

Qualcomm, Salesforce to build new connected vehicle platform for automakers

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Reuters

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U.S. chip designer [Qualcomm Inc](#) and cloud-based software firm [Salesforce Inc](#) plan to develop a [new connected vehicle platform for automakers](#), the companies said on Thursday.

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Advt



The [automotive market](#) has been a key growth area for chipmakers as demand for the crucial component is on the rise with growing use of [electric vehicles](#) and increasing autonomous features in cars.

Qualcomm has been steadily building up its automotive business in recent years. In September, the company said its automotive business pipeline increased to \$30 billion, up more than \$10 billion since its third-quarter results were announced.



Earlier on Wednesday, Qualcomm unveiled a processor chip for cars called Snapdragon Ride Flex SoC that handles both assisted driving and cockpit functions, including entertainment.