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## Press release

### **Italian connected mobility and advanced autonomous driving technologies production chain debuts at CES 2025 in Las Vegas**

The collective area organized by **Italian Trade Agency**, together with **ANFIA** (Italian Association of the Automotive Industry) and **AICA** (Italian Association of Auto Equipment Manufacturers), at CES 2025 debuts in Las Vegas on January 7 to present the most advanced autonomous and connected driving technologies of the Italian automotive production chain.

The Consumer Electronics Show (CES), organized annually by the Consumer Technology Association (CTA) since 1967, will take place January 7-10 in Las Vegas at the Las Vegas Convention Center (LVCC) and the Venetian Expo Center. The event, in recent years, has emerged on the international scene as a prestigious showcase for the automotive industry's most innovative technologies in the areas of in-vehicle electronics and the connected and autonomous vehicle.

The Italian Trade Agency - ANFIA - AICA exhibition area (Booth 3374 - West Hall Level 1 - Las Vegas Convention Center) will host the **Maserati MC20 Cielo**, equipped with the AI robo-driver for autonomous driving developed from the researchers of **Politecnico di Milano University (Politecnico di Milano)**, an avant-garde **AIDA (Artificial Intelligence Driving Autonomous)** project in which the most advanced autonomous driving technologies are integrated into a sport car, an icon of innovation and performance. Visitors will therefore experience an exceptional combination of engineering, design and innovation that reflects and anticipates the future of mobility and represents one of the highest contributions of Italian excellence to driverless vehicle technology.

The AIDA project system is divided into four main modules. The first is the perception module: through machine learning processes and the training of neural networks (mathematical models inspired by the human brain) it enables the detection of the surrounding environment from the data collected by the sensors (LIDARS, Cameras, Radars). Perception ensures the recognition of obstacles and classification of static and dynamic objects - such as pedestrians, vehicles and traffic signals - in a safe and efficient manner. The second module deals with vehicle geo-localization in the environment. Autonomous driving technology is based on the use of data obtained from GNSS sensors, which enable the vehicle to obtain information from the satellite and construct its position within a defined map; GNSS localization is enhanced by LIDAR and Camera-based localization.

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Following the first two are the planning and control modules, which are those that define how the vehicle is able to follow a trajectory and ultimately make decisions “autonomously,” adjusting speed and avoiding obstacles in its path.

In the exhibition area, visibility will be given to **AS.CAR.I** and **HMDrive**, both spin-offs of the Politecnico di Milano that introduce highly innovative digital technologies to the automotive market, aimed at enhancing the driving experience of high-performance vehicles.

Using transparent augmented reality (AR) glasses, HMDrive allows drivers to see the most useful driving information directly overlaid on the road, improving safety and driving experience. This is possible thanks to advanced proprietary algorithms needed to precisely calculate the position of the virtual information. HMDrive's technology is flexible enough to be used on any vehicle (cars, trucks, tractors, sports cars). The first application that HMDrive is developing is called "AR visual coach", able to help sports car drivers improve their driving performance on the circuit through the 3D visualization of trajectory references, braking points, curves and vehicle data.

AS.CAR.I is specialized in autonomous and assisted driving algorithms for high-performance track cars. It developed an ADAS system for track use that allows even inexperienced drivers to safely drive sports cars near the limits of their performance. The system developed by ASCARI can actively control commands (steering, braking, acceleration) and features “coach” and “virtual fence” functionalities. It is the world’s first example of a system derived from autonomous driving technology expressly dedicated to enhancing the "fun-to-drive" experience on the track. This technology leverages the expertise accumulated by the ASCARI team founders in the Indy Autonomous Challenge, the first example of autonomous motorsport.

Finally, at the Italian Trade Agency - ANFIA - AICA exhibition area, it will be possible to learn in detail, through an explanatory video, about the **Borgo 4.0 Project**, a technological platform for sustainable, connected and autonomous mobility implemented in Italy, in the Campania Region, by ANFIA-Automotive, ANFIA's research body, with the involvement of a public-private partnership<sup>1</sup>. The Campania village of Lioni has been transformed into a laboratory in a real environment of

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<sup>1</sup> This partnership involves 53 companies in the sector and 3 public Research Centers and sees the participation of the 5 Campania Universities and the CNR, for a total of 200 researchers involved. The Platform has obtained funding from the Campania Region of 46 million euros from the action lines of the Campania POR FESR 2014/2020 and the Campania Region's Development and Cohesion Plan (PSC), plus about 27 million euros as private co-financing from partner companies.

