

# Automotive Cockpit and Door Conference

# 2009

Organized and hosted by The ITB Group



Picture Source: General Motors

Sponsored by:



## September 24, 2009

The Sheraton Detroit Novi Hotel  
Novi, Michigan USA

• Final Program •

# Automotive Cockpit and Door Conference

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## AGENDA

Please note that conference proceedings are not available

7:00 -  
8:00 a.m. **Registration and Continental Breakfast**

8:00 a.m. **OPENING REMARKS**  
*Mitra O'Malley, Managing Director*  
*The ITB Group (U.S.A.)*

### Technical Developments

8:15 a.m. **Time and Cost Saving: FMVSS 201 Test Setup and Simulation using IHIT**  
*ESI Group (U.S.A.)*  
Interior design teams face an overwhelming task of trying to test hundreds of impact points in order to identify the critical areas. This presentation will demonstrate ESI's Interior Head Impact Targets (IHIT) tool which is the state of the art technology for the computation of interior head impact target points.

8:45 a.m. **DirectCoating & DirectSkinning: An Innovative Process for High-Quality Decorative Surfaces**  
*Bayer MaterialScience (U.S.A.)*  
A process has been developed that provides a complete solution to the manufacturing of light stable polyurethane skinned interior components. In addition, coatings have been developed that can be used for various exterior parts such as pillars.

9:15 a.m. **Cockpit Modularization – Striving Towards Flexibility**  
*SAS Automotive Systems (Germany)*  
This presentation will focus on manufacturing flexibility and its impact on efficiency as it relates to modules. How SAS leverages this concept for capacity, variant management and geography to supply complete cockpit modules will be discussed.

9:45 a.m. **Mid-Morning Break**

10:15 a.m. **Advances in Processes and Equipment that Help Fight the “Cost” Battle**  
*FRIMO (U.S.A.)*  
“Out-of-the-Box” concepts for the manufacture of interior trim components that are sure to boost machine utilization and yield substantial labor and material savings will be reviewed in detail. Examples range from flexible systems that run multiple tools simultaneously without physical tool changing, to a method of minimizing material in continuous vacuum forming operations. A technology for combining processes within the same machine will be addressed for streamlining throughput and minimizing cost.

10:45 a.m. **Get Green without Paint: Molded-in-Metallic Engineering Resins for Appearance Applications**  
*Ticona Engineering Polymers (U.S.A.)*  
Ticona has been developing engineering resins that eliminate the need for painting and can achieve the desired appearance right out of the mold. The new line of MetaLX™ molded-in-metallic engineering resins as a way to go *green* as well as reduce costs will be explored.

11:15 a.m. **Simulation of Male Vacuum Forming of Dashboards**  
*Benecke-Kaliko (Germany)*  
Benecke-Kaliko's vacuum forming simulation for TEPEO 2® foils is introduced to the North American market. The technology enables reduction of project development times and costs combined with increased quality. The simulation process allows prediction of stretching grades, foil thickness distribution, and potential wrinkle formation in all areas of a specific part. The simulation tool enables development partners to fine tune part design, mold geometry and foil construction in a very early stage of a project prior to the first prototype machines molds and foils are ordered.

11:45 a.m. **Lunch**

### Integrated Center Stacks: An Evolution in Motion

12:45 p.m. **Integrated Center Stacks – Challenges and Innovation**  
*Preh (U.S.A. and Germany)*  
The presentation illustrates current trends and challenges in center stack design. It features center stack examples from series production, highlighting innovative technical solutions and takes a look into the future. Most recent developments in technology are considered, with emphasis on advanced surface technology, ambient lighting and on removing clutter.

1:15 p.m. **What's Up in Haptics?**  
*Immersion (U.S.A.)*  
The consumer electronics sector of handheld devices is experiencing an explosion of growth with haptic enabled HMI. Why is this trend not being seen in the auto sector? Is it a case of NIH or does the auto industry have this on their radar? This presentation explores thoughts on this topic by industry players that have devoted their careers to the evolution of interface controls and interior electronics.

**Exhibitors:****Advanced Composites****Bayer MaterialScience****Benecke-Kaliko****SAS Automotive Systems****Ticona Engineering Polymers****1:35 p.m. Meeting the Challenge of Creating New Product Solutions to Meet Customer Expectations***Tech-D-P (U.S.A.)*

The challenges facing the auto industry have driven changes to the relationship and dynamics between OE's, Tier Ones, and the entire supply chain. The process of designing and developing vehicles is also changing with new roles and responsibilities. The RASIC for getting from studio concept to dealer show room (art to part) has evolved with new players. This presentation clarifies:

- What value do the integrators provide?
- Who are the new integrators?
- How can the development and launch process be improved?

