Automotive Cockpit Modules 2003

The ITB Group, Ltd.

SPONSORS:

Bayer Polymers

DURA Automotive Systems

JOHNSON CONTROLS

THURSDAY, APRIL 24, 2003

The Ritz-Carlton Hotel • Dearborn, Michigan USA

Automotive Cockpit Modules 2003 International Forum

April 24, 2003

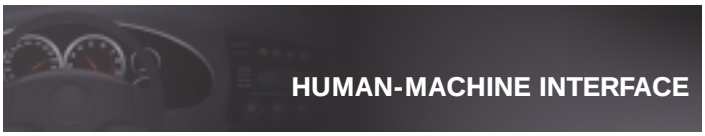
Automotive Cockpit Modules 2003 International Forum creates an excellent opportunity for industry professionals to gain a better understanding of the drivers that are shaping the future of this industry and consequently, vehicle interiors. Leading suppliers in this market will provide their insight and exhibit their technologies and in addition, this forum offers an unprecedented opportunity for networking and learning.

Please note that conference proceedings will not be available.

AGENDA

7:00 - 8:00 AM **Registration and Continental Breakfast**

8:00 AM **OPENING REMARKS – OEM Cockpit Strategies**
Mitra O'Malley, The ITB Group (USA)

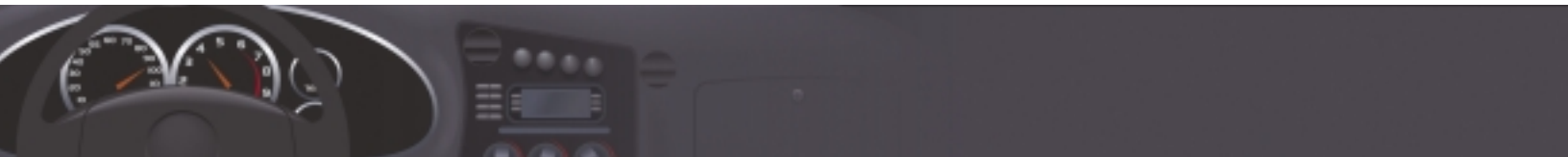


8:30 AM
New Cockpit Human-Machine-Interface Concept
Siemens VDO (Germany)
More and more features in today's vehicles put increasing demands on the driver's ability to process information, operate functions and simultaneously concentrate on driving. To address these issues, Siemens VDO has developed a cockpit study to simplify and optimize the human-machine-interface (HMI) in an ergonomic and attractive design. Features and technology within the cockpit will be discussed.

9:00 AM
Back to the Basics: Integrating Human Factors into Advanced Cockpit Design & Testing
National Advanced Driving Simulator (USA)
There are basic human factors principles that must be considered when deciding how to integrate technologies to maximize usage and safety. This presentation will focus on human factors' design principles relevant to the integration of advanced technologies. Practical guidelines and research concerns will be provided.

9:30 AM
Safety Systems Integration in Today's Vehicle Interior
Delphi Safety and Interior Systems (USA)
Trends in automotive safety systems and the need for integrating safety systems into the interior of the vehicle will be explored. The evolution of "Smart Systems" design that provides event-specific occupant protection will also be covered.

10:00 AM **Mid-Morning Break**



10:30 AM

Targeting New Azdel SL for Cockpit Applications

GE Plastics Europe (The Netherlands)

This presentation will discuss a new system for manufacturing instrument panel topper including a seamless passenger side airbag. The process can combine the skin (scrim, textile, or film). Advantages of Azdel SL over traditional materials for this approach are highlighted.

11:00 AM

Polyurethane RIM Technology for Instrument Panel Skins

Cannon Group (USA, Italy)

The increasing demands by processors to have flexible, innovative tools that enable them to manufacture high quality products at lower costs are a major driver within the industry. In response to this trend, Cannon has recently developed a new technology to produce imitation skins from polyurethane through reaction injection molding. Advantages and applications of this technology, as well as the technical solutions adopted will be highlighted.

11:30 AM

MuCell Technology IP/Cockpit components

Trexel (USA)

Fundamentals of the MuCell process for injection molded IP applications will be presented. Advantages towards design flexibility, effects on cost structures of injected molded parts, and an overview of commercial automotive MuCell applications will be covered.

