



Automotive & Transportation

Vertical Expertise

2026

ANOW

Innovation for the road ahead...

PAVED OR OTHERWISE

At Arrow, we're not just along for the ride; we're here to help you chart the path ahead. Guiding visions and empowering innovations, we're with you at every turn, ensuring the road traveled isn't just about transport or reaching destinations — **it's about defining them.**



CONNECTED



AUTONOMOUS



SHARED



ELECTRIFIED

ARROW



Automotive & Transportation Expertise

Passenger Vehicles



Construction Vehicles



Light Electric Vehicles



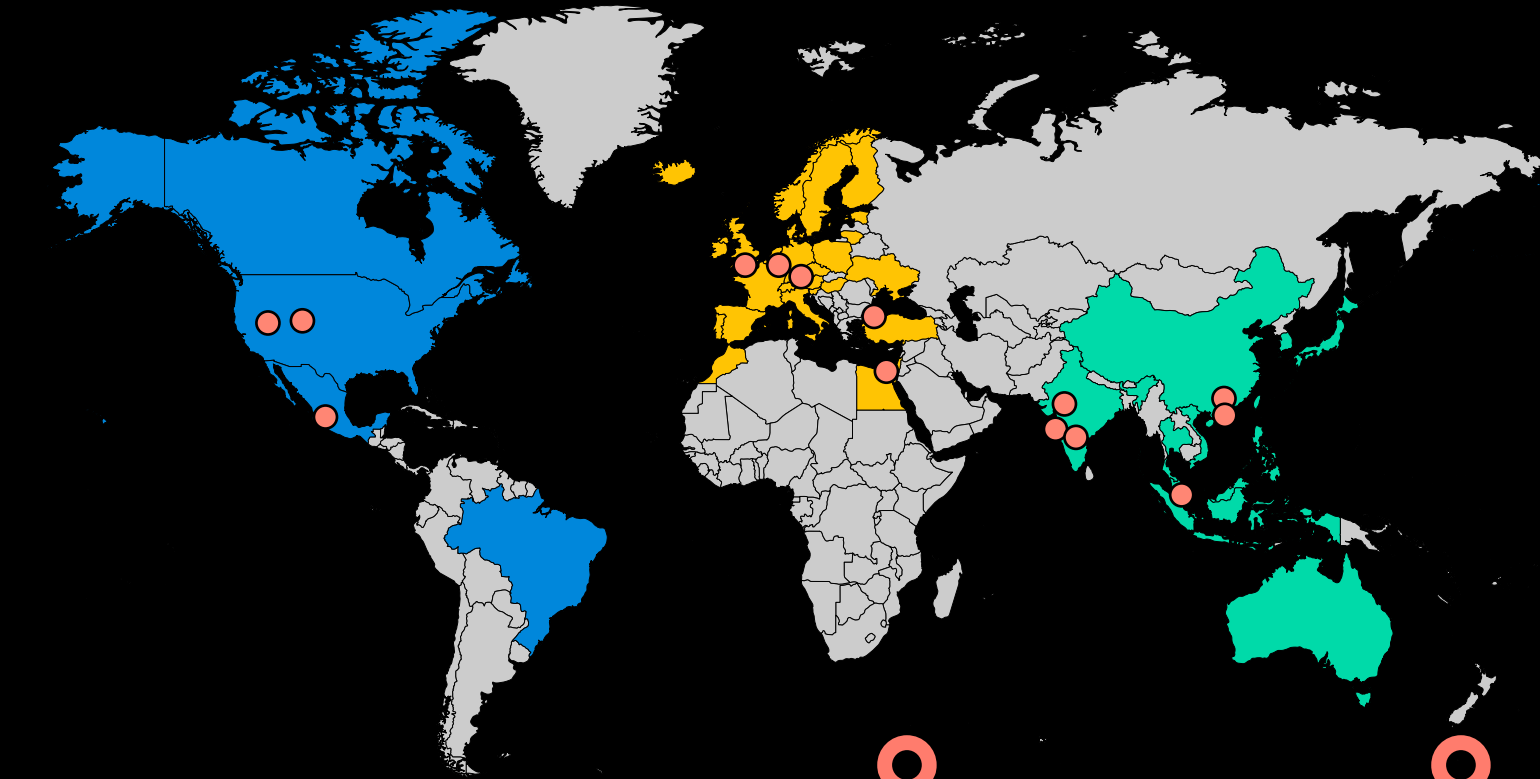
Agricultural Vehicles



ARROW

Global Footprint

SUPPLY CHAIN AND SERVICE CENTERS



**AUTOMOTIVE
CENTERS OF EXCELLENCE:**



AUTOMOTIVE HIGH-POWER
Design Center
Swindon, UK

AUTOSAR + FUNCTIONAL SAFETY
Design Center
Cairo, Egypt

EMEA

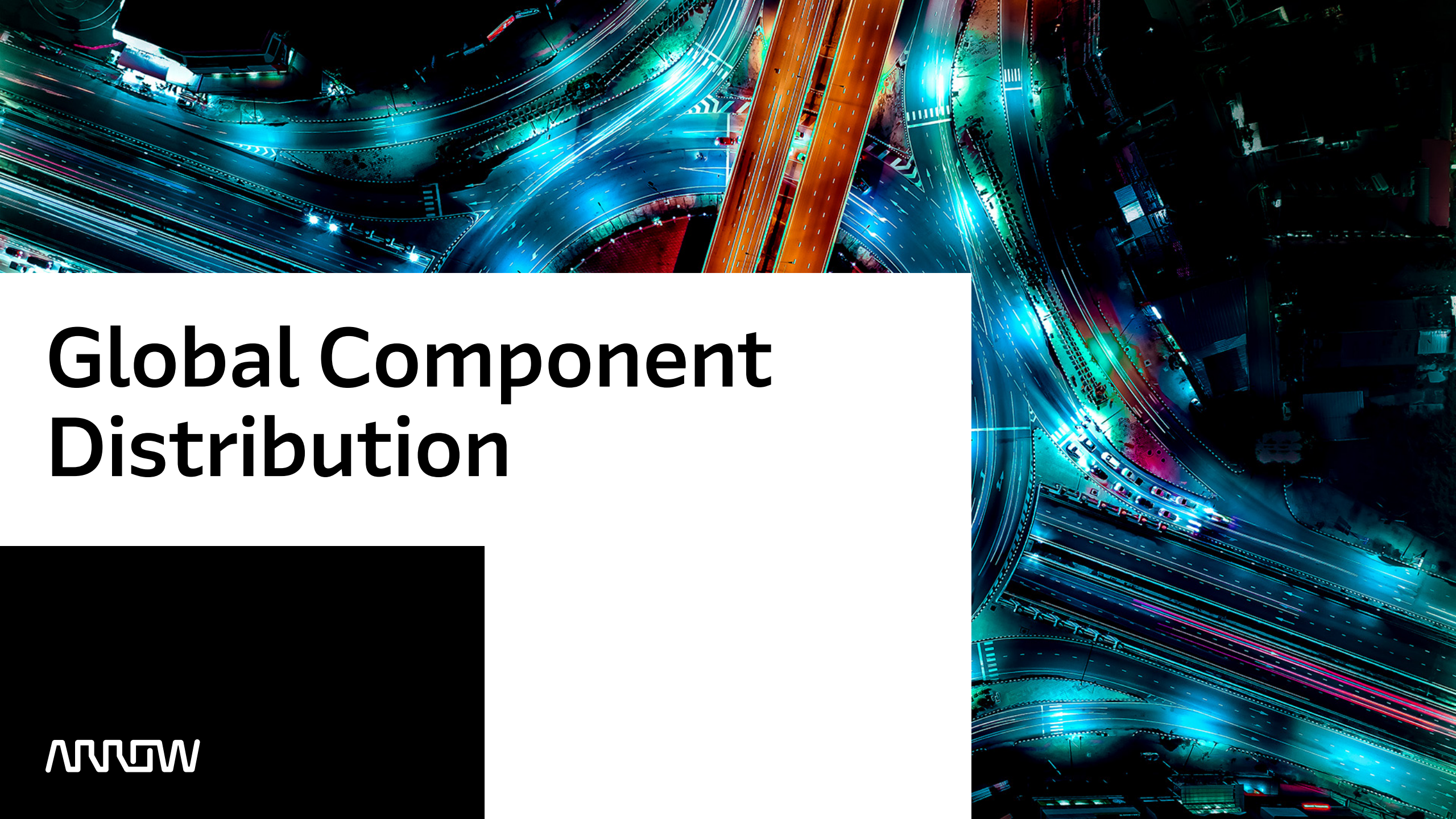
- Swindon (UK)
- Istanbul (Turkey)
- Munich (Germany)
- Cairo (Egypt)
- Venlo (Netherlands)