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technological experimentation in several complementary fields, where large and small companies in the automotive and telecommunications sectors work in synergy to develop new solutions, materials and smart components for tomorrow's mobility, a concrete example of a smart city and the first example in Europe of an integrated technological platform with smart urban and suburban roads.

A urban and suburban smart road is indeed intended to test the most advanced solutions related to autonomous and connected mobility. New traffic and infrastructure monitoring systems, innovative materials for safer and lighter cars, technologies for the electrification and ecological transition of the sector, while respecting the principle of technological neutrality, solutions for the delivery of infomobility services and smart maintenance are the subject of the 16 research and development, model testing and derivative innovation projects developed by Borgo 4.0, in which all the main trajectories of the future of automotive are involved.

Borgo 4.0 demonstrates how the mobility of the future can be integrated in local contexts, bringing innovation and sustainability on a community scale, a model that can also be replicated in larger urban contexts, both in Italy and internationally.

It is the hope of Italian Trade Agency, ANFIA and AICA that this first experience at CES will be followed by a series of future successful participations that can involve more and more Italian realities capable of expressing the most important advances in Connected, Cooperative & Automated Mobility (CCAM) technologies.

## **ABOUT Italian Trade Agency**

Italian Trade Agency is the Governmental Agency which supports the business development of Italian companies abroad and promotes the attraction of foreign investment in Italy. The Italian Trade Agency operates under the authority and supervision of the Ministry of Foreign Affairs and International Cooperation (MAECI).

With a motivated and modern organization and a widespread network of overseas offices, ITA provides information, assistance, consulting, promotion and training to Italian small and medium-sized businesses. Using the most modern multi-channel promotion and communication tools, it acts to assert the excellence of Made in Italy in the world.

The Italian Trade Agency offers a wide range of initiatives in Italy and worldwide, such as participation in trade fairs, workshops and business delegations, in cooperation with public and private entities and organizations, both in Italy and abroad.

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ITCA  
ITALIAN TRADE AGENCY



AICA  
Associazione Italiana Concessionari Autostrada  
Italian Garage Equipment Manufacturers Association

## **ABOUT ANFIA - Italian Association of the Automotive Industry**

Founded in 1912, for over 100 years it has had the objective of representing the interests of its members in dealings with public and private, national and international institutions and providing for the study and resolution of technical, economic, fiscal, legislative, statistical and quality issues in the automotive sector.

The Association is structured into 3 Product Groups, each coordinated by a President. Components: includes manufacturers of motor vehicle parts and components; Car Design & Engineering: includes companies operating in the field of design, engineering, styling and design of motor vehicles and/or parts and components intended for the automotive sector; Manufacturers: includes manufacturers of motor vehicles in general-including trucks, trailers, camper vans, special vehicles and/or dedicated to specific uses-that is, fittings and specific equipment mounted on motor vehicles. The automotive production chain in Italy has 5,451 companies and 273,000 employees (direct and indirect), 7.1 percent of the Italian manufacturing sector's employment. Its annual turnover amounts to 113.3 billion euros, accounting for 9 percent of manufacturing turnover in Italy and 5.8 percent of Italy's GDP. The DM tax levy in Italy is 71 billion euros.

## **ABOUT AICA - Italian Association of Auto Equipment Manufacturers**

Formed on July 9, 1976, to represent the economic operators who, at different entrepreneurial levels, carry out their activities in the sector of the production of plants and equipment intended for the services of assistance, maintenance, repair and overhaul of means of transport, AICA plays a leading and connecting role among its member companies, which account for more than 80 percent of the total turnover and total number of employees in the sector. AICA's mission is to be the interpreter of the needs of its members, reconciling the different peculiarities present in a very diversified industrial reality, in which artisanal companies operate alongside even highly structured groups that have already set up commercial and production activities in the most strategically interesting countries.

Among the aims of the statute are to bring together the companies that manufacture machinery, plant and equipment for auto repair shops, body shops, electricians, tire specialist dealers, overhaul centers, engine rectifiers, service stations and vehicle service centers, in a unified body; to represent its Members for the recognition and enhancement of their professional activities, vis-à-vis both public authorities and private Italian and foreign companies and organizations; develop contacts to enhance and extend cooperative relationships with sister associations, entities and other organizations, with the aim of fostering all useful initiatives for the strengthening of the category, including on the level of public relations; produce technical studies and market surveys, in support of the activities of member companies, both nationally and internationally.

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