



Mobility and automotive software company Apex.AI launches full-scale business expansion in the Japanese market, expanding its international footprint to Asia

Apex.AI improves corporate software productivity, promoting collaboration, and enabling Japanese automotive manufacturers to realize truly software-defined vehicles.

PALO ALTO, CA, USA — April 3, 2023, [Apex.AI](#), a company developing safety-certified software for mobility and automotive applications, today announced it has expanded operations to Japan in response to the growing demand for software-defined vehicles and to better support businesses in the country. With a well-established presence in the United States and Europe, Apex.AI is now focusing its international expansion efforts in Asia by launching in Japan as it is home to three of the world's biggest automakers. The Japanese entity, Apex.AI Japan GK, is a wholly owned subsidiary of Apex.AI, Inc. Tavis Szeto, Senior Vice President Corporate Development, Apex.AI, will serve as an interim Country Manager for the Japanese entity. The company is currently in the process of hiring a permanent Country Manager.

"Japanese automakers have long been recognized for their technical excellence and their commitment to bringing the future forward," said Jan Becker, Co-founder and CEO, Apex.AI. "The next big revolution in the automotive industry will be delivering truly software-defined vehicles. Customers expect continuously improving vehicle automation capabilities and smartphone-like personalization and infotainment features. Our safety-certified software contributes a powerful solution to help them achieve that goal efficiently. Ensuring our proximity to auto manufacturers, focusing on passenger, light-duty and heavy-duty vehicles, in such a strategic market, positions the entire industry for success."

The company's near-term focus is to build out the team and provide in-country support to existing customers and partners in Japan. The team establishing the business in Japan will ramp up operations with an eye toward growth. In addition to its core work in the automotive space, Apex.AI brings robotics and autonomous driving expertise to adjacent industries thriving in Japan, including agriculture and construction machinery.

In April of this year, Apex.AI Japan GK will start operations, providing its software and technical expertise to customers. In April, Jan Becker and Tavis Szeto will visit Japan to hold discussions with existing and potential customers in Japan.

Apex.AI

This expansion demonstrates Apex.AI's investment in the Japanese automotive market and its commitment to bringing high-value jobs to the local economy. The company is backed by [Toyota Ventures](#), [Volvo Group Venture Capital](#), [Jaguar Land Rover's InMotion Ventures](#), [Airbus Ventures](#), [Continental AG](#), [ZF](#), [AGCO](#), [HELLA Ventures](#) and [Daimler Truck](#) as well as financial investors [Lightspeed](#), [Canaan](#) and [Orillion](#).

Apex.AI Overview

Location: Chiyodaku Gobancho, Tokyo

Representative: Tavis Szeto, SVP Corporate Development at Apex.AI

Establishment: October 31, 2022

Operation starts : April 1st, 2023

Business description : Apex.AI is developing breakthrough, safety-certified, developer-friendly and scalable software for mobility systems.

Website: [Apex.AI | Enabling software-defined vehicles.](#)

About Apex.AI

Apex.AI, founded in 2017, is an international company headquartered in Silicon Valley that develops secure, certified, developer-friendly, and scalable software for software-defined vehicles and mobility systems. The company's flagship product is Apex.Grace, an automotive-grade, real-time, reliable software development kit. Apex.AI provides automakers, truck manufacturers and suppliers with a software development kit, which helps automotive customers to transition from hardware-centric products to modern software-defined vehicles and develop software faster at a lower cost and with less effort.

To access the Apex.AI media kit, please visit <https://www.apex.ai/media-kit>.



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