

AUTOMOTIVE COCKPIT MODULES

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Final Program

Of all the automotive systems, the cockpit module demands the highest level of technical, functional and styling integration. Until AUTOMOTIVE COCKPIT MODULES 2001, no venues have been available to help industry professionals master this integration and cost-effectively provide their customers better appearance, safety, performance and comfort.

ACM 2001 is a unique opportunity to learn from the world's leading OEM and supplier authorities in cockpit module outsourcing, design, materials, telematics, electronics and safety.

To enhance your learning experience, the number of attendees will be limited.

Friday, March 9, 2001
The Ritz-Carlton Hotel
Dearborn, Michigan, USA



Source: Car Design News

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AUTOMOTIVE COCKPIT MODULES 2001

Hosted by The ITB Group as a global forum to address today's issues and tomorrow's trends in cockpit modules, this conference will bring together OEMs and suppliers from all over the world.

You'll attend in-depth sessions covering:

- Design developments to improve quality, reliability, weight, NVH and cost-effectiveness
- The newest materials and trends, including plastic-metal hybrids and molded-in-color PP
- Globalization and outsourcing challenges and their solutions
- The rapidly-changing advances in telematics, electronics and 42V technologies

- The consumer's voice in safety, utility, convenience and comfort issues
- A design case history on one of the most exciting vehicles on the road... the 2001 PT Cruiser

This conference is your one-of-a-kind learning opportunity to help you improve your company's performance in cockpit module design, development, manufacturing and economics... to give you an edge in today's highly competitive global environment!

Please note that conference proceedings will not be available.

AGENDA

7:30 – 8:45 A.M.

REGISTRATION AND
CONTINENTAL BREAKFAST

8:50 A.M.

OPENING REMARKS, MITRA O'MALLEY,
PRINCIPAL, THE ITB GROUP, LTD. (USA)

SESSION 1:

EVOLVING COCKPIT MODULE
ARCHITECTURE AND STRUCTURE

9:00 a.m. Architectural Freedom
Requirements for Cockpit
Modules

*Ed Riehl, P.E., Marketing & New Business Development,
Exterior/Interior Systems, Visteon Corporation (USA)*

Developments in architectural design to improve cockpit module quality, reliability, weight, NVH and cost elements are highlighted.

9:30 a.m. Introduction of Plastic Metal
Hybrid (PMH) Technology for
Cockpit Module Structures

*Chris T. Korson, Sr. Project Engineer,
Advanced Marketing Group Bayer Corporation (USA)*

Traditionally, cockpit structures have been made from either metal or plastic. The thermoplastic materials need additional metal reinforcement, especially in the steering column area. Introduction of Plastic Metal Hybrid (PMH) technology allows

the combination of design freedom of plastic with cross-car rigidity of metal.

10:00 a.m. Jeep Liberty Second Generation
Structural Instrument Panel
Cockpit Module

Jeff Gras, Chief Engineer, IP Cockpit Systems, Johnson Controls, Inc., Interiors (USA) & Scott Burr, Senior R & D Project Leader, Dow Automotive (USA)

The new Jeep Liberty® features a state-of-the-art cockpit module, centered around integration and innovation. This cockpit module required over thirty suppliers coordinated by the lead integrator, Johnson Controls Interiors. An overview of the program; the challenges which were posed by DaimlerChrysler with respect to cost, mass, and performance; how those challenges were met, exceeded, and delivered by the team; and the technical highlights of the final cockpit system will be presented.

10:30 a.m. Morning Break

SESSION 2:

GLOBALIZATION OF THE COCKPIT
MODULE BUSINESS

11:00 a.m. Demands on the Global Tier One
Supplier for the Development
and Delivery of Cockpit Modules

*William D. Jeffery, Marketing Manager,
Cockpit Systems Division,
Mannesmann VDO (Germany)*

The process of transformation from a non-module to a cockpit module business is discussed. The drivers for this change are identified. Using the Smart Car as an example, Mannesmann VDO discusses its approach to the design, development, testing and manufacturing of the cockpit module.

11:30 a.m. Globalization of the Cockpit Module Business

*Tom Marx, Vice President Systems Integration
Textron Automotive Company, Inc. (USA)*

The outsourcing trends of the North American and European automotive cockpit module business are identified. These trends are then related to selected OEM strategies. The opportunities and challenges that the Tier One community are currently facing are pointed out.

12:00 p.m. Developing Automotive Cockpit Modules for the Worldwide Telematics Market

*Robert Gee, Principal Staff System Engineer
Motorola Telematics Communications Group (USA)*

The research and development responsibilities and interfaces between the vehicle manufacturers, call centers, telematics device suppliers, wireless carriers, and second-tier component suppliers are discussed. Required industry changes are examined at all levels of participation.

12:30 – 2:00 p.m. LUNCH

SESSION 3:

EVOLVING ELECTRICAL AND ELECTRONIC TECHNOLOGIES

2:00 p.m. Electronic Systems for Future Cockpits

Dr. Hans-Jörg Mathony, Head of Engineering Cockpit Systems, & Heribert Uhl, Group Manager for Integration, Electronics and Mechanics, Robert Bosch GmbH (Germany)

Advances in electronics and the resulting complexity will affect chiefly the cockpit area. To exploit this new potential, different approaches exist to simplify and optimize the cockpit architecture, one being the integrated cockpit system (ICS).

