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Automotive & mobility news, trends, and innovations for 2025

Automotive & Transportation   CES   Community   Mobility

Not long after the bells chimed midnight to welcome in 2025, we joined over 141,000 attendees in Las Vegas for the annual Consumer Electronics Show (CES), where we had a blast uncovering firsthand the latest technical innovations and trends in all things automotive and mobility.

The automotive expo hall at CES this year was the largest ever—a nexus for automotive innovation with over 250 vehicle technology and advanced mobility companies in attendance, including the top global OEMs and Tier Ones.

So what were the key trends that emerged from CES, and where is this all leading? In this post, we round up some of our favorite 2025 UE stories so far with an eye on what's going to propel the industry forward for the rest of this year.

SDVs and autonomous vehicles

Under the hoods of some of the shiniest vehicles on show this year, we can see the latest and greatest blends of hardware and software. No doubt about it, software-defined vehicles (SDVs) continue to develop and display key features that are fast becoming an everyday familiarity in both passenger and commercial vehicles.

LiDAR (Light Detection and Ranging), a sensor technology that uses lasers to help autonomous vehicles navigate 360 degrees and avoid collisions, has long been a mainstay in the industry. Doubling down on electrification and data under the dash, it's clear how machine learning and light detection and LiDAR are helping to push new safety and security standards.

Combined with AI, we also see new immersive infotainment options with voice assistants and interior themes, improved location mapping, integrated 5G, smartphone controls, and over-the-air upgrades all aiming to provide deeper personalized HMI in-cabin experiences.

Projects built using Unreal Engine

There are a number of fantastic automotive projects built with Unreal Engine shaping the industry this year. Check out some of the highlights below.

Accenture Song and JLR

Demonstrating the capabilities of UE5 streaming to the Meta Quest 3 virtual reality headset, in their most recent demo, Accenture Song and Defender are transporting consumers away to the desert, where they can configure the paint color on a Defender in rich fidelity. Accenture Song and JLR are proving we're finally at a point where graphics rendering in real time can hit brand standards for luxury automotive via immersive, customer-led cinematic 3D environments. *Click on the '3D view' button* here *to see more.*

Courtesy of Accenture Song and JLR

AMD

This year, the devs over at [AMD](#) have been showcasing their entire Epic ecosystem expertise; from [Twinmotion](#), [MetaHumans](#) (including some cute anime and animal versions), to local and cloud large language models (LLMs), and of course complete UE5 workflows. Validating the harmonious marriage of hardware and software, their aim is to encourage creators to tell amazing stories and create fabulous products.

Courtesy of Lee Rosario

Brunswick

We love cool simulators, and [Brunswick's FliteBoard](#) eFoil with remote control enables us to feel every virtual ripple, like surfing on the water with electric power.

Ever wanted to feel the sway of the real seas, or learn how to autonomously dock a boat before you get your feet wet? [Brunswick](#)'s Sea Ray HMI in-cabin offering, which leverages a 210-degree immersive screen will make anyone feel like they are out on

the open water, before the Sea Ray can be brought safely into port using cameras and intelligent sensor-based solutions for maneuvering, object detection, and avoidance.

Elektrobit

Customized cockpits are glowing and tempting like sweetshop window displays this year, especially the Unreal Engine-integrated offering from [Elektrobit](#). The display provides the perfect ambient mood lighting depending on where you're traveling in

the world—from deep in the jungle to snow-topped mountains, you can create your desired theme by voice command or touchscreen.

Sony Honda Mobility and AFFELA

We are really excited to see the next phase of [collaboration between Sony Honda Mobility and Qualcomm Technologies' Snapdragon Digital Chassis](#) solutions, leveraging GenAI capabilities to create intuitive in-cabin experiences with the AFEELA model coming out in 2026.

With Unreal Engine driving the HMI controller so users have exact details about what is happening outside the car, there's also an external media bar so you can express yourself with digital bumper stickers or greeting texts from inside the comfort of the car.

The panoramic screen stretches across the entirety of the dashboard, and also has customized e-motor (electric motor) sounds depending on what you've selected. Of course, it wouldn't be a Sony car without having PlayStation remote play for the passengers!

If you're interested in learning more, you can find HMI case studies, resources, and tutorials on our dedicated [automotive and transportation](#) page.

Learn more about Unreal Engine for HMI

Want to find out how Unreal Engine can be used to create state-of-the-art HMIs? Explore our HMI hub today.

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