Press Release

April 2022

AUTOSAR Regional Spokesperson North America

AUTOSAR appoints Steve Crumb as Regional Spokesperson for North America.

Steve Crumb, Founding Executive Director of GENIVI Alliance, now called COVESA, has a long history with AUTOSAR starting in 2008 and including over 20 years of experience in leading and growing technical alliances and collaborative organizations in a variety of industries.

Beginning on the 1st of April 2022, Steve Crumb was appointed as Regional Spokesperson for the AUTOSAR Hub in North America.

In his role as the AUTOSAR representative of North America, Steve Crumb will oversee the communication activities for AUTOSAR User Groups and Working Groups, the support of Working Group Cloud and other technical activities to increase, strengthen and widen the involvement from AUTOSAR partners in North America.

Steve Crumb believes that organizations like AUTOSAR are essential to the automotive industry. He has a passion for cross organizational interactions that reduce the effort to integrate standards and common approaches delivered in multiple organizations. “No organization will effectively accomplish all that needs to be done in any given topic. And increasingly, vehicles must co-exist in adjacent industries like IoT, smart cities and intelligent infrastructure.” Steve Crumb hopes that he can contribute to a future where AUTOSAR aligns and even develops with a view of simplifying integration into not just the automotive industry, but a growing number of other industries in which vehicles will play an important role.

He has a strong interest in seeing AUTOSAR be more open and collaborative with other organizations and sees himself playing an important role in maintaining and growing the AUTOSAR community in North America and building a more open future for AUTOSAR.

AUTOSAR looks forward to a cooperative and successful collaboration with Steve Crumb and wishes him all the best in his new role and the challenges connected to it.
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About the AUTOSAR Adaptive Platform

AUTOSAR first released its Adaptive Platform on March 31st, 2017 as a standardized integration platform for microprocessor-based electronic control units (ECU). The AUTOSAR Adaptive Platform is based on POSIX operating systems and is the ECU standard for new automotive megatrends. It provides an unique holistic AUTOSAR safety and security approach for microcontroller-based ECUs and high performance microprocessor-based ECUs throughout the whole EE-Architecture with a consistent software and methodology design. Additionally AUTOSAR Adaptive Platform also introduces a holistic approach for updatability (over the air) throughout the whole EE-Architecture. By doing so, the new standard avoids the costly alternative for OEMs and their suppliers of repeatedly developing the critical and complicated functionality of such software platforms with proprietary and individual solutions.

About the AUTOSAR Classic Platform

The AUTOSAR Classic Platform is the well-established standardized software and methodology framework for deeply embedded electronic control units (microcontroller ECUs), which offers OEMs and suppliers a safe, secure and stable foundation to build up their distributed software systems. By using a layered software architecture based on a methodology that configures the software stack as well as the complete communication for a given EE-Architecture, the AUTOSAR Classic Platform supports all kinds of interconnected microcontroller-based ECUs.

About AUTOSAR (AUTomotive Open System ARchitecture)

AUTOSAR (AUTomotive Open System ARchitecture) is a global partnership of leading companies in the automotive and software industry to develop and establish the standardized technical framework enabling scalable E/E system architectures for intelligent mobility. Since 2003, they have been working on the development and introduction of several open, standardized software platforms including the joining methodology for the automotive industry. By simplifying replacement and update for software and hardware, the AUTOSAR approach forms the foundation for reliably controlling the growing complexity of electronic and software systems in today’s and future vehicles. As AUTOSAR is open to new features in the Automotive area it will continuously adapt the standards. In addition, AUTOSAR improves cost efficiency and quality by enabling its partners to cooperate in a competitive way but on the same solution. The “Core Partners” of AUTOSAR are the BMW Group, Bosch, Continental, Daimler, Ford, General Motors, Stellantis, Toyota and the Volkswagen Group. The AUTOSAR partnership with around 320 partners play an important role in the success of the partnership and can use the standards free of charge.