



Veoneer, approaching the first anniversary of their spinoff from Autoliv, are aggressively working to become the go-to supplier in their space. Chris Van Dan Elzen, Veoneer's VP of Product Strategy and one of over 700 employees at the supplier's offices near Detroit, says his company are "going after safety issues and finding the technologies to solve them". He describes the company's strategy as working to get their offerings "to the point where it becomes commodity and there's no room for both of us to make money, [so] I'll get out or they'll get out. And if they are no longer a good partner, we'll find another partner, or we'll take it in-house and do it."

Veoneer's latest partner is Velodyne Lidar. Veoneer will work to bring Velodyne's scalable sensors, software, and related components to automotive grade, make them more manufacturable, and add to the 360° lidar their own board with a vehicle interface module and safety integration to automotive specifications. Recently, Veoneer demonstrated a new forward-facing application for the Velodyne lidar at the American Center for Mobility. The 32-channel unit fits discreetly behind the windscreen.

Van Dan Elzen says Veoneer, whose expertise dates back more than sixty years, are a good intermediary between automakers and startups who may have good technology but lack auto industry expertise.