



For inquiries, please contact:

Josh Schimel

Phone: 202-857-2208

Email: [josh.schimel@fleishman.com](mailto:josh.schimel@fleishman.com)

### **Influential Automobile Working Group, CE4A, Recommends Its Members Use Qi In Current and Future Vehicle Models**

CE4A Members Include Audi, BMW, Daimler, Porsche, and Volkswagen

**PISCATAWAY, NJ – September 4, 2013** – Qi, the world’s most widely-adopted wireless charging standard, has been recommended by [Consumer Electronics for Automotive](#) (CE4A) as the choice for integrating wireless charging into its member’s current and future automobiles. CE4A membership is comprised of Audi, BMW, Daimler, Porsche, and Volkswagen. The group operates under the umbrella of the [German Association of the Automotive Industry](#) (VDA).

Before making its recommendation that its members use the [Wireless Power Consortium’s](#) (WPC) Qi, the CE4A’s observations, discussions, and workshops focused on several other wireless charging methods, including Alliance for Wireless Power (A4WP) and the Power Matters Alliance (PMA).

“CE4A brings the most respected car companies in the world together to carefully study technology standards and their recommendations carry significant weight in the automotive industry,” said WPC Chairman Menno Treffers. “Drivers often own cars for a decade or more and CE4A needed to recommend the wireless charging standard that will stand the test of time – and that’s Qi.”

CE4A’s studied each standard’s installation space, usage profiles, compatibility, and safety. CE4A also insisted that its recommended standard be compatible with future requirements and have global distribution and the acceptance of handset makers and wireless providers. Based on these considerations, CE4A recommended its members use the Qi standard in current and future vehicle models.

CE4A has been instrumental in helping its members standardize interfaces between mobile devices and automobiles. Its focus areas include phones, portable navigation devices, and personal media.

All cars with Qi will enable in-vehicle wireless charging with the growing ecosystem of over 200 devices like the Google Nexus 7 tablet and smartphones including the Motorola Droid Razr MAXX, Samsung Galaxy S4, Nokia Lumia 1020, and Google Nexus 4. Qi devices are sold by mobile carriers worldwide including AT&T, China Mobile, Deutsche Telekom, E-Plus, NTT DoCoMo, O2, Sprint, T-Mobile, Telefónica, and Verizon.

Qi can already be found in cars such as the Jeep Cherokee, Toyota Avalon, Toyota Prius, and SsangYong Chairman.

Qi is backed by more than 160 leading companies of the WPC including: Blackberry, ConvenientPower, Energizer, HTC Corporation, Royal Philips, LG Electronics, Motorola Mobility Inc., Nokia Corporation, Panasonic, PowerbyProxi, Samsung Electronics, Sony Corporation, Texas Instruments, Toshiba Corporation, and Verizon Wireless.

For more information, visit: [www.wirelesspowerconsortium.com](http://www.wirelesspowerconsortium.com)

For hands-on reviews of Qi, visit: [www.wirelesspowerconsortium.com/blog/48/hands-on-with-qi](http://www.wirelesspowerconsortium.com/blog/48/hands-on-with-qi)

#### **About Qi and the Wireless Power Consortium**

In December 2008 a group of leading consumer electronics companies created the Wireless Power Consortium to establish Qi as the interoperable global standard for wireless power. The more than 150 members of the WPC include Blackberry, ConvenientPower, Energizer, HTC, LG, Motorola, Nokia, Panasonic, Royal Philips, Samsung, Sony, Texas Instruments, Toshiba, Verizon Wireless, and infrastructure providers such as wireless operators, furniture, and automotive parts companies. As the leading wireless charging standard worldwide, Qi has brought more than 200 new wireless charging products to market. Qi products are available in North America, South America, Asia Pacific, Europe, India, Africa, and Australia.

###