



**PRESS RELEASE**

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## **Tobii secures DMS design win with premium sports car OEM and extends existing design win**

**Tobii will provide its driver monitoring system (DMS) for a selection of premium, high-performance road cars from a European OEM, while also extending an existing DMS design win to a new commercial-vehicle platform.**

Tobii, the global leader in eye tracking and pioneer of attention computing, has secured a new European OEM program for its DMS solutions with a manufacturer known for premium high-performance sports cars and motorsport-derived engineering, launching in production in 2026. In parallel, Tobii is expanding an existing design win by porting its current DMS program for commercial vehicles to a Qualcomm-based platform, launching in production in 2028.

The new design win and the extended design win both stem from a collaboration with a leading global automotive Tier 1 supplier, with whom Tobii has an established partnership. Both deals have a positive, however not significant, effect on Tobii's orderbook.

“These deals demonstrate Tobii's ability to align with evolving regulatory requirements, integrate smoothly into OEM ecosystems, and scale deployments across platforms to deliver strong cost-to-value for production interior sensing.” said Adrian Capata, senior vice president, Tobii Autosense, at Tobii. “This is exactly why OEMs partner with Tobii: proven DMS performance, delivered with the flexibility to scale across vehicle lines and platforms without compromising quality.”

Tobii, with its automotive business segment Tobii Autosense, is a leading player in automotive interior sensing and has driver monitoring solutions (DMS) and occupancy monitoring solutions (OMS) technology active in more than 1 million vehicles on the road today.

Read more about Tobii's automotive offering [here](#).

**For more information, please contact:**

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**About Tobii**

Tobii is the global leader in eye tracking and pioneer of attention computing. We are on a mission to improve the world with technology that understands human attention and intent. Creating tech for a better future, our technologies and solutions apply to areas such as behavioral studies and research, healthcare, education and training, gaming, extended reality, automotive, and many more. Tobii's eye tracking is used by thousands of enterprises, universities, and research institutes around the globe. Headquartered in Sweden, Tobii is listed on Nasdaq Stockholm (TOBII). For more information: [www.tobii.com](http://www.tobii.com).