

AUTOMOTIVE

Audi seeks industry alignment throughout supply chains

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Audi is putting the focus on sustainability. Image courtesy of Audi

By STAFF REPORTS

German automaker Audi is seeking more alignment throughout the car industry's supply chains and greater electronic advancement through a special group.

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Audi is one of the founding members of Semi Global Automotive Advisory Council, a group that includes more than 2,000 companies and focuses on advancing electronic developments. The automaker is taking its role in Semi one step further, joining its supply chain platform as the first auto original equipment manufacturer.

"We are excited to welcome Audi to the Semi family," said Ajit Manocha, president and CEO of Semi, in a statement. "Now we can support advances in automotive electronics innovation from sand to systems through stronger collaborations with our semiconductor equipment and materials members and Semi Strategic Association Partners including the Electronic System Design (ESD) Alliance and MEMS & Sensors Industry Group."

Semi and Audi

While Audi's previous role with Semi helped the group grow its membership to 17 auto companies, the automaker will now have access to core competencies including harmonizing roadmap technology and growing international standards.

"With rapid advances in automotive electronics technology, semiconductors now play a critical role in innovation and product differentiation," said Dr. Klaus Buettner, executive vice president of development electrics/electronics, carIT at Audi AG, in a statement. "In order to fulfill the promise of sustainable, connected-to-everything, highly automated mobility up to autonomous driving, we need to also align automotive requirements across the entire semiconductor value chain.

"With its global platform, Semi is the right association to bring together supply chain stakeholders for the close collaboration critical to driving technology innovation," he said.



The e-tron is an all-electric SUV. Image credit: Audi

The German automaker also revealed that it is putting the focus on carbon neutrality through greater efforts surrounding electric cars and ownership alternatives.

Audi is planning to have its fleet's carbon footprint reduced by 30 percent between 2015 and 2025. Named "Consistently Audi," the strategy aims to make Audi a sustainability leader in the upscale auto market ([see story](#)).

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