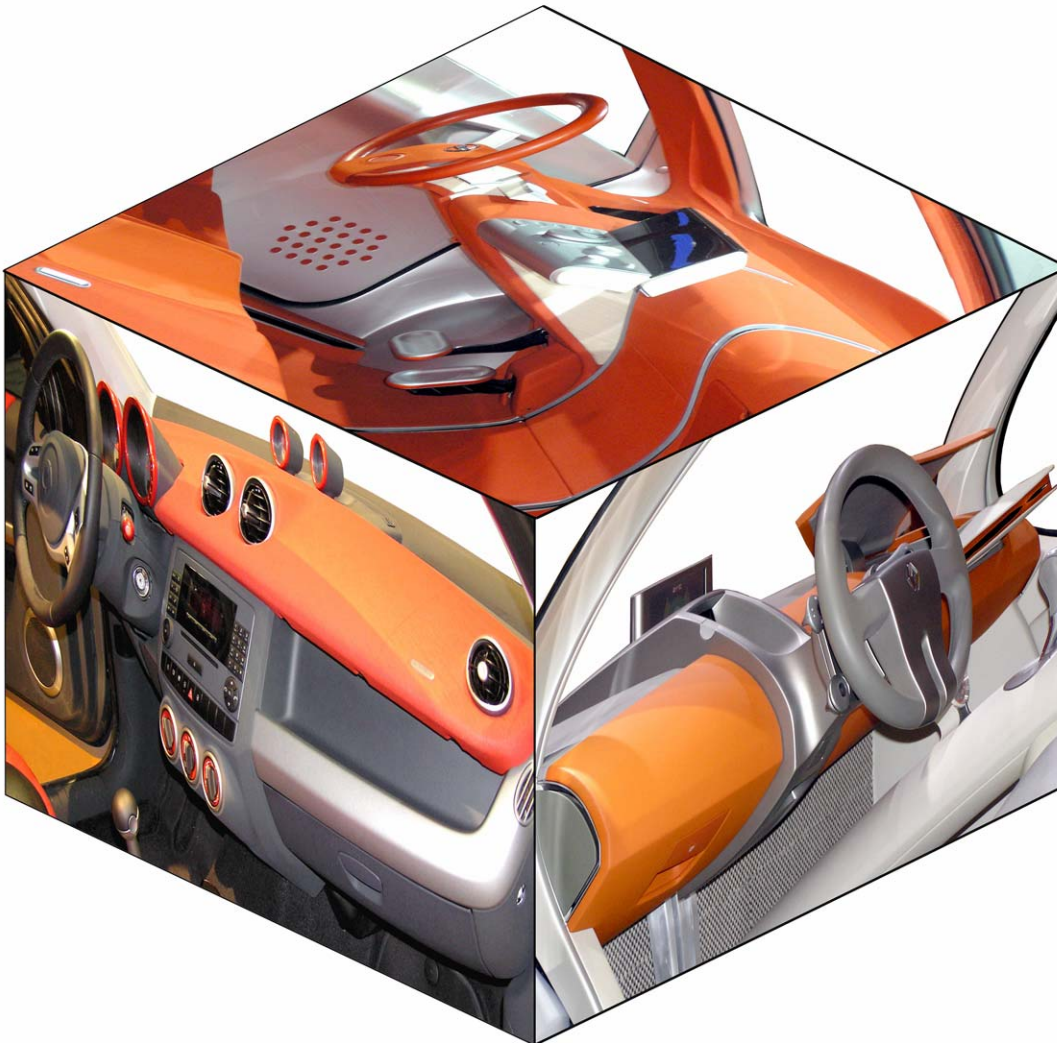




Automotive Cockpits 2015



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Final Program

**Friday March 12, 2004
The Dearborn Inn
Dearborn, Michigan USA**

Automotive Cockpits 2015 – An International Forum

March 12, 2004

AGENDA

Please note that conference proceedings will not be available.

7:30 –
8:45 AM **Registration and Continental Breakfast**

8:45 AM **OPENING REMARKS –**
Mitra O'Malley, The ITB Group (U.S.A)



DEVELOPING COCKPITS

9:00 AM
The Role of a Material Supplier to Support Successful Future Cockpit Designs, Development and Execution

Dow Automotive (U.S.A.)

