

Michigan Welcomes High Tech Company, Cohda Wireless America LLC

Experienced Automotive Leader, Patrick Brunett, Joins the Cohda Team

Farmington Hills, MI ([PRWEB](#)) October 22, 2013 -- Cohda Wireless, the leader in Connected Vehicle systems, announced today the opening of Cohda Wireless America LLC to provide a local focus on the North American market. The Cohda Wireless America team of sales and engineering staff is located in a Farmington Hills office, close to key OEM and Tier 1 customers. A global player in providing complete Connected Vehicle solutions, Cohda dominates the supply of equipment to technology trials around the globe (including the Safety Pilot Model Deployment in Ann Arbor, Michigan), and offers field-proven solutions for immediate deployment in production vehicles. Cohda is also announcing the appointment of Patrick Brunett as Sales Director and General Manager to lead Cohda Wireless America.

Patrick Brunett brings over twenty years of automotive experience and a proven track record in launching new products. His accomplishments include the establishment of a vehicle electrification business unit for Panasonic that resulted in a major OEM business award for an on board charger program for next generation EVs. Other key assignments include, strategic planning and business development activities for various clients, primarily in the area of connected vehicle and infotainment systems, and launching the first satellite radio receivers for Sirius Satellite Radio, where he also managed key business relationships with European OEMs customers.

“It’s great to see advanced technology companies such as Cohda Wireless choosing southeast Michigan to establish its US sales and engineering office,” said Scott McCormick, President, Connected Vehicle Trade Association. “As a leader in the connected vehicle hardware and software market,” Scott noted, “Cohda is centrally located to key customers that will integrate and deploy Connected Vehicle systems.”

By the end of this year, NHTSA is expected to announce its position on Connected Vehicle deployment. In anticipation of a positive decision, Paul Gray, CEO of Cohda Wireless stated: “With the NHTSA decision imminent, this is the right time to establish a local presence to ensure Cohda Wireless has sales and engineering staff close to the customer to provide the highest level of support. We think it critical to establish a business and technical presence next to our automotive customer. Patrick has the proven experience and connected vehicle industry knowledge to lead Cohda Wireless to wide scale market deployment.” Patrick Brunett added, “Cohda’s strong hardware and software product portfolio and partnerships with Cisco and NXP positions Cohda to be not only today’s technology leader, but a provider of high-volume solutions to the industry as a whole - the automotive OEMs, Tier 1, aftermarket suppliers and infrastructure system suppliers.”

Cohda’s products have been deployed in all major Connected Vehicle trials globally, including the US DOT Safety Pilot Model Deployment, a real-life test on roads on Ann Arbor, Michigan involving more than 2,800 vehicles. Cohda has achieved an enviable 50% share of the trial market globally, including more than 1,500 vehicles deployed in Ann Arbor alone. Earlier this year NXP Semiconductors and Cisco Systems made strategic investments in Cohda Wireless. Cohda is positioned for significant market growth as the industry moves from lab testing and field trials to large-volume deployments that require robust automotive solutions. As part of the commitment to provide automotive solutions, Cohda launched the MK4 radio, the fourth generation of its Connected Vehicle anti-collision technology based on the Cohda/NXP RoadLINK™ chipset, and incorporating Cohda’s field-proven software stacks. The RoadLINK™ chipset has demonstrated best-in-world performance, and the MK4 will serve as the industry reference design and first-to-market implementation for the vanguard of new Connected Vehicle applications, such as collision warning, expected to launch as early

as 2015.

About Cohda Wireless

Cohda Wireless is an equipment vendor in the Cooperative Intelligent Transport Systems (ITS) market. The company manufactures hardware products with acknowledged best-in-world performance and has developed complete software solutions (from network layer to applications layer) for this market. Cisco and NXP Semiconductors are strategic investors in Cohda Wireless. Cohda's hardware and software products are being used in Car-to-Car field trials worldwide today. Our customers include a large number of Car Makers, Tier One Suppliers, Automotive Chip Makers, Road Authorities, as well as New Market Entrants. Cohda's products are already in use in the USA, Europe, Australia, Japan, and Korea. For more information, visit www.cohdawireless.com or contact Patrick Brunett at [cwasales\[@\]cohdawireless.com](mailto:cwasales@cohdawireless.com).



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