

NANTERRE (FRANCE)

**JULY 30, 2025**

## **APPNING SELECTED BY SAIC TO ACCELERATE AUTOMOTIVE APP STRATEGY WORLDWIDE**

Appning, a brand of FORVIA Group, the leading automotive Apps Market provider, has been selected by SAIC Motor, one of China's largest automakers, to power its embedded automotive Apps Market for its international markets. This partnership is a key step in Appning's global growth and confirms its leadership in connected car solutions.

Beginning with vehicles being produced in May 2025, the partnership will allow users of SAIC export brands, including MG and IM across Europe & Asia-Pacific (APAC) to enjoy a curated portfolio of in-car apps. This creates the opportunity for vehicle users to have easy, safe access to a rich and immersive connected experience within their infotainment system. The expected volume is over 300,000 cars annually.

**Mona LEVACHER, Director of Appning declares** *"Being selected by SAIC, one of the China's largest automakers, is a strong endorsement of Appning's leadership in in-car app ecosystems. As the trusted partner for global OEMs, we are proud to bring our curated, safe, and localized app experience to SAIC's international customers. This marks a key milestone in our global growth journey as we continue to shape the future of connected mobility."*

Partnering with SAIC, one of the top Chinese vehicle exporters, aligns with Appning's strategic goal to scale its in-car app ecosystem globally. MG, one of SAIC's brands, is already recognized as one of the EV leaders across EU.

Appning bridges the gap between OEMs and content service providers by working as a partner to carmakers, ensuring the apps are adapted to their look and feel, and safety-verified in compliance with Android's driver distraction restrictions. For app developers, Appning provides tools and testing environments to facilitate the integration of their apps into vehicles. In 2025, Appning aims to achieve 20% market share of connected vehicles through its apps market, bringing additional revenue opportunities for carmakers and the app developers.

### PRESS

**Christophe MALBRANQUE**

Group Influence Director  
+33 (0) 6 21 96 23 53  
[christophe.malbranque@forvia.com](mailto:christophe.malbranque@forvia.com)

### ANALYSTS / INVESTORS

**Adeline MICKELER**

Group Vice President Investor Relations  
+33 (0) 6 61 30 90 90  
[adeline.mickeler@forvia.com](mailto:adeline.mickeler@forvia.com)

**Sébastien LEROY**

Group Deputy Investor Relations Director  
+33 (0) 6 26 89 33 69  
[sebastien.leroy@forvia.com](mailto:sebastien.leroy@forvia.com)

### About FORVIA

FORVIA, a global automotive technology supplier, comprises the complementary technology and industrial strengths of Faurecia and HELLA. With over 150,000 people, including more than 15,000 R&D engineers across 40+ countries, FORVIA provides a unique and comprehensive approach to the automotive challenges of today and tomorrow. Composed of 6 business groups and a strong IP portfolio of over 13,000 patents, FORVIA is focused on becoming the preferred innovation and integration partner for OEMs worldwide. In 2024, the Group achieved a consolidated revenue of 27 billion euros. FORVIA SE is listed on the Euronext Paris market under the FRVIA mnemonic code and is a component of the CAC SBT 1.5° indicator. FORVIA aims to be a change maker committed to foreseeing and making the mobility transformation happen. [www.forvia.com](http://www.forvia.com)

## About SAIC

SAIC Motor Corporation Limited (abbreviated as SAIC Motor) achieved its full public listing in 2011.

SAIC Motor's business primarily covers complete vehicles, components, mobility services, finance, international operations, and innovative technology. This has led to a business structure where the vehicle segment takes the lead, with the six major segments closely collaborating, empowering each other and developing synergistically. It has established 15 complete vehicle manufacturing bases, along with corresponding parts and logistics bases, in regions including Northeast China, East China, South China, Southwest China, Central South China, and Northwest China. Its products and services have reached over 100 countries and regions worldwide.

## About Appning

Appning, a brand of FORVIA, is a leading automotive apps market connecting OEMs and app developers to build the future of connected cars. With a growing apps portfolio that already counts with 237+ apps and an established partnership with 36 different car brands, Appning is at the forefront of the automotive industry, supporting Android developers to develop the next generation of in-car infotainment.

## PRESS

### Christophe MALBRANQUE

Group Influence Director  
+33 (0) 6 21 96 23 53  
[christophe.malbranque@forvia.com](mailto:christophe.malbranque@forvia.com)

## ANALYSTS / INVESTORS

### Adeline MICKELER

Group Vice President Investor Relations  
+33 (0) 6 61 30 90 90  
[adeline.mickeler@forvia.com](mailto:adeline.mickeler@forvia.com)

### Sébastien LEROY

Group Deputy Investor Relations Director  
+33 (0) 6 26 89 33 69  
[sebastien.leroy@forvia.com](mailto:sebastien.leroy@forvia.com)

## About FORVIA

FORVIA, a global automotive technology supplier, comprises the complementary technology and industrial strengths of Faurecia and HELLA. With over 150,000 people, including more than 15,000 R&D engineers across 40+ countries, FORVIA provides a unique and comprehensive approach to the automotive challenges of today and tomorrow. Composed of 6 business groups and a strong IP portfolio of over 13,000 patents, FORVIA is focused on becoming the preferred innovation and integration partner for OEMs worldwide. In 2024, the Group achieved a consolidated revenue of 27 billion euros. FORVIA SE is listed on the Euronext Paris market under the FRVIA mnemonic code and is a component of the CAC SBT 1.5° indicator. FORVIA aims to be a change maker committed to foreseeing and making the mobility transformation happen. [www.forvia.com](http://www.forvia.com)