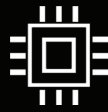
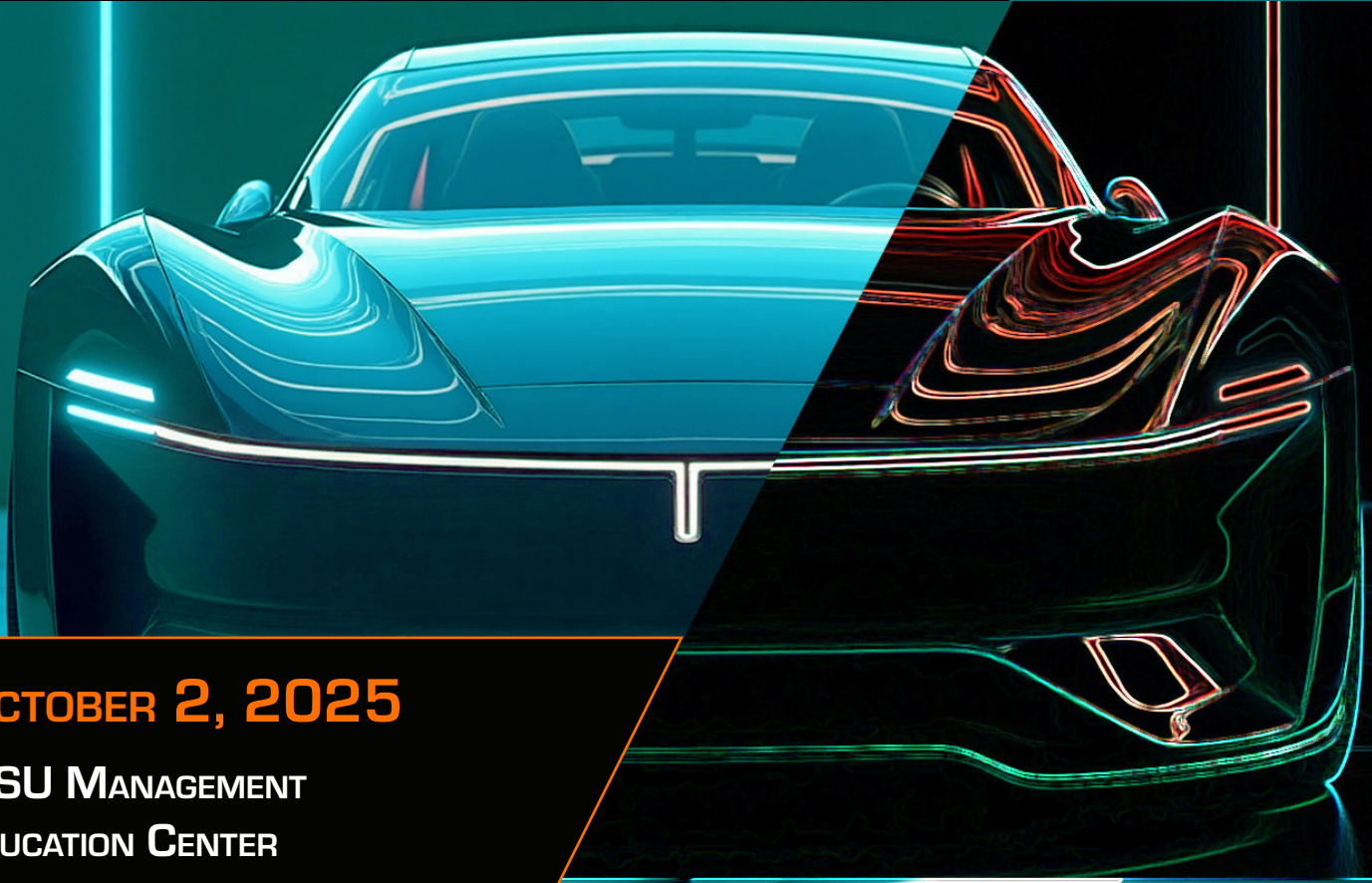


AUTOMOTIVE SURFACES

2025



itB
GROUP



OCTOBER 2, 2025

**MSU MANAGEMENT
EDUCATION CENTER**

**811 W SQUARE LAKE RD.
TROY, MICHIGAN, USA**



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AUTOMOTIVE SURFACES 2025 AGENDA

