



NVIDIA GeForce NOW Streams Vast Library of AAA Games to Cars

Hyundai Motor Group, BYD and Polestar First Automakers to Offer NVIDIA Cloud Gaming Service

CES—NVIDIA today announced that the high-performance [GeForce NOW™](#) cloud gaming service will be coming to cars. Hyundai Motor Group, one of the world's largest automakers with the Hyundai, Kia and Genesis brands; BYD, the world's leading manufacturer of new energy vehicles (NEVs); and Swedish premium electric vehicle and lifestyle brand Polestar are the first working with NVIDIA to deliver GeForce NOW in their vehicles.

Today's announcement expands NVIDIA's vehicle infotainment offerings, which include a suite of products and services that improve the cockpit experience. Coupling NVIDIA's heritage in gaming and infotainment, GeForce NOW can stream a real-time, full PC-gaming experience beyond desktops, laptops and mobile devices, now to software-defined cars.

The new GeForce NOW offering can enhance time spent charging or riding in vehicles, as it enables front-seat occupants to stream games while parked, and passengers to game in the back seat if screens are available.

"Accelerated computing, AI and connectivity are delivering new levels of automation, safety, convenience and enjoyment to the car," said Ali Kani, vice president of automotive at NVIDIA. "The ability to stream popular titles from gamers' libraries along with dozens of free-to-play games will bring the in-vehicle infotainment experience to new heights."

GeForce NOW uses breakthrough low-latency streaming technology powered by GeForce servers in the cloud, enabling real-time game play with more than 1,000 titles, including top-rated ones such as *A Plague Tale: Requiem*, *The Witcher 3: Wild Hunt* and *Cyberpunk 2077*, from leading PC game stores including Steam, the Electronic Arts app, Ubisoft, Epic Games Store and GOG.com. The service also includes many of the most popular free-to-play games like *Fortnite*, *Lost Ark* and *Destiny 2*.

Automakers Log On

- Hyundai Motor Group, which includes as standard NVIDIA DRIVE in-vehicle infotainment systems across its Hyundai, Kia and Genesis lineup, will include GeForce NOW in its vehicles.
- BYD, which is developing its NEVs on the [NVIDIA DRIVE®](#) platform, is also working with NVIDIA to bring the in-vehicle cloud gaming experience of GeForce NOW to the international automotive market.
- Polestar, which is also powered by NVIDIA DRIVE centralized compute, will bring the cloud gaming service to its EVs.

GeForce NOW is available from NVIDIA in North America and Europe, and through GeForce NOW Alliance partners in other parts of the world.

Watch the [NVIDIA special address at CES](#), in which Kani showcases how automakers are working with GeForce NOW to enhance the in-vehicle experience. The special address also covers other automotive developments in simulation to augment the in-vehicle experience, [NVIDIA Omniverse™](#) and the DRIVE ecosystem.

About NVIDIA

Since its founding in 1993, [NVIDIA](#) (NASDAQ: NVDA) has been a pioneer in accelerated computing. The company's invention of the GPU in 1999 sparked the growth of the PC gaming market, redefined computer graphics, ignited the era of modern AI and is fueling the creation of the metaverse. NVIDIA is now a full-stack computing company with data-center-scale offerings that are reshaping industry. More information at <https://nvidianews.nvidia.com/>.

Certain statements in this press release including, but not limited to, statements as to: NVIDIA's partnership with Hyundai Motor Group, BYD and Polestar, and the benefits and impact thereof; the benefits, impact, performance, features and availability of our products, collaborations and technologies including GeForce NOW, NVIDIA DRIVE and NVIDIA Omniverse; the new GeForce NOW offering enhancing time spent riding or charging vehicles; accelerated computing, AI and connectivity delivering new levels of vehicle automation, safety, convenience and enjoyment to the car; the ability to stream popular titles from gamers' libraries along with dozens of free games bringing the in-vehicle infotainment experience to new heights are forward-looking statements that are subject to risks and uncertainties that could cause results to be materially different than expectations. Important factors that could cause actual results to differ materially include: global economic conditions; our reliance on third parties to manufacture, assemble, package and test our products; the impact of technological development and competition; development of new products and technologies or enhancements to our existing product and technologies; market acceptance of our products or our partners' products; design, manufacturing or software defects; changes in consumer preferences or demands; changes in industry standards and interfaces; unexpected loss of performance of our products or technologies when integrated into systems; as well as other factors detailed from time to time

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