2:30 p.m. 42V PowerNet – Changing Automotive Transportation's Future

Paul Nicastrì, Project Leader, Electrical Architecture Machine & Drive Development, Ford Research Laboratories (USA)

The new 42V system brings opportunities for new passenger comfort features. These opportunities bring along some challenges that need to be resolved before this new system will be viable, such as the increased arc energy at 42V compared to that available at 14V. The resultant impact of this trend on the cockpit module is highlighted.

3:00 p.m. Afternoon Break

SESSION 4:

DESIGN AND STYLING TRENDS

3:15 p.m. Cruising into the New Century

Jeff Godshall, Senior Design Manager for Interior & Exterior Design, DaimlerChrysler Product Design Office (USA)

The interior of the 2001 PT Cruiser blends innovative design, customer-friendly features, and inventive packaging to create one of the most stylish and flexible interior designs of any vehicle. The presentation provides an integrated approach to the design of the vehicle interior and illustrates how all the elements contributed to the vehicle's styling statement.

3:45 p.m. Molded-in-Color Polypropylene Instrument Panels — Material and Design Attributes

Brian Coleman & Shinji Horibe, ATC, Inc. (USA)

The conversion from ETPs to unpainted molded-in-color polyolefins has been an ongoing trend. A new approach to design and a new material have made this transition possible. This presentation will cover the development, advantages and design of the new instrument panels.

4:15 p.m. Cockpit Design: Addressing Consumer Needs for Safety, Utility and Comfort

Bill Fluharty, Vice President of Industrial Design, North America, Johnson Controls, Inc. (USA)

Key consumer needs and the fundamental responsibility of designers to provide occupants with a safe, comfortable and enjoyable environment are discussed. The role of advanced consumer research, human factor principles, user interface methodologies and the evolving role of suppliers will be discussed.

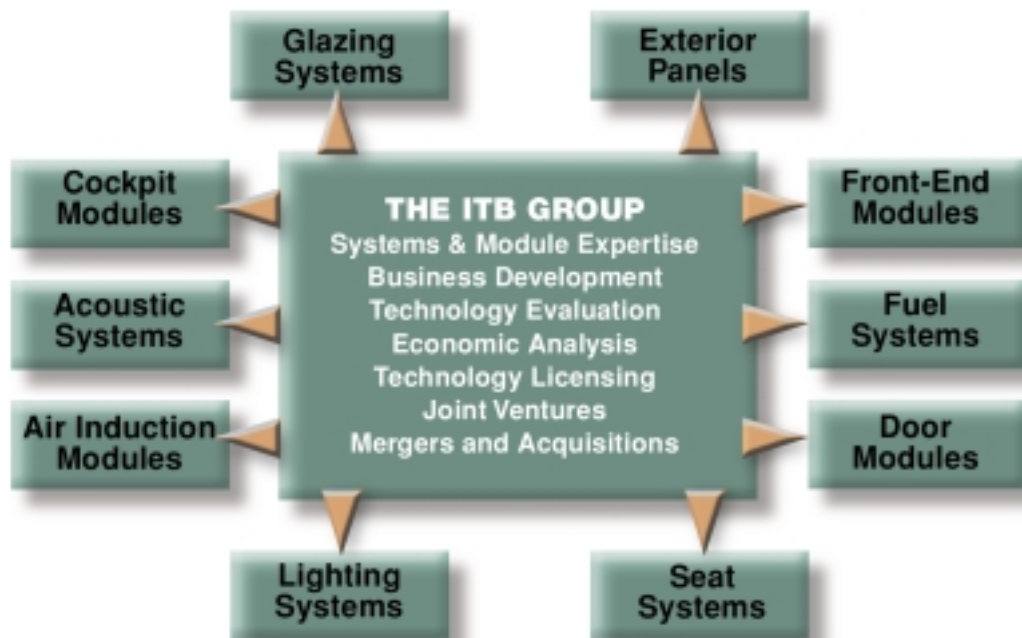
4:45 p.m. Closing Remarks

Richard Emmanuel, Global Manager, Manufacturing Engineering and Advanced Development, Modular Cockpit Group, Delphi Automotive Systems (USA)

5:00 p.m. Cocktail Reception

Exhibitors will display their latest cockpit module technologies.

About your organizer...



Established in July 1992, The ITB Group is dedicated to serving participants in the global automotive market. By combining strong technical and business skills, The ITB Group helps senior managers develop and implement strategies that provide sustainable long term competitive advantages.

The ITB Group's core competencies are:

International Presence

The firm's presence in North

America, Europe and the Far East provides a solid basis for automotive consulting assignments. Global automotive OEM requirements now require ITB to seek expanded presence in South America and Asia.

Technical Expertise

Advanced engineering degrees — together with many years of experience — provide the firm's consultants with the relevant expertise to understand difficult technical issues that face their clients. Such issues may be

related to product design, materials, processes, or vehicle assembly.

Business Recognition

Widespread marketplace recognition and business experience enable the firm's consultants to interact with key automotive participants around the world. Participants include senior level managers, automotive research and design engineers, sales and marketing personnel, and government officials.

Exhibitors:

Bayer Corporation

Dow Automotive

Dura Automotive

Johnson Controls

LTV Copperweld

Lunt Manufacturing

PolyOne

Textron Automotive

ValTek



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