Marelli to Launch New Platforms at CES 2024

*Systems developed on the company's "**Lean**" platforms are fit for purpose, sustainable, and launch-ready, while the "**Advantage**" platform is reserved for cloud applications that are connected to the company's middleware microservices software architecture*

Marelli, a leading mobility technology supplier to the automotive sector, will launch its "**Lean**" and "**Advantage**" platforms at **CES 2024** in Las Vegas, NV, January 9-11, 2024, in its private, invitation-only booth at the Wynn Hotel.

Marelli's "**Lean"** platforms are underpinned by a simplified approach to hardware and software design resulting in fewer parts, reduced weight, and less cost than standard products, without sacrificing performance. Systems based on "**Lean**" platforms are primarily pre-developed, leaving room for automakers to customize certain features upon award. This module-based platform approach targets entry-level vehicles, brands, and trim levels, and is designed to appeal to budget-oriented consumers and fleet buyers. The first two systems being launched are **LeanLight** and **LeanDisplay**, which will be showcased in the **Design for Affordability** area of Marelli's suite.

Marelli will exhibit **LeanLight** headlamp and rear lamp concepts, featuring up to 20% fewer components, a 20% reduction in weight, and a 6kg reduction in CO_2 emissions, compared to traditional lamps. The introduction of a new injection molding process contributes to the lighter weight and reduced energy consumption, while a newly developed surface treatment solution eliminates the need for a chemical coating, further contributing to the sustainability benefits.

Marelli's **LeanDisplay** offers advanced local dimming performances at a much lower price point, in addition to an improved sustainability footprint – 40% weight reduction, energy savings, and CO_2 reduction - compared to standard displays. This has been achieved by adopting a design for manufacturing approach resulting in 60% fewer components, through optimizing the backlight technology – combining LEDs and proprietary lenses – and by localizing the supply chain.

Marelli's Digital Twin demonstrator, powered by Amazon Web Services (AWS), can replicate a full vehicle cockpit in the cloud, to accelerate design, testing, simulation, and feature deployment over-the-air. The connected, virtualized cockpit is one of Marelli's first market-ready "**Advantage**" platform solutions. The cockpit is built on a containerized microservices architecture, meaning individual features can be independently upgraded quickly and easily, without affecting existing functionality.

This solution also enables hardware portable applications, a key feature of software-defined vehicles.

Marelli will continue building out its platform strategy, allowing automakers to choose solutions that are primarily pre-developed while leaving room for customization. Additional connected systems are being developed on the "**Advantage**" platform, as well as stand-alone software tools for designers.

About Marelli
Marelli is a leading mobility technology supplier to the automotive sector. With a strong and established track record in innovation and manufacturing excellence, our mission is to transform the future of mobility through working with customers and partners to create a safer, greener, and better-connected world. With around 50,000 employees worldwide, the Marelli footprint includes 170 facilities and R&D centers across Asia, the Americas, Europe, and Africa.