



Automotive Surfaces 2026

Where vehicle surfaces, smart and traditional, meet perceived quality, durability, and manufacturing reality



October 8, 2026 | MSU Management Education Center | Troy, Michigan | In Person

INFO BRIEF 2026

WHY THIS ROOM MATTERS

ITB's one-day Automotive Surfaces conference convenes the people who decide how vehicle surfaces look, feel, and perform. The program spans the full surface value chain: aesthetics, durability, coatings, films, smart and illuminated systems, and manufacturing validation.

Built for the full surface value chain

Who the event is built for:

- › OEM CMF, interior & exterior surface teams
- › Tier 1 surface, trim & lighting suppliers
- › Materials: coatings, films, polymers & chemistries
- › Smart-surface, haptics & in-mold electronics developers
- › Manufacturing, tooling, paint & validation

PROGRAM ACROSS THE VALUE CHAIN

- **Perceived Quality & Durability**
Texture · Gloss · Scratch/Mar · PFAS-free
- **UX-Driven Surface Behavior**
Glare · Smudge · Thermal Feel · Tactile
- **Smart & Illuminated Surfaces**
Lighting · Haptics · Sensors · In-Mold Electronics
- **Decorative Skins, Films & Wraps**
Premium Visuals · Recycled Content
- **Exterior Surface Systems**
Fascia · Glazing · Coatings · Sensor-Ready
- **Cockpit Touchpoints**
IP · Center Stack · Door Trim · Soft Trim
- **Manufacturing & Validation**
Bonding · Tooling · Coating · Quality Control

2026: Sharper focus on what is changing in surfaces right now.

PROOF THE ROOM IS REAL

Five tracked editions (SAS → NCT → Automotive Surfaces) show a durable, growing-in-stature surfaces community.

100
Attendees
2025 edition

41
Companies
2025 edition

400
Participants
tracked 2021-2025

11
OEM groups
2021-2025

130+ **5**
unique companies tracked editions
2021-2025 internal participation database

How the event has broadened in scope



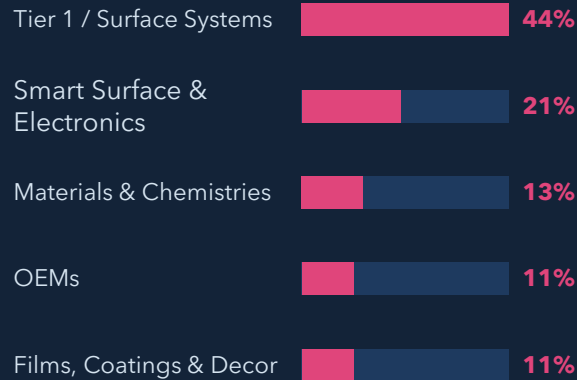
Who Participates

2021-2025 tracked audience · 400 participants · 130+ companies · 11 OEM groups

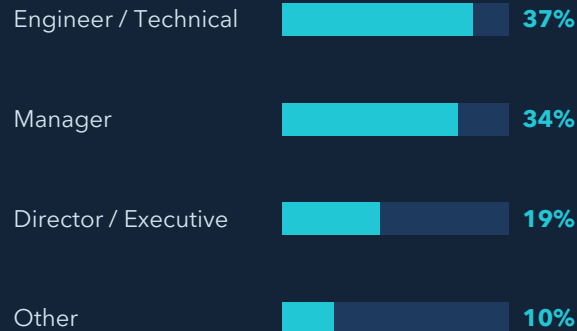


AUDIENCE PROFILE

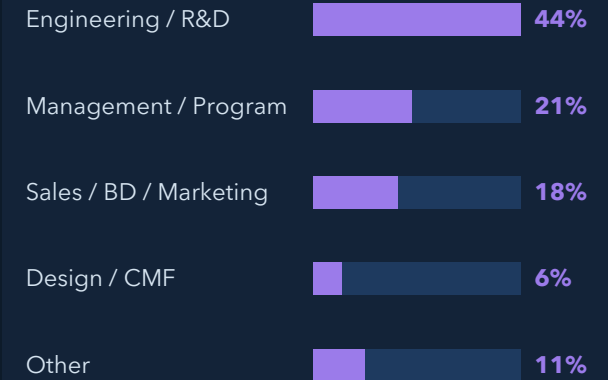
REPRESENTATION (COMPANY TYPE)



ATTENDEE LEVEL



FUNCTION



Source: ITB tracked attendee & registration records, SAS / NCT / Automotive Surfaces editions 2021-2025. Company-type classification by ITB. Bars scaled to category leader.

PAST PARTICIPATING ORGANIZATIONS (2021-2025)

OEMs: Ford / GM / Honda / Hyundai / Lucid / Mahindra / Mitsubishi / Nissan / Rivian / Stellantis / Toyota

Tier 1 & Surface Systems: Antolin / Continental / Faurecia / Forvia / Grammer / IAC / Inteva / Lear / Magna / Marelli / Methode / Novares / OPmobility / Preh / Valeo / Yanfeng

Materials & Chemistries: BASF / Celanese / Dow / DuPont / Kraton / Mitsubishi Chemical / Mitsui Chemicals / SABIC / Sun Chemical / Toray

Films, Coatings & Decoration: Avery Dennison / Hartz / KURZ / MacDermid Alpha / Mankiewicz / Nissha / Serigraph

Smart Surfaces & Electronics: ams OSRAM / Infineon / Interlink / TactoTek / FlexEnable / Royole / PolyIC

2025 keynote: Google (Daniel Cloke, CMF Designer for Pixel)

PER-EDITION RANGE

32-56 unique companies per edition

65-88 attendees per edition

avg 80 attendees 2021-2025