

# Global Automotive VLA Models Market Growth (Status and Outlook) 2026-2032

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## Abstracts

The global Automotive VLA Models market size is predicted to grow from US\$ 588 million in 2025 to US\$ 2404 million in 2032; it is expected to grow at a CAGR of 22.4% from 2026 to 2032.

The Vision-Language-Action (VLA) model is a multimodal machine learning model evolved from the VLM model. It combines vision, language, and action capabilities to achieve a complete closed-loop capability that directly maps perceptual input to control output. It not only focuses on environmental perception but also on planning and control issues. The VLA model was initially developed to solve instruction-following tasks in embodied intelligence. Subsequently, this concept was rapidly applied to the field of autonomous driving. Compared to the intermediate architecture of 'VLM+E2E', VLA deeply integrates multimodal information such as spatial perception, logical reasoning, and behavioral planning for end-to-end training. It fundamentally solves the problems of model information transmission loss and joint optimization training of different models, significantly improving the model's generalization ability and decision-making ability in extreme environments. This drives autonomous driving from the end-to-end model's 'autonomous driving function realization' to the VLA model's 'interactivity, human-likeness, and generalization experience priority'. Generally, automotive VLA model architecture has three core components: a multimodal encoder (for actions, text, images, etc.), a large language model for receiving information and performing inference, and a decoder for outputting trajectories and actions. The core lies in using large model technology to directly generate vehicle control commands (such as speed and trajectory) from input signals from cameras, navigation systems, etc., abandoning the modular division of labor between perception, planning, and control in traditional autonomous driving systems. In commercial applications, VLA large models are typically embedded in the hardware system of autonomous vehicles, tightly integrated

with sensors, computing platforms, and execution systems to form a complete autonomous driving solution. For some companies, VLA large models can also be provided as a value-added service to vehicle manufacturers or owners. In 2025, the gross profit margin for automotive VLA models ranged from 3.26% to 87.13%, depending on the company's R&D progress and commercialization level.

Autonomous driving VLA models are more of an engineering rather than a technical issue. The engineering implementation of VLA models requires at least three prerequisites: a sufficiently intelligent model (the brain) trained in a sufficiently realistic space (simulation environment), and the use of sufficiently advanced mapping alignment algorithms to achieve real-to-sim and sim-to-real data and model capability transfer. In the field of autonomous driving, the main challenges are model and environment issues. At the model level, these include multimodality, 3D spatial perception capabilities, balancing computational speed and overhead, and long-term memory capabilities. Environmental issues primarily involve constructing excellent simulation environments. Although existing vehicle-side VLA technologies have not yet converged and have limited engineering deployment, the structured scenarios, singular tasks, low vehicle freedom and relatively uniform structure, high data and fleet capacity, iterative improvements in various data transfer methods, and sufficient computing power have made the vehicle-side VLA technology roadmap relatively clear. It is more of an engineering problem than a technical one, and it holds the promise of supporting the transition from L2+ to L3 and even L4 level autonomous driving. Currently, the focus of competition in the intelligent driving market has shifted from simple functional implementation to a deeper level of technological paradigm competition, emphasizing the advancement and sustainability of technological architecture. By 2030, end-to-end solutions dominated by VLA models may account for 60% of the Level 4 market share, meaning that the value chain position of traditional Tier 1 suppliers will face restructuring.

**Case Study:** DeepRoute.com, an autonomous driving company, announced that its VLA model will be launched to the consumer market in the third quarter of 2025, with five models expected to be available within the year. In February 2026, according to the chairman of XPeng Motors, Volkswagen will be the first customer for XPeng's second-generation Vision-Language-Action (VLA) model. Currently, different manufacturers have made theoretical improvements to their model solutions. Domestic companies such as DeepRoute.com, Li Auto, Xiaomi, and XPeng have made relevant progress, with XPeng's VLA-OL and Li Auto's Mind VLA showing relatively rapid progress in engineering implementation.

LPI (LP Information)' newest research report, the “Automotive VLA Models Industry Forecast” looks at past sales and reviews total world Automotive VLA Models sales in 2025, providing a comprehensive analysis by region and market sector of projected Automotive VLA Models sales for 2026 through 2032. With Automotive VLA Models sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Automotive VLA Models industry.

This Insight Report provides a comprehensive analysis of the global Automotive VLA Models landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Automotive VLA Models portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Automotive VLA Models market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Automotive VLA Models and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Automotive VLA Models.

This report presents a comprehensive overview, market shares, and growth opportunities of Automotive VLA Models market by product type, application, key players and key regions and countries.

#### Segmentation by Type:

End-to-end VLA

Hierarchical VLA

#### Segmentation by Automation Level:

Level 2/L3 Autonomous Driving Systems

Level 4/L5 Autonomous Driving Systems

### Segmentation by Business Model:

Integrated Hardware and Software Solutions

Value-Added Services

### Segmentation by Application:

Passenger Autonomous Driving

Commercial Autonomous Driving

Robotaxi

### This report also splits the market by region:

#### Americas

United States

Canada

Mexico

Brazil

#### APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

NVIDIA Alpamayo

Wayve

Waymo EMMA(Google)

Nullmax

DeepRoute.ai

Li Auto

XPeng Motors

GWM Group

Zhuoyu Technology

Baidu Apollo

Geely Global

Qcraft

Xiaomi Auto

BYD

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