

Application: 4391

Applied EV

**Page: General Information**

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

**Name of Organization/Company**

Applied Electric Vehicle Ltd

**Additional Contacts**

I do not wish to list additional contacts

**Page: Entry Information**

**Entry Title**

Applied EV

**Category**

T01. Company of the Year - Transportation Technology

**Company of the Year Submission Format**

Written Answers

**a. Briefly describe the nominated company's history and past performance (up to 200 words). Required**

Applied EV, a leader in vehicle control system technologies, was founded in 2015 with a mission to create safer, cleaner and more efficient transport solutions, unlocking entirely new business models and economics for transportation with Software-Defined Vehicles.

Founded by Julian Broadbent, a former General Motors Executive, Applied EV combines a broad range of high-tech and automotive capabilities with experience in business development, program management and corporate governance. Applied EV is headquartered in Victoria, Australia and has built a global business across Europe, Asia and Oceania with world class capabilities, currently hiring over 140 full time staff globally.

Applied EV's core product, Digital Backbone™, is a centralised control system, setting a new benchmark for safety rated vehicles. The technology enables vehicles of all shapes and sizes to run on software, reducing production costs, increasing efficiency, and making the entire ecosystem more sustainable.

Through continual product improvement of safety technologies, global collaboration and a relentless pursuit to revolutionise transport, Applied EV has developed the technology to create Software-Defined Vehicles that addresses the most pressing needs of the automotive industry - for today and tomorrow - capable of navigating both on- and off- road environments with little to no human intervention.

**b. Outline the nominated company's achievements since the beginning of 2022 that you wish to bring to the judges' attention (up to 250 words). Required**

JUNE 2022:

Applied EV and Oxbotica (now Oxa) partnered to deploy the first fully autonomous, cabinless, commercial on-road software-defined vehicle with no onboard driver through the streets of Oxford, in the UK.

SEPTEMBER 2022:

Suzuki Motor Corporation made a strategic investment to accelerate the software development for next generation mobility.

JANUARY 2023:

Launched the Generation Six Digital Backbone™, an upgraded technology-stack, specifically designed for the mass-production of fully autonomous vehicles.

MARCH 2023:

Suzuki concluded its agreement for co-development of an autonomous electric vehicle platform with Applied EV, realising synergies in manufacturing and new business models.

SEPTEMBER 2023:

Applied EV's core product, a Central Control Unit (CCU) for Software Defined Machines, Digital Backbone™, was preliminarily audited by TÜV SÜD as representing a suitable foundation for fulfilling the requirements of ASIL-D per standard ISO 26262. Subsequent design and implementation phases continue towards certification and mass production.

DECEMBER 2023:

Announced a collaboration with NXP Semiconductors to share ideas and information, work to develop mutually beneficial strategic and production partnerships, and drive forward innovation in the field of Software-Defined Vehicles and Electrical and Electronic Architecture (EEA) for mutual benefit.

NOVEMBER 2023:

Recognised as one of Australia's most successful technology innovators, Applied EV took out the Climate and Sustainability Award in the 2023 Deloitte Tech Fast 50 Australia, also ranking number six in the Australian Financial Review Fast 100 Awards. On a global stage, Applied EV was recognised at the Cars of The Future Self-Driving Awards in the UK with the Foundational Software Award.

**c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other companies in the firm's industry and/or to the company's own past performance (up to 250 words). Required**

One of the key differentiating features of the Generation Six Digital Backbone is its ability to enable sophisticated drive-by-wire functionalities, eliminating the need for mechanical connections to steering, braking, and motor control systems.

The ISO 26262 preliminary certification is a remarkable feat - setting the company up for full autonomous certification (suited to Level 4 or Level 5 autonomy) and subsequently, mass production. The certification outlines a clear roadmap towards unparalleled safety where dual redundancy is integrated into every aspect of vehicle design, resulting in a 'fail-operational' system.