AMERICAS

- Denver (USA)
- Reno (USA)
- Guadalajara (Mexico)

APAC

- Bengaluru (India)
- Pune (India)
- Ahmedabad (India)
- Shenzhen (China)
- Hong Kong (China)
- Johor Bahru (Malaysia)



Global Component Distribution

ANOW

Holistic Component Value

1 Services

- **Extended automotive experience** with complex engineering service engagements
- Unmatched and industry leading **programming and value-added services**

2 Support

- **Multi-years of experience** supporting OEMs and automotive suppliers
- **Dedicated local and global teams** in all major automotive markets
- **Certifications and compliance** support

3 Line Card

- **Broadest line card** for automotive components across all technologies
- **Direct access to Automotive BU decision makers** for all key suppliers
- **Preferred vendor status** for many suppliers

4 Global Supply Chain

- **Global sourcing and manufacturing** solutions
- **Customizable supply chain** solutions to meet unique requirements
- **Component obsolescence programs** and proactive lifecycle management

#1 Globally Recognized Automotive Value-Added Distributor

Transportation Line Card

1 Semiconductors

- Power
- Analog
- MCUs/MPUs
- Memory
- Sensors
- LEDs/Opto
- Logic
- Discretes

[View Inventory](#)

2 Interconnect, Passives & Electromechanical

- Cables
- Connectors
- Capacitors
- Circuit Protection
- Switches
- Magnetics
- Sensors
- Antennas

[View Inventory](#)

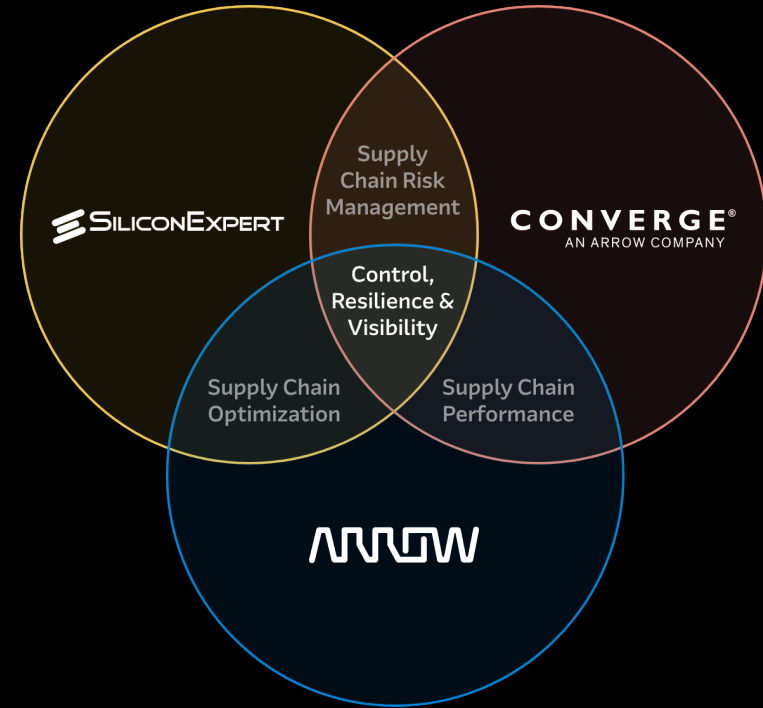
FRANCHISED SUPPLIERS

700+

UNIQUE PARTS

687K+

Transportation Supply Chain



360° of sensing and responding

We keep a 360° view over what is to come and put that visibility and experience to work for you.



