

Dúnedain Research: ADAS & AV Systems

July 23, 2025

Good news, Dúnedain Research has initiated coverage of ADAS and AV vehicle automation.

Scope

ADAS (Advanced Driver Assistance Systems)
AV (Autonomous Vehicles)
Auto OEM manufacturers
Drone manufacturers
Vehicle automation software providers

Chipmakers for ADAS and AV systems
Robotaxis
Self-driving trucks
Public transportation
New use cases for ADAS and AV systems

Deliverables

- Market sizing, market forecasts, and vendor market shares
- Month in-depth research
- “Hot takes” on major news
- 1-on-1 remote videoconference analyst hours for consultations and vendor updates
- Executive and product team interviews
- Cover stories on innovation and adoption
- Onsite meetings at industry conferences in North America, Europe, and Asia / Pacific
- Participation in transformation and innovation days via remote or on site
- Participation in industry vendor analyst days via remote or on site
- Eligibility for annual Transformation Innovation and Best of Industry awards

Contact

Brett Sheppard

Lead Analyst and Report Author

Dúnedain Research

✉ brett@dunedainresearch.com

📞 +1 603 359 0344 (U.S. East Coast hours)

🌐 [linkedin.com/in/brettsheppard](https://www.linkedin.com/in/brettsheppard)

🌐 [dunedainresearch.com](https://www.dunedainresearch.com)

📍 Hanover, NH USA

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About Dúnedain Research (DR)

The Dúnedain Research team are specialists in AI adoption, industrial and automotive automation, enterprise analytics, cybersecurity, and DevSecOps. Our team's prior experience includes roles as Gartner senior analyst and U.S. military data engineer. Our work has appeared in publications by Gartner, GigaOM, and O'Reilly, and has been cited by media outlets such as Businessweek, Wired, and Computerworld.

Our mission is to provide actionable, data-driven insight to help organizations like yours navigate the evolving AI and automation driven technology landscape. Learn more at dunedainresearch.com.

Briefing Policy

Paid subscriptions are not required to brief Dunedain Research. To schedule a free analyst briefing, please contact the DR lead analyst Brett Sheppard at brett@dunedainresearch.com.

Covered Vendors

For relevant vendors now shown in this list: to initiate research coverage of your organization, please contact the DR lead analyst Brett Sheppard at brett@dunedainresearch.com.

ADAS (Advanced Driver Assistance Systems)

Companies providing sensors, ECUs, and ADAS software systems.

Aptiv
Bosch
Continental AG
Magna International
Mobileye (Intel)
NVIDIA
Valeo
Veoneer
ZF Friedrichshafen

AV (Autonomous Vehicles)

Companies building L4/L5 autonomy for general-purpose passenger or delivery AVs.

Aurora Innovation
AutoX
Baidu Apollo
Cruise
Motional
Nuro
Pony.ai
Tesla
Waymo
XPeng
Zoox

Auto OEM Manufacturers

Automakers developing or deploying AV/ADAS features.

BMW
Ford
General Motors
Hyundai/Kia
Li Auto
Mercedes-Benz
NIO
Polestar
Tesla
Toyota
Volkswagen Group
Volvo
XPeng

Drone Manufacturers

Orgs building autonomous or semi-autonomous drones or vertical takeoff & landing aircraft.

Archer Aviation
DJI
EHang
Elroy Air
Joby Aviation
Lilium
Skydio
Wing
Zipline

Vehicle Automation Software Providers

Companies offering perception stacks, operating systems, simulation platforms, etc.

Apex.AI
Applied Intuition
Aurora Innovation
CARIAD (VW)
Cognata
Comma.ai
Embark Trucks
Five AI
Navya
Oxbotica
Phantom Auto

Chipmakers for ADAS and AV Systems

AMD
Ambarella
Intel / Mobileye
NVIDIA
NXP Semiconductors
Qualcomm
Renesas Electronics
Samsung (Harman)
Texas Instruments

Robotaxis

Companies deploying AVs for ride-hailing in urban areas.

AutoX
Baidu Apollo Go
Cruise
Motional
Pony.ai
Waymo One
Zoox

Self-Driving Trucks

AV companies focused on long-haul or freight trucking.

Aurora Innovation
Einride
Gatik
Kodiak Robotics
Plus (Plus.ai)
Torc Robotics
Waabi

Public Transportation

Companies building AVs for shuttles, buses, and mass transit.

Beep
EasyMile
Local Motors (Olli)
May Mobility
Navya
Transdev
ZF

New Use Cases for ADAS and AV Systems

Emerging applications in agriculture, logistics, hospitality, delivery robotics, space exploration, and more.

Bear Robotics
Blue White Robotics
Clevon
Einride
Keenon Robotics
Monarch Tractor
Nuro
Outrider.ai
Serve Robotics
Starship Technologies