7:30 a.m. Registration, Networking, and Continental Breakfast

8:30 a.m. Welcome and Opening Remarks
Darren Nowak, Director, Research & Analysis
The ITB Group

Vision | Beauty | Identity

8:40 a.m. KEYNOTE: Ethereal to Material – The CMF of Precious Things

Daniel Cloke, CMF Designer for Google Pixel
Google

This presentation will give a deep look into the way trends, brand identity, and social climate affect the way beautiful things are designed. CMF is not just defined by market trends, but by sensitivity to human nature. There exists an ecosystem of consumer electronics, automotive design, fashion, furniture, etc. all must coexist to best serve the consumer. Everything in CMF design is considered, be it the smallest component or the largest device.

9:10 a.m. Decoding the Cabin: What Today's Consumers Expect from Tomorrow's Cars

Nate Sladek, Vice President, Strategy and Product Management
Marelli North America

Consumer research, including surveys of 400 vehicle owners in the U.S. and Europe and in-person clinics with 40 U.S. participants, reveals key trends in interior styling, display technology, and control preferences. The presentation will detail insights across demographics, such as mechanical buttons versus touchscreen interfaces, with OEM attendees receiving access to the full report.

9:35 a.m. Shaping Tomorrow's Interiors: The Power of Illuminated Surfaces

David Gomez, Smart Lit Surfaces Responsible – Applied Innovation
Antolin

The evolution of illuminated trim surfaces is combining design, function, and advanced technology to redefine vehicle interiors. The presentation will explore material and substrate choices, overlay techniques, and their impact on illumination quality. Recent projects demonstrate the immersive, interactive potential of integrated backlighting and projection-enabled trim to create user-centered cabin experiences.

10:00 a.m. Coffee and Conversations Break

New Surface Strategies for the Road Ahead

10:40 a.m. LiDAR Meets Design: Surface, Size, and Style Across ADAS and Robotaxi

Peipei Zhao, President of North America
RoboSense

This discussion examines the aesthetic and engineering challenges of integrating LiDAR into vehicle exteriors. The session will cover how form factor, mounting strategy, and material selection influence both performance and appearance, with regional contrasts such as China's preference for exposed sensors versus U.S. trends toward seamless integration. Regulatory, safety, and optical considerations will also be addressed, along with diverging design paths for ADAS and robotaxi applications.

11:10 a.m. Beyond Paint: Transforming Vehicles with Film Technologies

Destiny Rotuno, Automotive Segment Strategy Lead
Avery Dennison Graphics Solutions

Paint protection, color change, and automotive window films are delivering customization, protection, and added functionality. This session will outline opportunities for OEMs and Tier suppliers to integrate these solutions into parts, accessories, and vehicle bodies, meeting customer preferences through tailored film applications that enhance appearance and performance.

11:35 a.m. Innovative Materials to Support the Future of Automotive Interiors

Ryan Smith, Global Strategy & Marketing Director
Dow Mobility Science

The automotive interiors market is changing rapidly and there are a number of driving forces that will shape the cabin experience through 2030. Central to those forces are innovation, sustainability, and upgrading. Dow is leveraging its' material science expertise to offer a portfolio of engineered materials with a focus on the future of interiors, including safer alternatives to PVC synthetic leather and luxurious synthetic alternatives to genuine leather.

12:00 p.m. Lunch

EXHIBITORS:

