV Accelerator lays the foundation for using generative AI effectively in the automotive industry.

Want to talk? We do, too. Get in touch here.

Building the future: a modular approach to SDV development

SDV Accelerator is designed as a modular, cloud-native architecture with purpose-built components that fit seamlessly into the automotive software stack. At its core, AWS provides scalable cloud infrastructure and development capabilities, while HERE contributes automotive-grade location intelligence, including live map content, navigation SDKs, and simulation capabilities.

Together, these elements form a unified development environment that automakers can configure, extend, and deploy with precision, speed, and full control.

What is SDV Accelerator?

Design

Build

Test and validate

Virtually, in the cloud

No hardware, no limits

SDV Accelerator is more than a virtual environment — it's a launchpad for the future of automotive software. Accelerate innovation and differentiation, slash costs and unleash creativity at unlimited scalability.

Want to talk? We do, too. Get in touch here.

Get started

<div>Contact us</div>

HERE Technologies
HERE has been a pioneer in mapping and location technology for 40 years. Today, the HERE location platform is recognized as the most complete in the industry, powering location-based products, services and custom maps for organizations and enterprises across the globe. From autonomous driving and seamless logistics to new mobility experiences, HERE allows its partners and customers to innovate while retaining control over their data and safeguarding privacy. Find out how HERE is moving the world forward at here.com.

Amazon Web Services
Since 2006, Amazon Web Services has been the world's most comprehensive and broadly adopted cloud. AWS has been continually expanding its services to support virtually any workload, and it now has more than 240 fully featured services for compute, storage, databases, networking, analytics, machine learning and artificial intelligence (AI), Internet of Things (IoT), mobile, security, hybrid, media, and application development, deployment, and management from 117 Availability Zones within 37 geographic regions, with announced plans for 13 more Availability Zones and five more AWS Regions in Chile, New Zealand, the Kingdom of Saudi Arabia, and the AWS European Sovereign Cloud. Millions of customers—including the fastest-growing startups, largest enterprises, and leading government agencies—trust AWS to power their infrastructure, become more agile, and lower costs. To learn more about AWS, visit aws.amazon.com.