



5GAA Press Kit

Developing end-to-end
solutions for future mobility



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**C-V2X continues to drive the
automotive transformation – and is
now the new reality.**

Christoph Voigt
5GAA Chairman



115+

Members

10

of the top 15
global automakers

8

of the top 10 global
mobile operators

2

top global
smartphone vendors

Connected mobility for people,
vehicles, and transport
infrastructure



Governance



Board

The 5GAA Board supervises and advises the Executive Committee in all material respects, particularly concerning strategic considerations. The Board has a Chair and Vice Chair and is composed of eighteen members, elected by the General Assembly every year, out of which:

- twelve seats are reserved to platinum members (the highest member category);
- six seats are reserved to candidates elected among the gold members.



Executive Committee

Reporting to the Board, the Executive Committee is the legal representative body of the association and is responsible for the day-to-day management of the 5GAA. The Executive Committee consists of three persons —Director General, Secretary, and Treasurer—, supported by the Chief Technology Officer as a non-statutory member.



Message from Our Chairman

5GAA keeps on shaping the new era of mobility and paves the way towards connected driving. As individuals, in teams, and together with our members, we have embraced digital transformations as opportunities for transportation innovations.



Our purpose is to develop end-to-end solutions for future mobility and transportation services for road safety, improved traffic efficiency, sustainable impact and more comfortable driving. While our purpose is not new, it is more relevant than ever. It reminds us that 5GAA exists to ensure future generations' well-being in a safe and sustainable transportation ecosystem.

For seven years, our vision has been guiding the association, gathering 8 early co-founding members with the same ambition, and quickly bringing together more than 115 members from the automotive, technology, and telecommunications industry. This rapid expansion generated a genuinely global platform for cross-industry cooperation.

Our Mission

5GAA bridges the automotive and telecommunication industries in order to address society's connected mobility needs bringing inclusive access to smarter, safer and environmentally sustainable services and solutions, integrated into intelligent road transportation and traffic management.