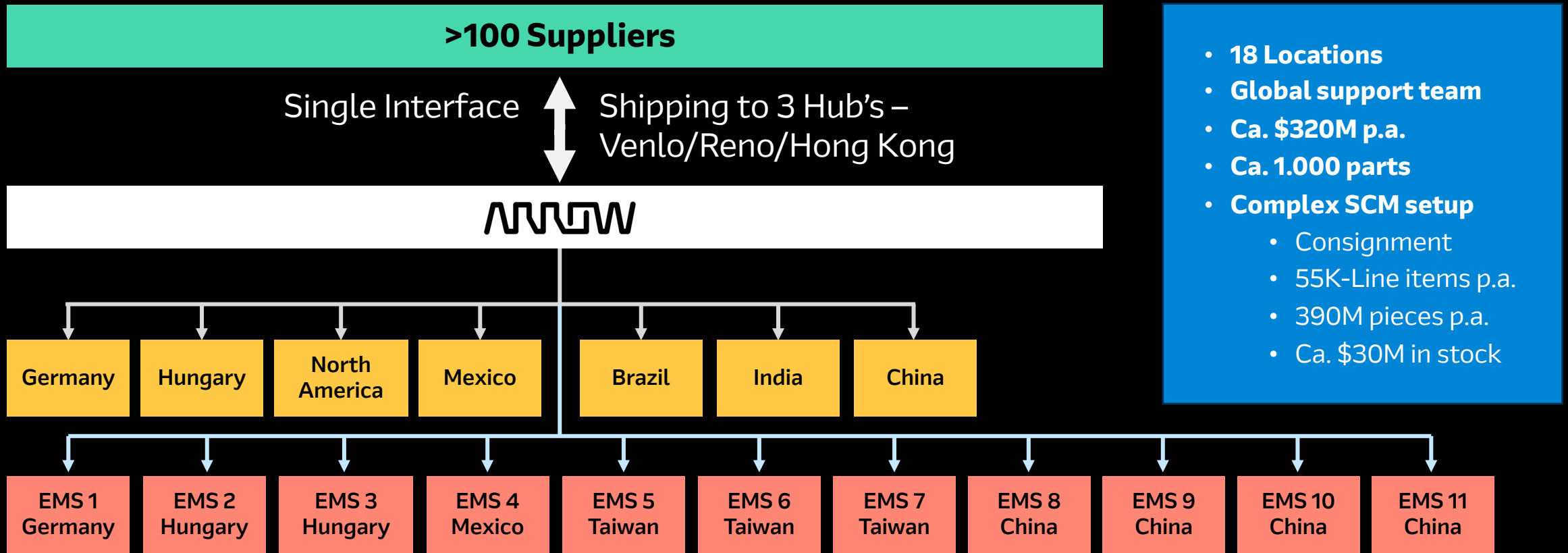
**Planning &
Replenishment**

**Warehousing &
inventory
management**

**Fulfillment
logistics &
optimization**

CASE STUDY

Tier 1 Automotive Supply Chain Model



Application engineering expertise

- **Dedicated automotive** field application expert team cross technologies (Semi & IP&E)
- **Functional safety advisory** with certified experts (ISO26262, IEC61508)
- **Practical advisory in automotive** rules, standards, and quality requirements (IATF 16949, PPAP, IMDS)
- **Cost and lean design expertise** in automotive electronics (VAVE, Design-2-Cost)
- **Market trend expertise and strategy** advisory support





Value Add Services



Production Services



- Kitting for PCB assembly
- Device programming
- Tape & reel
- Component preparation
- Custom kitting & packaging
- Shrink tubing cutting & marking
- Power supply modification & modular assembly
- Fan termination & assembly
- Cable assembly

Programming Services

Decreases production time –
with lower total cost of ownership

**Support available for 250,000 devices
across 180 suppliers in all package variants**

- EPROM and EEPROM
- FPGAs and PLDs
- Microcontroller
- Flash memory
- NAND flash



Arrow Programming

Arrow
Stocks/Programs Parts



Customer
Receives Programmed
Parts

- NO** Extra day of inventory
- NO** Fall-out costs
- NO** Extra order mgmt costs
- NO** Extra material handling \$\$
- NO** Equipment or tooling \$\$
- NO** Fixed staff costs
- NO** Supply costs

In-house/3rd Party Programming

Arrow
Stocks Parts



Customer
Receives Blank Parts



Customer/3rd Party
Programs Parts



Customer
Receives/Uses
Programmed Parts

- +** 7 Days of inventory
- +** Fall-out costs
- +** Order management costs
- +** Material handling costs
- +** Capital equipment & other costs

CASE STUDY

Tier 1 Automotive In-Plant Programming Center

Challenges

- 6x programming vendors
- Different NPI processes
- Variable quality
- NPI lead-time of 7-8 days
- High inventory levels
- High admin effort
- High TCO

