

Melexis and Google Cloud Announce Expanded Strategic Partnership to Accelerate Enterprise-Wide AI Transformation

BRUSSELS and SUNNYVALE, Calif., Oct. 9, 2025 [PRNewswire/](#) -- Google Cloud and Melexis, a global microelectronics engineering company, today announced an expanded multi-year partnership to integrate AI across Melexis's operations. Building on a long-standing collaboration, this agreement highlights Melexis's commitment to leveraging cutting-edge AI technology to enhance productivity, streamline manufacturing processes, and drive innovation in product development.

This new phase follows more than a decade of successful collaboration, which included Melexis becoming an early and extensive adopter of Google Workspace and Google Cloud. Now Melexis is transforming its operational efficiency with the rapid adoption of Google Workspace's AI capabilities through internal initiatives like the "Melexis Google Workspace Cafe," a virtual collaborative space for colleagues to connect, ask questions, and share updates. Notably, Google Chat is the most popular feature, significantly boosting employee efficiency by reducing time on complex, routine tasks.

An important aspect of Melexis's AI work is ensuring data security and responsible AI deployment. Google Cloud's robust security and governance framework, combined with Melexis's internal protocols, ensures that all AI tools are used in a secure and compliant manner.

"Melexis's proactive approach to AI adoption and its vision for intelligent transformation exemplify how organizations can transform knowledge work, streamline operations, and empower their teams to achieve more. We are at a pivotal moment where AI is a catalyst, ready to unlock unprecedented potential in industries such as manufacturing," said Céline Callewaert, Head of BeLux, Google Cloud.

Melexis is also transforming what it builds for customers by embedding AI directly into its development and manufacturing processes. Employees are now empowered to make equipment manuals available via Notebook LM, so that maintenance engineers can easily find and resolve equipment issues in the manufacturing plant. The partnership is equipping developers with advanced AI tools like Gemini Code Assist which is driving significant quality improvements and is increasingly used across the IT department.

"Our long-standing relationship with Google Cloud has been foundational to our digital transformation," said Piet De Ceuleners, Global IT Director, Melexis. "AI is now an integral part of our business strategy, driving increased overall effectiveness and allowing us to focus our engineering talent on the next generation of micro-electronic innovation."

About Google Cloud

Google Cloud is the new way to the cloud, providing AI, infrastructure, developer, data, security, and collaboration tools built for today and tomorrow. Google Cloud offers a powerful, fully integrated and optimized AI stack with its own planet-scale infrastructure, custom-built chips, generative AI models and development platform, as well as AI-powered applications, to help organizations transform. Customers in more than 200 countries and territories turn to Google Cloud as their trusted technology partner.

About Melexis

Melexis designs, develops, and delivers edge sensor and driver solutions with a heart for people and the planet. Its mission is to empower engineers to turn their ideas into applications that support the best imaginable future, one that is safe, comfortable, and sustainable.

Melexis specializes in powertrain, thermal management, lighting, e-brake, e-steering, and battery solutions for the automotive sector. It also expands its presence in the emerging markets of a sustainable world, alternative mobility, robotics, and digital health.

Founded in 1989 in Belgium, Melexis has grown to employ over 2,000 people in 12 countries, delivering cutting-edge technology to customers worldwide. For more information, visit www.melexis.com or follow Melexis on [LinkedIn](#), and [YouTube](#).

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