October 21, 2026

Dynamic Map Platform Co., Ltd.

Dynamic Map Platform to Provide High-Definition 3D Map Data for the EcoCAR Innovation Challenge

-Supporting Autonomous Driving Technology Development and Next-Generation Talent at 10 GM-Sponsored North American Universities-

Dynamic Map Platform North America, Inc. ("DMP NA"), a group company of Dynamic Map Platform Co., Ltd. (Head Office: Shibuya-ku, Tokyo; CEO & President: Shuichi Yoshimura; “Dynamic Map Platform”) has joined the EcoCAR Innovation Challenge, a four-year collegiate mobility technology competition in North America, as a sponsor. DMP NA will provide high-definition 3D map data to teams at 10 universities sponsored by General Motors (“GM”), supporting the development of autonomous driving technologies and the next generation of mobility talent.

The EcoCAR Innovation Challenge is a four-year program in which 20 North American universities develop innovative mobility solutions using technologies including AI, connected and automated vehicle systems, and advanced propulsion. The program brings together the U.S. Department of Energy, GM, Stellantis, MathWorks, and Argonne National Laboratory, among others.

As the 15th Advanced Vehicle Technology Competition (AVTC), EcoCAR is part of a workforce development program that has shaped the North American automotive industry for nearly four decades. Since its establishment in 1988, AVTC has engaged more than 34,000 students from over 112 educational institutions, creating a pipeline of engineering talent for the future of mobility.

Dynamic Map Platform has also supported the development of next-generation autonomous driving engineers in North America by providing High-Definition 3D Map Data to university students participating in the AutoDrive Challenge II. Through its new participation in the EcoCAR Innovation Challenge, Dynamic Map Platform will continue to support students' hands-on technology development through the provision of its data.

■Providing High-Definition 3D Map Data to 10 GM-Sponsored Universities

The EcoCAR Innovation Challenge includes two Vehicle Tracks supported by GM and Stellantis, respectively. In the GM Track supported by DMP NA, university teams will use the 2026 Chevrolet Blazer EV as their vehicle platform to develop connected and automated vehicle technologies, vehicle-to-everything (V2X) connectivity, and other advanced technologies.

DMP NA will provide high-definition 3D map data covering roads around each of the 10 participating universities in the GM Track, supporting the teams' development of autonomous driving technologies.

Participating Universities Supported by DMP NA

Embry-Riddle Aeronautical University, Georgia Institute of Technology, McMaster University, Mississippi State University, Pennsylvania State University, The University of Alabama, University of Wisconsin-Madison, Virginia Tech, Western Michigan University, West Virginia University

■DMP NA Participates in the EcoCAR Innovation Challenge Fall Workshop

The EcoCAR Innovation Challenge Fall Workshop, which kicked off the four-year program, was held in Atlanta, Georgia, from September 24 to 26, 2026.

DMP NA participated in the event as a sponsor and hosted an exhibit booth. Approximately 250 students and automotive industry professionals visited the booth, where DMP NA introduced its High-Definition 3D Map Data and its applications in autonomous driving development.

The EcoCAR Innovation Challenge Fall Workshop held in September 2026

■Rajeev Joshi, President, Dynamic Map Platform North America, Inc.

"Dynamic Map Platform is excited to sponsor EcoCAR and support the students building tomorrow's vehicles. By providing High-Definition 3D Map Data for university test and competition tracks, we're giving teams hands-on experience with the technology that lets automated vehicles know exactly where they are and what lies ahead. We hope this prepares students for careers in the mobility and automated vehicle workforce, where geospatial precision and intelligent driving come together."

Through its participation in the EcoCAR Innovation Challenge, Dynamic Map Platform will provide students with opportunities to use High-Definition 3D Map Data in hands-on technology development. The company will also deepen collaboration with universities, research institutions, automakers, and other partners to contribute to the development of next-generation autonomous driving engineers and the advancement of mobility technologies.

＜EcoCAR Innovation Challenge Overview＞

Program Period	Four years, beginning in fall 2026
Participating Universities	20 North American universities
Key Technology Areas	AI, connected and automated vehicle systems, advanced propulsion, and more
Participating Organizations and Companies	U.S. Department of Energy, General Motors, Stellantis, MathWorks, Argonne National Laboratory, and others
Official Website	https://avtcseries.org/about-the-ecocar-innovation-challenge/

＜About Dynamic Map Platform＞

Dynamic Map Platform was established with the backing of the Japanese government and investment from 10 Japanese automobile manufacturers and other enterprises. Headquartered in Japan, and we also have bases in North America, Europe, the Middle East, and South Korea, currently operating in 26 countries. We provide High-Precision 3D Data for a wide range of applications, including autonomous driving (AD), Advanced Driver Assistance Systems (ADAS), simulator environment construction, infrastructure management, and snow removal support.

With our vision of "Modeling the Earth"—digitizing the planet—we co-create innovation across diverse industries as a platform provider for High-Precision 3D Data.

Established: June 2016

Headquarters: Shibuya-ku, Tokyo

Representative: YOSHIMURA Shuichi

Business: Providing High-Precision 3D Data for a variety of industries, including automated driving and ADAS.

Website: https://www.dynamic-maps.co.jp/en/

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