**1:55 p.m. Cockpit Electronics - Integrating the Future***Visteon (U.S.A.)*

Visteon delivers electronic products that connect people to their vehicle and the world around them. Through the development and application of various technologies Visteon is enriching the user experience through the Human Machine Interface while enhancing interior electronics that one can see, hear and touch.

**2:15 p.m. Center Stacks – The Gateway to Functionality***ESG Automotive (U.S.A.)*

More and more features, functions, and content migrate into the vehicle. Levels of in-car accessibility to consumer electronics and wireless connectivity are rising at incredible rates. The center stack of the vehicle is the logical "where" to address the physical and functional integration. The logical "how" requires open architectures and flexible interfaces to enable a more functional center stack.

**2:35 p.m. Afternoon Break****Mass Reduction Innovations****3:00 p.m. Lightweight Sustainable Substrate Materials for Automotive Interiors***Faurecia Interior Systems (U.S.A.)*

This presentation will provide a global overview of the various natural fiber materials and processes that the Faurecia Interior Systems Group is either using in production or researching for use as the next generation of interior automotive substrates. The pros and cons of these various lightweight sustainable substrate materials will be discussed.

**3:30 p.m. Weight-Saving Door Concepts and Functional Integration that Help OEMs Generate New Momentum Amidst the Automotive Crisis***Brose (U.S.A.)*

Brose will present their latest developments in reducing vehicle costs and yielding mass savings through system integration in automotive doors. Part one of the presentation will take a closer look at the latest concept for function integration in composite door modules. Part two will showcase a new lightweight concept for a complete vehicle door.

**4:00 p.m. Advances in TPO Technology Enabling Lightweight and High Stiffness Materials***Advanced Composites (U.S.A.)*

This presentation will focus on two families of TPO materials: 1) Very high stiffness TPO formulations that allow the use of thin wall injection molding for instrument panels. These formulations enable designs with 2.0-2.5 mm in thickness. 2) A new class of TPO's that when combined with chemical blowing agents and core-back injection molding offer a 30-40% reduction in mass when compared with reactor grade PP. This presentation will give a brief overview of this technology and the applications currently in use with this technology.

**4:30 p.m. A Vehicle Interior's Impact on Fuel Efficiency: Weight & Mass Reduction***IAC - International Automotive Components (U.S.A.)*

EPA studies have shown that eliminating 100 pounds from a vehicle can improve fuel economy by up to two percent. The challenge for suppliers is designing components that help OEM's reduce vehicle weight, while improving product functionality, safety, styling and performance. IAC has developed numerous products, materials and technologies that can reduce weight and mass in vehicle interiors, contributing as much as a 43 pound weight savings per vehicle.

**5:00 p.m. Lightweight Reinforced Airbag Lid Technology***Faurecia Interior Systems (U.S.A.)*

The RALF technology, developed by Faurecia Interior Systems Group provides an optimized instrument panel passenger airbag door system. Use of a structural 3D-skeleton foam section facilitates the airbag lid to be produced at a significant weight savings and offers flexible airbag lid positioning. Additional benefits and overall airbag safety system interface requirements will be discussed.

**5:30 p.m. Closing Remarks**

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## List of Exhibitors

### SAS Automotive

SAS Automotive is a global, market-leading systems integrator of cockpit modules. Since 1996, this joint venture between Faurecia and Continental has provided automakers and suppliers with added value, cost savings, quality, flexibility and solid expertise for the cockpit system, which can account for up to 10 percent of a vehicle's total component value. It has grown to reach more than \$3.5 billion in sales in 2008, with 3,500 employees operating at 30 locations around the world.

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### Advanced Composites

Advanced Composites is a world leader in TPO compounding technology. We supply high quality, value added products to the automotive market. Advanced Composites has world class technical service, customer service and environmental responsibility.

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### Benecke-Kaliko

Benecke-Kaliko creates decorative and functional surface materials for automotive interiors: foil and artificial leather products with a truly natural look and feel, microscopically exact grains and high resolution surface effects, including multi-colored surface materials for instrument panels and door trim. Benecke-Kaliko develops and manufactures its individually customized materials locally in Europe, the NAFTA region, and Asia.

Contact:

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[www.benecke-kaliko.de](http://www.benecke-kaliko.de)

### Bayer MaterialScience

Bayer MaterialScience LLC, a leading polymers and high-performance plastics producer in North America and part of the global Bayer MaterialScience business with 15,000 employees and 2008 sales of 9.7 billion euros, develops innovative solutions for the automotive, electrical and electronics, construction and medical industries. Call 1-800-662-2927 or e-mail [naftainfo@bayerbms.com](mailto:naftainfo@bayerbms.com).

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### Ticona Engineering Polymers

Ticona Engineering Polymers — 50 Years of Metal Replacement Innovation: Ticona has more than 50 years experience in helping companies to optimize their use of thermoplastics. We can help improve the quality, performance and cost of your structural, functional and aesthetic components for automotive cockpit interiors. Ticona provides Performance Driven Solutions.

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