

CES 2026 ARTICLE

Auto Advances as a Technology Platform - And Synergies with Robots

By ECIA's Chief Analyst Dale Ford: Part 5 January 2026

It is amazing to see how every element of a car is being developed by individual companies with the application of the most advanced technologies. There were exhibits with impressive presentations of every system - Engines, Drive Trains, Comfort and Convenience, Infotainment, Autonomous Driving Solutions, Etc. In every development, AI plays a role in the design and functionality. However, AI was not the most prominent feature being presented. Instead, it is seen as a fundamental part of the product. That could be said for the presentation of AI in every area of CES. Rather than just saying, "Wow! Look at this AI technology!" the presentation showed very practical applications of AI in their products. This conveyed the message that AI is really here, rather than just a shiny object to be admired.



Another message that was conveyed in the Automotive area of CES is that the designers and manufacturers of these sophisticated modules are likely to play a key role in the advancement of robotics technology. They are gaining practical experience in the effective



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function of each area of robotics and are well-positioned to leverage this knowledge into the development of functional robots of all types.

A couple of final notes – Some of the awe-inspiring presentations were from the agricultural and construction vehicles. These are NOT your father's tractors!! And, for extra flair, those personal “flying machines” truly stimulate the imagination. The future seems to be coming closer and closer!