Solution: In-Plant Programming Centre

- 2x fully automated programmers
- 4 full-time staff across 2x shifts
- Capacity of 5m units per annum
- Integrated laser marking and tape/reel
- 14 automotive OEM approvals





Engineering Services

ARROW

Investments

2024 **Arrow acquires iQmine**

100+
Engineers

2024 **Arrow acquires Avelabs**

230+
Engineers

2018 **Arrow acquires elInfochips**

3500+
Engineers

Global Engineers

4,000+

Global Customers

220,000+

Transportation Engineers

600+

Transportation Partners

350+

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Engineering Services

END-TO-END TRANSPORTATION PRODUCT DEVELOPMENT



Automotive Services



- ADAS & Autonomous Vehicles
- Connected Vehicles and Telematics
- Infotainment & Cluster
- Functional Safety (ISO26262)
- MDB & Auto-Code Generation
- AUTOSAR Services (Adaptive/Classic)

Infotainment Solutions

HMI and User Experience:



Personalization



HMI



Speech / Gestures



Smartphone

Functional Integration:



Connected Information



Radio / Multimedia



Navigation

Functional Features:

- Tracking
- Positioning
- Streaming
- Digital audio
- CD/USB/MMC
- Digital Radio
- Internet Radio
- 3D Navi Map
- Active navigation
- Traffic update

M2M Communication Development for IoT:

- Hardware Board Design
- Firmware Development & Validation
- Protocol Stack Development
- Device Driver Development & Optimization



ADAS Solutions

Data Capture:

- Diagnostic and motion sensors
 - High resolution cameras
-

Connectivity & Processing:

- All wireless network protocols
 - Algorithm porting
-

Functional Solutions:

- In-car authentication
 - Preventative maintenance
 - Diagnostics
 - Surveillance/recorders
 - Traffic management
 - Driver behavior
-

Smart Transit

- In-Car Camera
- LED Control Panel
- Dashboard Monitoring Screen
- Side / Rear View Cameras



Electrification Solutions

Battery Management System Testing Framework

**Hardware-in-Loop test system to verify, validate,
and test BMS functionality**

- Real-time battery simulation in Simulink/Simscape
- Simulate battery voltage, capacity, and SOC parameters
- Experience with real-time target machines and fault insertion units
- Emulate fault scenarios for battery cell/pack and test different fault and protection features

Automotive High-Power Power Design Services

Design Center in Swindon, UK

High-power designs play a pivotal role in achieving energy efficiency, making them essential for various **net-zero projects**.

Arrow understands the stringent functional safety and reliability requirements and the importance of cost control **for intricate PCB layouts and testing equipment**.



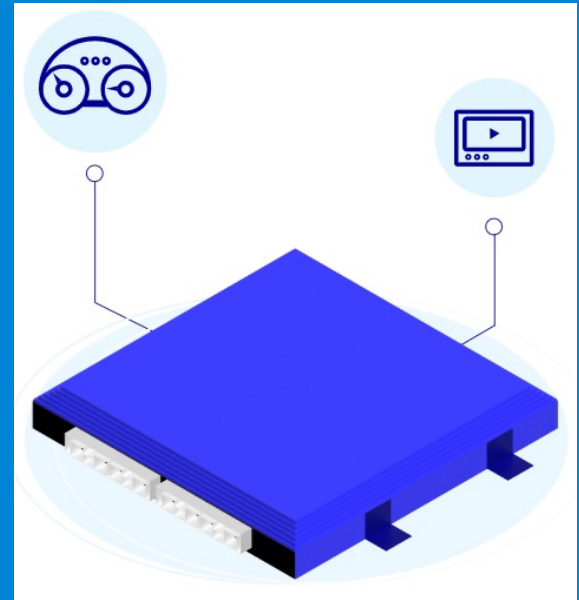
Automotive Software Expertise

AUTOSAR Expertise

- Sole AUTOSAR development partner in Middle-East and Africa since 2012
- COMPASSO member since 2015
- Contributed to ECU development with 12+ OEMs in the automotive industry

Functional Safety & Cybersecurity

- Support in areas like ADAS and OTA and software compliance and qualification for ISO26262 standards
- ISO/SAE 21434 for Automotive Cybersecurity



Global Transportation Partners



BOURNS



molex

onsemi

SAMSUNG



YAGEO GROUP



Get in Touch



ARROW