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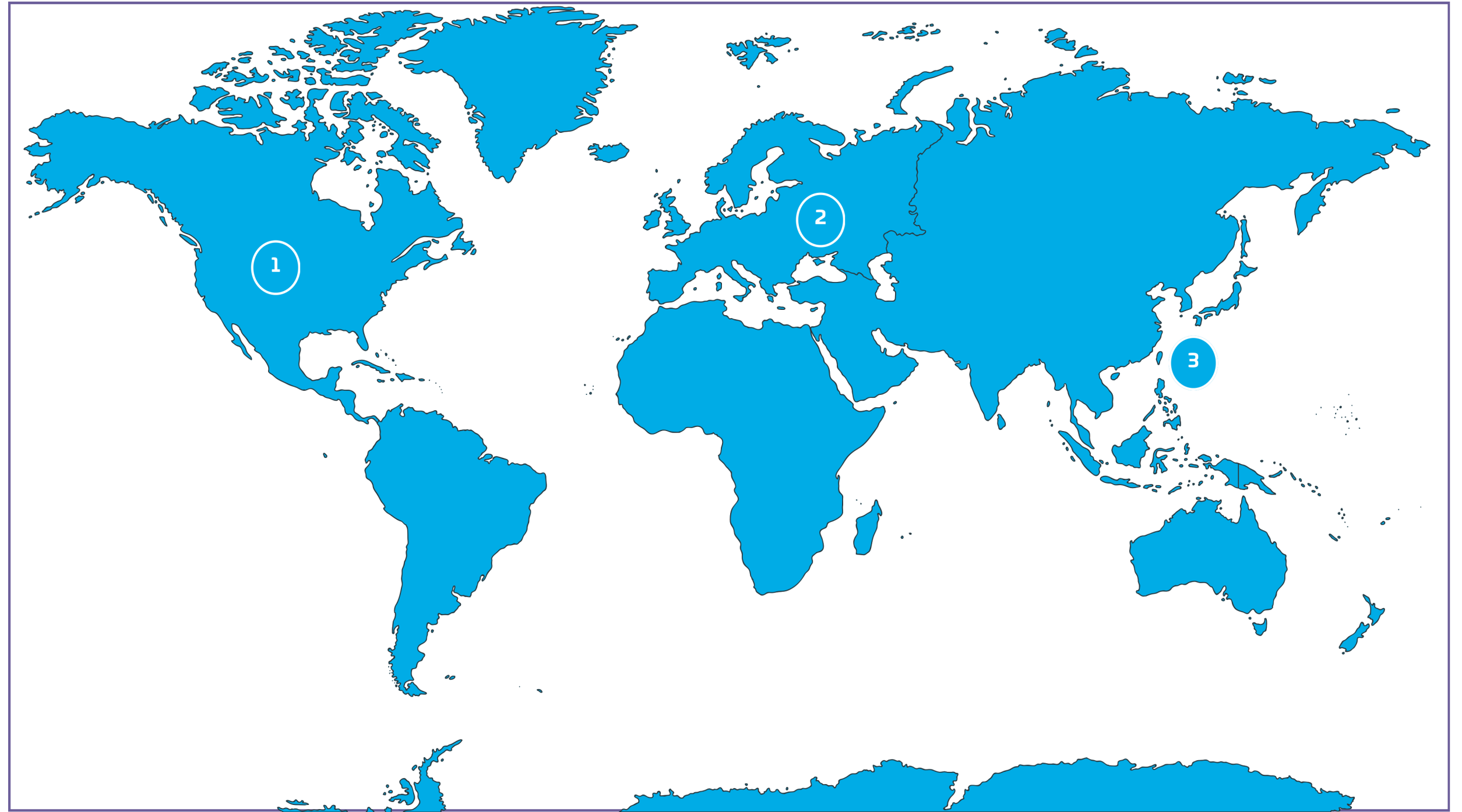
About

The 5G Automotive Association (5GAA) is a global, cross-industry organisation of companies from the automotive, technology, and telecommunications industries (ICT), working together to develop end-to-end solutions for future mobility and transportation services.

5GAA is addressing today's mobility key challenges. With C-V2X technology, 5GAA will revolutionise the mobility ecosystem and the way drivers interact with the world. 5GAA's ambition is to improve the overall transportation industry to make it safer, greener and more efficient for vehicles, road users and the surrounding infrastructure.



Global Footprint



1

Americas

27 Members

2

**Europe/
Middle East**

53 Members

3

Asia Pacific

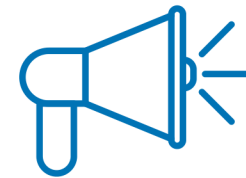
37 Members



Membership



- Build a representative membership & impactful partnerships
- Drive active and enriching member engagement



INNOVATION

Supporting innovation

- Leverage innovative solutions together to advance connected mobility

STANDARDS

Contributing to standards

- Plan pre-standardization of automotive connectivity with a multi-release perspective

ADVOCACY

Advocating to policymakers

- Proactively address opportunities and threats
- Position 5GAA around strategic ecosystems

