

Beat: Sports

## Official Technology Partner

### MERCEDES AMG PETRONAS

Brackley, UK, 02.03.2015, 22:03 Time

**USPA NEWS** - MERCEDES AMG PETRONAS welcomes Qualcomm as Official Technology Partner. Two companies to align to develop advanced communication features. Qualcomm Incorporated is a world leader in 3G, 4G and next-generation wireless technologies.

The MERCEDES AMG PETRONAS Formula One Team is pleased to confirm a multi-year agreement with Qualcomm Incorporated which sees its subsidiary Qualcomm Technologies, Inc., become an Official Technology Partner of the team.

The two new partners will work together to develop new connected car technologies to enhance the team's on-track performance, utilising Qualcomm's expertise in mobile as the foundation for development. The focus of the initiatives will be on improving overall race speed and car reliability, as well as operational and power efficiencies. Current and future technology projects will target real-time data transmission, sensor networks and wireless charging integration.

Qualcomm branding features on the nose of the F1 W06 Hybrid race car, the racesuit sleeves of Lewis Hamilton and Nico Rosberg, and on MERCEDES AMG PETRONAS team clothing.

Derek Aberle, President of Qualcomm Incorporated

"Qualcomm is committed to leading the connected car movement and bringing the benefits of mobile technology to automotive and we're excited to bring our technology leadership to a team within one of the most elite organisations in the automotive industry.

With Mercedes-Benz leading the motorsports circuit, this collaboration provides a prominent testing ground for new technology advancements. We're looking forward to helping the MERCEDES AMG PETRONAS Formula One Team rise to the next level, and, as a result, refine some of the industry's most sophisticated auto technologies."

Toto Wolff, Head of Mercedes-Benz Motorsport

"Innovation and racing are at the heart of Mercedes-Benz, so it was important to choose a technology partner that can raise the game for us in these areas. With each year, developing a winning Formula One team relies more and more on electronics and connectivity, and we're very excited to have Qualcomm onboard to work with us.

Their unparalleled leadership in the mobile and automotive industries makes them a perfect addition to help uncover the new connectivity potential of our car and to explore potential further applications of this technology in the future."

QualcommQualcomm Incorporated is a world leader in 3G, 4G and next-generation wireless technologies. Qualcomm Incorporated includes Qualcomm's licensing business, QTL, and the vast majority of its patent portfolio.

Qualcomm Technologies, Inc., a subsidiary of Qualcomm Incorporated, operates, along with its subsidiaries, substantially all of Qualcomm's engineering, research and development functions, and substantially all of its products and services businesses, including its semiconductor business, QCT. For more than 25 years, Qualcomm ideas and inventions have driven the evolution of digital communications, linking people everywhere more closely to information, entertainment and each other.

Source: Daren Frankish Media | Daimler AG.

#### Article online:

<https://www.uspa24.com/bericht-3435/official-technology-partner.html>

#### Editorial office and responsibility:

V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Daren Alexander-Frankish - Daimler AG.

**Exemption from liability:**

The publisher shall assume no liability for the accuracy or completeness of the published report and is merely providing space for the submission of and access to third-party content. Liability for the content of a report lies solely with the author of such report. Daren Alexander-Frankish - Daimler AG.

**Editorial program service of General News Agency:**

United Press Association, Inc.  
3651 Lindell Road, Suite D168  
Las Vegas, NV 89103, USA  
(702) 943.0321 Local  
(702) 943.0233 Facsimile  
[info@unitedpressassociation.org](mailto:info@unitedpressassociation.org)  
[info@gna24.com](mailto:info@gna24.com)  
[www.gna24.com](http://www.gna24.com)