

INTEGRATED AUTOMOTIVE INTERIOR SYSTEMS

2002



Final Program

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INTEGRATED AUTOMOTIVE INTERIOR SYSTEMS

2002

Integrated Automotive Interior Systems 2002 will be the first forum of its kind to offer a setting that helps industry professionals gain a better understanding of the integration of the complete automotive interior. This forum, in one day, offers unprecedented networking and learning opportunities. Leading suppliers in this industry from Europe, Japan and the USA offer their insights and exhibit their technologies. World experts and executives come together with one goal, to offer an improved and more cost effective interior by using the latest technologies.

Please note that conference proceedings will not be available.

AGENDA

7:00 – 8:15 a.m. Registration and Continental Breakfast

8:15 a.m. OPENING REMARKS

Mitra O'Malley, Principal, The ITB Group (U.S.A.)

THE BUSINESS OF INTEGRATED AUTOMOTIVE INTERIORS

8:30 a.m.

Strategies for Premium Interiors

Dräxlmaier Group (Germany)

Dr. Tuzcek will discuss Dräxlmaier's approach for premium interiors focusing on German luxury vehicles. He will highlight the requirements for developing the products as well as the execution of craftsmanship. Focus will be placed on how to achieve zero gap, the integration of various modules and meeting BSR requirements. The presentation will be completed with a discussion of future trends.

9:00 a.m.

How to Develop a Value Map for Automotive Interiors

McKinsey & Company (U.S.A.)

McKinsey has developed a methodology to identify what is the best value component/module to manufacture, taking into account various supplier-specific factors. Mr. Mercer will present and discuss this methodology providing real case examples.

9:30 a.m.

Integrated Interiors:

Opportunities from an Integrator Perspective

Integrated Interiors Product Development

Johnson Controls (U.S.A.)

Johnson Controls sees the integrated interior strategy of the OEM as an opportunity to provide a high-value, high quality interior environment for the consumer with total enterprise cost reduction opportunities for the OEM. This presentation provides a definition of interior integration and other opportunities for step-level improvements in production and processes.

10:00 a.m.

Mid-Morning Break

10:30 a.m.

CONFERENCE KEYNOTE SPEAKER

**Awareness Design – The Future of Automobile
Interfaces and Designers**

Fiat Auto (Italy)

Intrinsic Interpersonal Awareness in automotive interface design will soon offer a human-to-human interactive interface metaphor capable of reading human emotional states and subsequently alter machine reactions (or "attitudes") accordingly in real time. In order to embrace this new direction in car design, certain aspects of a designer's profession must change.

AUTOMOTIVE DOOR MODULES

11:00 a.m.

Future Direction of Wiring Systems in Automotive Door Modules and Interiors

Leonische Drahtwerke AG (Germany)

This presentation focuses on benchmarking the current wiring systems in doors and then discusses the future trends and possibilities in automotive interiors. Flat, flexible cable, flexible printed circuit board, plastic optic fibers, plug and play and various connector technologies will be presented.

11:30 a.m.

Challenges for a Door Module Supplier

Brose (U.S.A.)

Traditional door designs are changing rapidly to modules. Outsourcing challenges change in the supply chain and new globalization efforts force all suppliers to consider their business. Drivers will be identified; demands and hurdles to produce and deliver door modules will be discussed.

12:00 – 1:00 p.m. Lunch

1:00 p.m.

Modular Door System, A Primary Structure for Side Impact

Joalto Design, Inc. (U.S.A.)

Kettering University (U.S.A.)

Joalto will introduce a modular door that they have designed, prototyped and tested.

1:30 p.m.

Moisture Sealing of Doors, Body and Fixed Vent Modules

Dr. Wolfgang Schmidt, International Technical Director

Hutchinson (France)

Hutchinson will present the current status of vehicle sealing and their vision of how this function will evolve as the modules are introduced into the vehicle body.

2:30 p.m.

Emerging Materials for Instrument Panel Applications

Global Technical Manager

GE Plastics (U.S.A.)

There are a number of emerging materials for instrument panel applications that all have promise to reduce cost and mass while maintaining the performance for various applications. These materials break from traditional processing and/or material formulations, and require new design considerations. The lowest cost system then becomes difficult to assess. This presentation will discuss the benefits of some of these new materials for use in instrument panel applications, as well as the drawbacks.

