

ART partners with Alfa Romeo for high-tech digital cockpit in 33 Stradale

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ART, an Italian company specializing in electric-cockpit solutions, is supplying a digital cockpit for the new Alfa Romeo 33 Stradale, the company said in a press release on Oct. 14. Earlier in October, Alfa Romeo presented the new 33 Stradale at the Paris Motor Show.



Source: ART

The digital cockpit, part of ART's ClusterX family, is designed with an advanced multimedia processor that supports both safety-critical functions and entertainment features, offering an intuitive and high-tech driving experience that aligns with Alfa Romeo's brand vision. This customizable digital cockpit is not only a testament to ART's capability to meet the unique needs of special series vehicles but also strengthens Alfa Romeo's brand DNA.

ART has evolved over the years into a prominent player in providing connected infotainment and digital cockpit systems for the automotive market. Founded in the early 2000s and now employing about 300 people globally, ART has established itself as a leader in offering innovation and high-tech solutions. The company's growth into the global automotive market and beyond, including sectors such as light and heavy commercial vehicles, industrial vehicles and agricultural machinery, showcases its expansive capability and international reach.

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