• 3CON

• COVESTRO

Process Disruption and Material Rethink

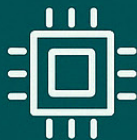
- 1:10 p.m. Expanding Design Possibilities with PU In-Mold Coating**
Volker Plehn, Global Automotive Director
Sabic
Evolving front and rear panel applications are being driven by OEM demands for differentiation, sensor integration, lighting features, and autonomous driving readiness. This session will cover new coating systems, films, and specialized material grades designed to improve adhesion and performance in PUR-coated injection molding processes.
- 1:30 p.m. Ditch The Paint Shop: Class A Overmolded Thermoplastic Parts for Interior and Exterior Applications**
Dan Rozelman, Technical Sales Manager
Krauss Maffei and
Oliver Stahl, Managing Director
Chemigon
This presentation will examine the in-situ polyurethane (PU) overmolding of injection-molded and composite parts, enabling direct out-of-mold class "A" surfaces. The process and required equipment will be outlined, as well as the tooling options currently available for PU systems. Comparisons of this technology with existing coating and painting solutions, highlighting advantages and limitations, will be provided. Current market trends, production parts, and a new vehicle that will apply this technology across its entire exterior will be highlighted.
- 1:50 p.m. Advantages of Using High Gloss Black Plastic for Interior and Exterior Automotive Applications**
Chris Korson, Market Segment Manager
BASF Corporation
High gloss black plastics are emerging as a superior alternative to painted components for both interior and exterior vehicle applications. These materials deliver enhanced aesthetics, durability, sustainability, and cost savings, eliminating the need for paint while reducing secondary processing. This session will highlight products that meet demanding aesthetic and performance requirements, offering OEMs and suppliers a path to improved efficiency and environmental impact.
- 2:15 p.m. Decorative and Functional Additions to TPO**
Jeremy Husic, Staff Engineer, and Roman Quintal, Process Development Engineer
Inteva
Automotive interior surfaces can serve as canvases for both aesthetic and functional enhancements. Through advanced printing methods, particularly screen printing, designers can incorporate vibrant patterns, day/night visibility, and smart surface features such as touch controls and integrated lighting, blending style and usability.

2:40 p.m. Coffee and Conversations Break

- 3:10 p.m. Transforming Smart Automotive Surfaces with Processing Techniques and Material Science**
Mark Torgerson, Technical Manager - Automotive
Covestro
Functional integration trends, including the incorporation of touch controls, displays, and sensors directly into coated and uncoated surfaces will be presented. Case studies will illustrate how these embedded smart functions enable more intuitive and responsive vehicle interfaces while maintaining durability and aesthetic quality. Sustainable solutions, mono-material approaches, and emerging technologies that promise to further revolutionize automotive surface design will be discussed.

Activated Surfaces and Light Integration

- 3:30 p.m. Lighting Integration for Ultra-Thin Emblems and Smart Surfaces with IMSE**
Derrick Defever, Business Development Manager
TactaTek
In-Mold Structural Electronics (IMSE®) technology enables sleek, ultra-thin smart surfaces with integrated lighting. Combining optical, electronic, and structural elements in a single component, IMSE reduces bulk, weight, and complexity while expanding design freedom. Illuminated emblems serve as a case study, demonstrating the technology's potential for scalable, high-performance surface integration.
- 4:00 p.m. Smart Surfaces with Integrated Lighting**
Shammi Wickramasinghe, Head of Innovation for Exterior & Lighting
OPmobility
An approach to embed illumination directly into body panels enables both functional signaling and distinctive brand styling. Using advanced light-guiding materials, these smart surfaces enhance vehicle-to-person (V2P) communication and represent a significant step toward intelligent, connected vehicle designs that merge form and function.
- 4:30 p.m. The Reflective Blade, a Breakthrough HUD Integration**
Eric Rogers, IP Counsel & Business Development Leader
AGC North America
The Reflective Blade is a novel head-up display module that serves as a projection surface, bridging the gap between traditional display setups and new windshield black-band HUD systems. Leveraging advanced thin-glass processing, this innovation enables new possibilities for integrated, space-efficient HUD design.
- 5:00 p.m. Closing Remarks**



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Join Us In-Person

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Register to Attend

ITB Fractional Services

TECHNOLOGY STRATEGY



- Tech roadmaps
- Product planning
- Investment prioritization

FEASIBILITY ANALYSIS



- Market needs
- Customer insights
- Tech viability

COMPETITIVE INTELLIGENCE



- Supply chain trends
- Competitor positioning
- Risk factors

PARTNERSHIP SCOUTING



- M&A targets
- Licensing
- OEM/supplier collaboration

REGULATORY INSIGHT



- Legislative drivers
- Incentives
- Compliance impact

PORTFOLIO OPTIMIZATION



- Value propositions
- Cost/performance
- Sustainability