This presentation will address the linkage of performance and cost of the 2015 integrated cockpit. The roles of product development as it relates to the launch cycle; material offerings to support design, aesthetics, and packaging; predictive modeling and engineering to reduce costs and time to launch a new platform; and creating value throughout the entire supply chain will be discussed.

9:30 AM
Shortening Development Time for Cockpits by the use of Virtual Series

Dräxlmaier Group (Germany)

This presentation will focus on discussing the requirements and specifications for premium cockpits and identifying the challenges and bottlenecks within the development process. The outlook for 2015 in terms of cockpit requirements and corresponding development processes will be outlined for the European OEMs.

10:00 AM
Enabling High Performance Cockpit Modules with Engineering Expertise

Delphi Corporation (U.S.A.)

Market drivers for high performance cockpit modules will be discussed. Focus will be placed on how a cockpit supplier's engineering expertise can help to deliver an OEM's desired products at the highest quality and flexibility under accelerated timing. A General Motors Epsilon vehicle cockpit success story is included for demonstration.

10:30 AM **Mid-Morning Break**



DEVELOPMENTS IN PROCESS AND MATERIAL TECHNOLOGIES

11:00 AM
General Motors Perspective on Material Trends in Future Cockpit Designs

General Motors Corporation (U.S.A.)

Trends in both functional plastics and metals for instrument panel applications will be examined. Appearance materials such as paints, molded in color plastics, decorative films, and instrument panel skin materials will also be addressed.

11:30 AM
The Future Outlook on Surfaces in Cockpits

Recticel N.A. (U.S.A.)

The use of surface materials and integration of functions in future cockpits will be addressed. New technology providing design freedom to meet the increasing demands on interior trim parts will be highlighted.

12:00 – 1:15 PM

Lunch

1:15 PM

Magnesium's Role in the Future of Automotive Interior Systems

Lunt Manufacturing Company (U.S.A.)

Over the last decade, magnesium's use for structural automotive applications has increased at an average annual rate of more than fifteen percent. This presentation compares the properties of magnesium alloys to alternate materials and sheds light on some of the key reasons for magnesium's increased use and future application for automotive interiors.

1:45 PM

Hitting Low Gloss Targets on Molded-In-Color Instrument Panel Components

Mold-Tech (Canada)

A new, highly engineered technology was developed by Mold-Tech to achieve and maintain low gloss finishes on unpainted plastic parts and is adaptable to new resins in the market. Applications, benefits, and technical functions will be discussed and supported by case studies.



EVOLVING COCKPIT DESIGNS

2:15 PM

Thermo-Structure-Module®

Behr (Germany)

A cockpit sub-module that integrates the function of the HVAC module, cross-car beam, and ventilation ducting has been developed by Behr. The development of this module as well as performance data and benefits in weight, space and cost will be addressed.

2:45 PM

Afternoon Break

3:00 PM

On-Demand Technologies: Optimizing the Human-Machine Interface

Intier Automotive (U.S.A.)

The integration of an increasing number of features and electronics in vehicle interiors presents many challenges: lack of real estate; safety versus consumer desires; harmony; Human-Machine Interface (HMI) concerns; etc. This presentation focuses specifically on the cockpit system and explores the evolution of its design, functionality, and craftsmanship - where it began and where it's headed. Features, technological developments, and concepts that address some of the above challenges will be introduced and discussed.

3:30 PM

HMI Objective Optimization Tool for Automotive Applications

Valeo Climate Control (France)

In an effort to optimize the human-machine interface, Valeo has developed a driving simulator for the controlled testing of human interaction with cockpit components. An overview of the testing methods and equipment as well as an analysis of sample results, end user characterization and study capabilities including project scope and real vehicle testing will be addressed.

4:00 PM Closing Remarks

Cockpit Modules: An Integrators Perspective on Optimization

Johnson Controls (U.S.A.)

Despite the growth trends, JIT cockpit assembly modules are limited in the value provided to customers. Increased value can be realized when the cockpit is approached as a system to be optimized - versus an assembly of components and subsystems. This presentation looks at a systems engineering approach to cockpit modules and serves as a useful finale to the forum.

4:15 PM

Afternoon Reception

List of Exhibitors

Basell Polyolefins

Delphi Corporation

Johnson Controls

Meridian Technologies

Recticel

Solvay Engineered Polymers

TRW Engineered Fasteners & Components

Consulting Expertise



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