3:00 p.m.

Afternoon Break

3:30 p.m.

Cockpits as Human Machine Interfaces

Visteon Automotive Systems (U.S.A.)

As the competition for space in cockpits reaches new levels, we need to focus on the consumer essentials and the vehicle needs. The primary function of the cockpit is to provide structure to the vehicle and safety to the occupant. This presentation explores these constraints and the options we still have to deliver: style, comfort, storage, information and functionality to the consumer.

4:00 p.m.

Selecting the Right Material Technology that Meets Cost and Performance Targets for Instrument Panel Cockpit Applications

Dow Automotive (U.S.A.)

This discussion outlines the trends, requirements, and considerations of thinking globally and implementing locally when developing an instrument panel. The discussion will provide an objective view of the necessary elements required to make the right material decision based on design and performance criteria.

4:30 p.m.

Development of the Cockpit Module for the New Range Rover

Siemens VDO (Germany)

This presentation outlines the development process from feasibility stage through to supply. Emphasis is on the engineering work and materials.

5:00 p.m.

Advanced and Improved Scratch Resistance Technologies for Molded-in-Color Polypropylene Interior Parts

C&C Tech (U.S.A.)

The anti-scratch technologies for polypropylene (PP) unpainted interior parts are discussed. Results of scratch resistant tests from several carmakers will be demonstrated.

5:30 p.m.

Cocktail Reception

AUTOMOTIVE COCKPIT MODULES

2:00 p.m. SESSION CHAIRMAN

Cockpit Implementation and Ford Motor Company

Global Core Engineering – Interior Systems

Ford Motor Company (U.S.A.)

As the keynote speaker for the cockpit session, Mr. Webb will outline Ford's current status and the direction of cockpit design and integration levels. He will discuss roadblocks for integration, ergonomics, brand identity, craftsmanship and harmony, alliances with Tier One's, cockpit design specifications and future challenges.

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:

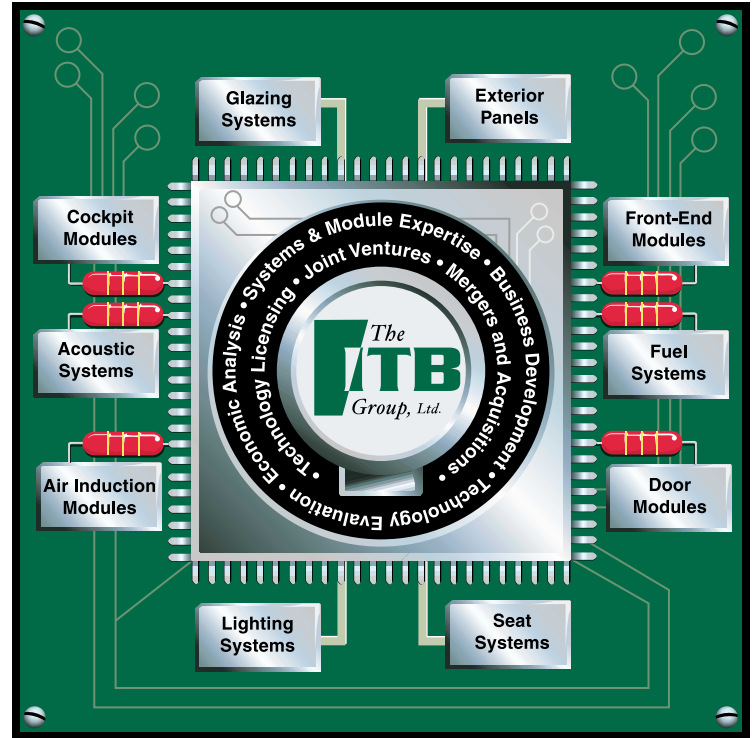
The firm's presence in North America, Europe and the Far East provides a solid basis for automotive consulting assignments. In each of these regions ITB has established a significant network of clients and industry contacts.

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.



EXHIBITORS

Advanced Elastomer Systems

Bayer

Dräxlmaier

Dura Automotive Systems

GE Plastics

Huntsman

Johnson Controls

LTV Copperweld

Lunt Manufacturing

Meridian Technologies

Recticel N.A.

Siemens VDO Automotive

TRW Engineered Fasteners & Components



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