12:00 - 1:00 PM **Lunch**

1:00 PM

Electronic Parking Brake: Impact on Cockpit and Interior Integration

Dura Automotive Systems (USA)

Traditional parking brake systems often present challenges to interior design and modularization of cockpit and console modules. The introduction of electronic parking brake systems offers many advantages and options to designers of next generation interiors. This presentation will highlight the considerations in design and packaging of the user interface.

1:30 PM

Maximizing Value and Effectiveness of Advanced Polyolefins for Rigid Instrument Panels With and Without Seamless Airbags

Basell Polyolefins (USA)

This presentation explores the performance and product criteria as well as detailing appropriate grades of material and process recommendations for meeting the OEM performance specifications for in-mold color, painted or combinations of skin and foam, painted and mold-in-color panels.

2:00 PM

Use of Magnesium for Instrument Panel Structures

Meridian Technologies (USA)

Various legislations and OEM commitments to reduce weight, improve quality and reduce costs have given rise to an increasing use of high pressure die cast magnesium in structural magnesium instrument panel applications. This presentation will look at the material and key issues relating to the design of these structures.

2:30 PM **Afternoon Break**

3:00 PM

Delivering Craftsmanship and Styling with New Innovations in TPO's for Interiors

Visteon Corporation (USA)

Three new innovative manufacturing processes have been developed and implemented into production for next generation cockpit systems. These innovations allow design and styling that deliver the visual and tactile cues signaling craftsmanship to the consumer. Specifics of how this is accomplished will be discussed.

3:30 PM

Cost Competitive PU-Skin Interior Panels

Recticel N.A., Inc. (USA)

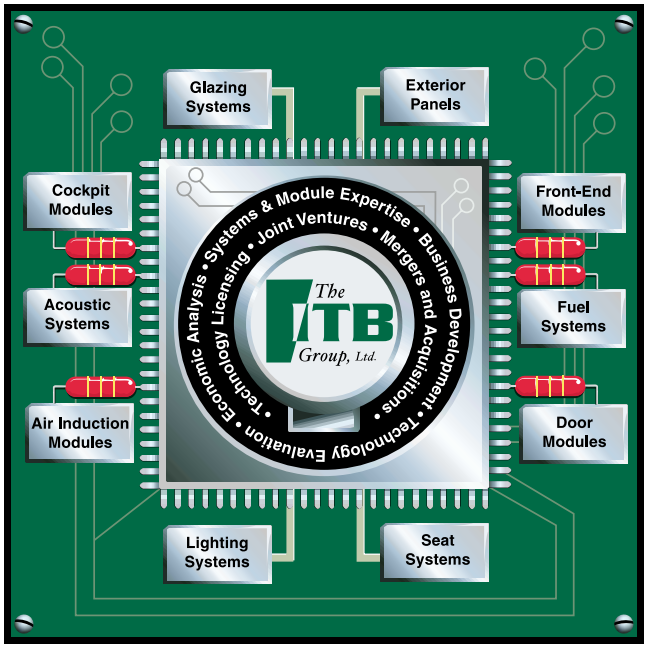
The manufacturing process developed by Recticel combines high quality materials with competitive cost positioning for interior panels. This presentation will focus on most recent developments from Recticel and the opportunities created for tier 1 companies as well as the OEMs.

4:00 PM **Afternoon Reception**

ABOUT YOUR ORGANIZER

Established in July 1992 by Dr. Joel Kopinsky and Ms. Mitra O'Malley, The ITB Group serves suppliers and original equipment manufacturers (OEMs) 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. In each of these regions ITB has established a significant network of clients and industry contacts.

Technical Expertise:

Advanced engineering degrees and over 30 years of combined industry experience provide the firm's consultants with the relevant backgrounds to understand difficult technical issues that face their clients. Such issues may be related to product design, materials, primary and secondary 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.

LIST OF SPONSORS/EXHIBITORS

Azdel
Basell Polyolefins
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Johnson Controls
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Recticel
Siemens VDO
TRW Engineered Fasteners & Components

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