The success of Tesla has been a catalyst for the industry, dramatically reducing vehicle costs while also giving customers exciting new features, enabled by software. However, Tesla still retains significant barriers to achieving truly Software-Defined Vehicles suited to Level 4 or Level 5 autonomy.

As such, Applied EV's customers and partners (such as Suzuki, NXP Semiconductors and Oxa) gain a head start of several years on development and ahead of their competition. This maximises the potential for cost reduction, differentiated pricing and new revenue models.

The partnership with, and investment from, Suzuki signifies a strategic move towards achieving commercial scalability. Leveraging Suzuki's production capabilities, Applied EV can mass-produce autonomous vehicles, reducing costs and increasing accessibility. This partnership offered unrivalled opportunities for commercialisation and market growth.

Applied EV has developed technology that addresses the most pressing needs of the automotive industry - for today and tomorrow - capable of navigating both on - and off - road environments with little to no human intervention.

**d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional**

DELOITTE TECH FAST 50

The awards, sponsored by ASX, Atlassian, DLA Piper, Morgans and Workday, recognise Australian technology companies with the highest annual revenue growth over the past three years. Applied EV received the Climate & Sustainability award.

AFR FAST 100 LIST

"While Applied EV hasn't had to contend with the glare of retail investors on the public markets, it has been one of the few examples of a fast-growth company notably raising its valuation when hitting up private investors."

CAPITAL BRIEF: How Australia's Applied EV is taking a different self-driving route to Tesla

"Applied EV is one of only a few companies developing autonomous-vehicle technology in Australia."

"For the company to reach its potential it needs two things. First, to develop autonomous driving safe enough for open roads. Second, for governments in Australia and around the globe to permit its vehicles on those roads."

AUTOMOTIVE WORLD: Suzuki concludes agreement for co-development of autonomous electric vehicle platform with Applied EV

"Applied EV is an Australian technology company with strengths in software and electronics for autonomous ready vehicles. Suzuki entered into an agreement in September 2021 and invested in Applied EV in 2022, and has since been evaluating the possibility of collaboration."

"The two companies intend to bring the Blanc Robot™ to production and develop business models to expand the adoption of autonomous electric vehicles and enhance brand awareness."

"The two companies will further strengthen their relationship and promote next generation mobility."

**Webpage Link**

<https://www.appliedev.com/media> (<https://www.appliedev.com/media>)

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Yes

**Webpage Link 2**

<https://www.linkedin.com/company/applied-ev/> (<https://www.linkedin.com/company/applied-ev/>)

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**Webpage Link 3**

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<https://www.autofutures.tv/topics/how-australia-s-applied-ev-is-making-vehicles--robot-ready----ceo-julian-broadbent/s/57d5ec8d-cfd2-4a33-a49f-e9180391af77>  
(<https://www.autofutures.tv/topics/how-australia-s-applied-ev-is-making-vehicles--robot-ready----ceo-julian-broadbent/s/57d5ec8d-cfd2-4a33-a49f-e9180391af77>)

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**Web Page Link 9**

<https://www.capitalbrief.com/article/how-australias-applied-ev-is-taking-a-different-self-driving-route-to-tesla-1bb6b1e8-6f6e-412f-a243-c232b4cd8002/preview/>  
(<https://www.capitalbrief.com/article/how-australias-applied-ev-is-taking-a-different-self-driving-route-to-tesla-1bb6b1e8-6f6e-412f-a243-c232b4cd8002/preview/>)

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**Web Page Link 10**

<https://www.automotiveworld.com/news-releases/suzuki-concludes-agreement-for-co-development-of-autonomous-electric-vehicle-platform-with-applied-ev/>  
(<https://www.automotiveworld.com/news-releases/suzuki-concludes-agreement-for-co-development-of-autonomous-electric-vehicle-platform-with-applied-ev/>)

**Supporting Document**

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**Supporting Document 2**

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**Supporting Document 5**

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