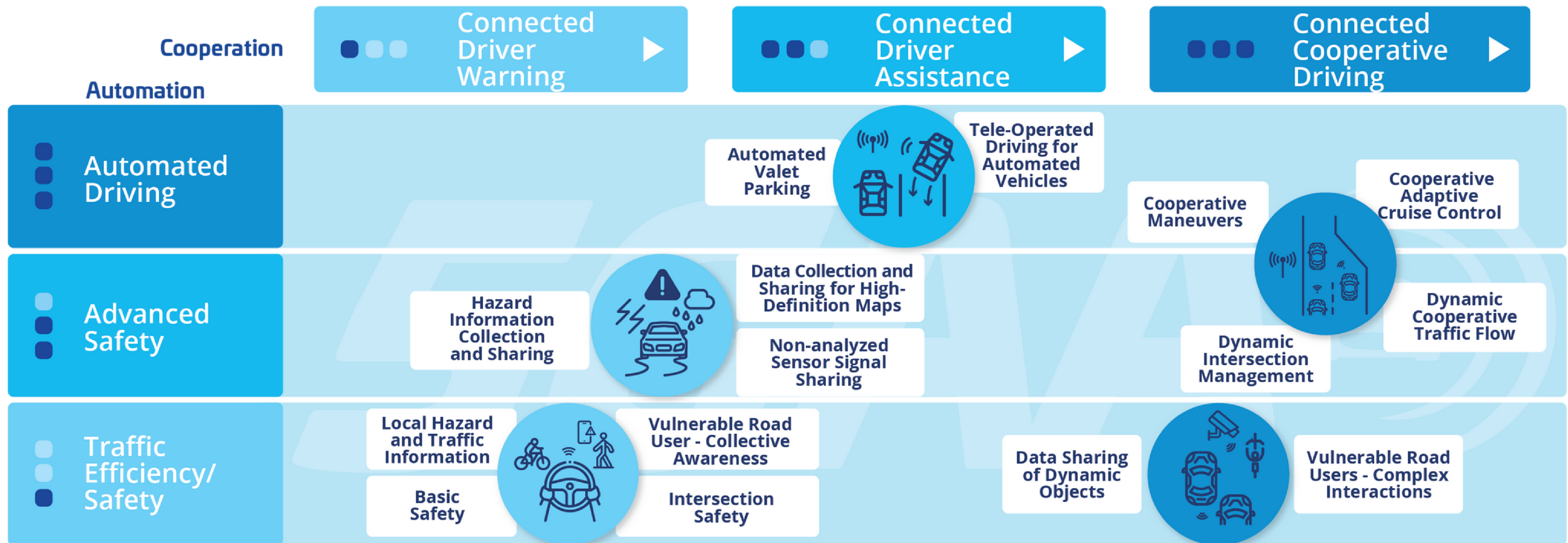
DEPLOYMENT

Advancing C-V2X deployment

- Lift barriers
- Accelerate time-to-market

5GAA has defined 4 strategic pillars designing the short and long term goals in very diverse domains contributing to the same ambition: Connected Mobility.

A Visionary Roadmap Towards Cooperative Driving



5GAA Style Guide

Logo Usage



Clear Space

Maintain a minimum blank space of 1/2 graphic's height, "x", around the 5GAA logo.



Minimum size: X=6mm

Do not scale below this minimum size to ensure legibility

5GAA Style Guide

Colours



Logo in white



Pantone 432C
C.10 M.0 Y.0 K.90
R.55 G.61 B.66
Web #373d42

Pantone 312C
C.100 M.0 Y.4 K.0
R.0 G.173 B.230
Web #00ade6

5GAA Style Guide



Colours

Main

Pantone 432C
C.10 M.0 Y.0 K.90
R.55 G.61 B.66
Web #373d42



Pantone 312C
C.100 M.0 Y.4 K.0
R.0 G.173 B.230
Web #00ade6



Secondary

Pantone 715C
C.0 M.60 Y.100 K.0
R.245 G.130 B.32
Web #f58220



Pantone 1795C
C.9 M.100 Y.100 K.0
R.220 G.32 B.40
Web #dc2028



Pantone 255C
C.64 M.99 Y.25 K.10
R.112 G.38 B.110
Web #70266e



Pantone 7739C
C.80 M.0 Y.100 K.0
R.13 G.177 B.75
Web #0db14b



Media Contact

If you are a member of the media who would like to get in touch, we would love to chat and share the latest exciting information on cooperative, connected and automated transport.



Isabel Caballero

5GAA Press Representative
isabel.caballero@5gaa.org



www.5gaa.org