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CEVT recruits Peter Rogbrant as SVP of newly established Software department

Peter Rogbrant is appointed Senior Vice President for the newly created Software department at CEVT, where we will strengthen and gather our resources and capabilities around Software and optimize the interface to Hardware.

CEVT is an innovation and development center for future technologies of the Geely Group, with the purpose of being at the forefront of new developments in mobility. The whole industry is now undergoing a transformation with new ways of thinking about the car as a product, which in turn is redefining how we work with automotive engineering. We need to strengthen our software focused development and at the same time, work with scalability and modularity.

“Being a long-timer in the Automotive industry it is important to me to be where the change is. CEVT has grown by change in itself. The rapid pace of technology every car-maker is facing will force every player in the industry to change and one of these changes is to deal with the amount of software in the car. When I was approached by this opportunity and understood the ambition behind it, it was a given for me to jump onboard”, says Peter.

Peter has an extensive background in the automotive, telematics and gaming industry spanning over 20 years, including Volvo Group, WirelessCar, Electronic Arts , Autoliv and Veoneer in which he has held various senior management positions.

“Given the fact that every car maker has the same questions about how to handle software, puts CEVT in a significant strong position without heavy legacy to be in

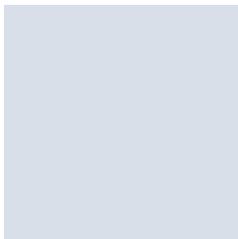
the forefront. Creating the new software organization defines a new position for CEVT. We will move into autonomous vehicles, more complex architecture in the car, electrification and not least we will have connected services which can support the car after Start Of Production in the field. All this will put CEVT into a new playground, keeping existing commitments and start to support the Geely Group with new service innovations and solutions. This is something big and just a start of something very exciting”, says Peter.

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The whole industry is now undergoing a transformation with new ways of thinking about the car as a product. CEVT is a fast growing, fast moving and exciting company where no day is like the other – where the challenges of tomorrow are on our working table today.

CEVT consists of some 2000 people with offices in Gothenburg and Trollhättan in Sweden. CEVT currently works on projects for the car brands Volvo Cars, Geely Auto and Lynk & Co. CEVT is a subsidiary of Zhejiang Geely Holding Group. For more information about CEVT, go to www.cevt.se

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