

# automotive interiors EXPO

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OCTOBER 22, 23 & 24, 2024

NOVI, MICHIGAN, USA

Featuring:

**Interi**  **Vision**  
SUMMIT

# SHOW PREVIEW



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# automotive interiors EXPO

oCTOBER 22, 23 & 24, 2024

THE SUBURBAN COLLECTION SHOWPLACE, NOVI, MICHIGAN, USA

Featuring: **InteriVision SUMMIT**

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## DESIGNING THE FUTURE OF AUTOMOTIVE SPACES

EXHIBITION, INNOVATION SHOWCASE, NEW INTERIVISION SUMMIT AND MORE...



Join us at the Suburban Collection Showplace in Novi this autumn to explore cutting-edge trends in materials, finishes and technologies, as well as sustainable solutions for brand differentiation and improving production

quality while enhancing aesthetic appeal.

At the free-to-attend exhibition, you will see colors, components, production systems, technology advances and more from leading international suppliers of automotive interiors manufacturing systems and interiors parts. A new Innovation Showcase will host special short sessions on the

expo floor, highlighting innovative concepts, prototypes and future trends.

Meanwhile, the new InteriVision Summit\* will provide a platform for industry professionals, researchers, designers, engineers and enthusiasts to discuss the evolving landscape of automotive interior design and technology through workshops, keynote presentations and panel discussions.

Find everything you need to create a high-quality, unique interior that will set your brand apart – see some highlights on the next six pages!

**Charlotte Iggulden**  
Brand manager

\*Free for OEMs/Tier 1s. Early-bird rates apply for suppliers/vendors

**FREE-TO-ATTEND EXHIBITION**

**NEW FOR 2024: INTERIVISION SUMMIT\***

Discover the future of automotive interior design, components and fabrication

Showcasing cutting-edge trends in materials, finishes and technologies

**New for 2024:** InteriVision Summit  
Explore the future of automotive spaces

Join us in Novi as we connect, share ideas and find innovations  
**Register now!**

## RFID SOLUTION TAILORED FOR THE TOUGHEST ENVIRONMENTS

**Avery Dennison**  
Booth A404

Looking for tagging solutions? Don't miss the latest developments from Avery Dennison. Showcasing the AD 2Metal Rock M781, a globally performing tag designed for tagging metal, liquid and difficult-to-tag non-metal objects, this could be the booth to solve all your tagging challenges. The thin, soft and flexible tag structure ideally suits curved (convex and concave) and flat surfaces. The AD 2Metal Rock M781 is optimal for tagging metal objects in automotive and logistics applications as well as tagging returnable transport items such as ESD boxes and metal crates.

The printable AD 2Metal Rock M781 is delivered on reels, with its thin form factor enabling easy printing and encoding with RFID printers suited for on-metal tags. It delivers excellent performance on metal surfaces with a read range of up to 5m.

The product is delivered in label format, with 500 labels on a reel. They offer reliable and aggressive adhesion for demanding surfaces and harsh environments. A clean gap between the tags makes the product user friendly. It is suitable for automated applicators and minimizes waste at the point of use. Why not have a chat with the experts?



## ADHESIVE SOLUTIONS FOR AUTOMOTIVE INTERIOR WRAPPING

**Shanghai Hansi Industrial**  
Booth A322

When it comes to seeking out reliable interior wrapping solutions, Hansi's booth is must-see. The company's adhesive solutions for automotive interior wrapping are broken down into four specialized types, designed to meet the complex needs of modern vehicles, such as durability, low VOC and enhanced driving experience. Each ensures seamless integration and superior performance across a variety of materials, including PP, NFPP, ABS, PC/ABS, natural and synthetic leather, TPO, PVC, mesh fabric, sponge, PET fabric and textile fabric.

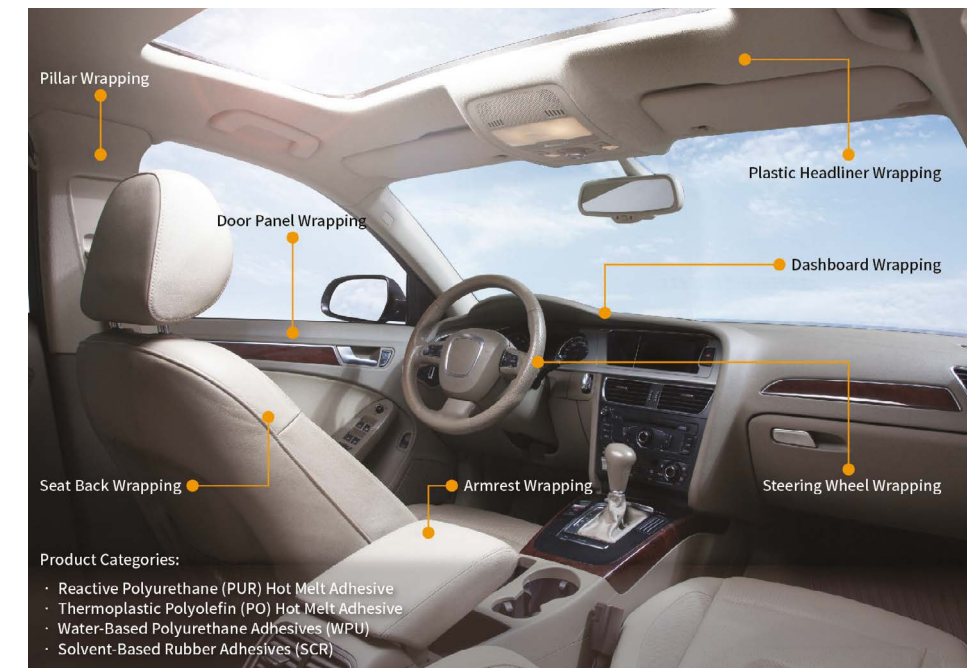
The polyurethane hot-melt adhesives, engineered for automotive interior wrapping, offer high viscosity, strong initial adhesion and moderate activation temperature. Their superior sprayability ensures a fine, string-free finish, perfect for high-aesthetic applications.

The polyolefin hot-melt adhesives are ideal for PP plastic parts and NFPP materials. Requiring no pre-treatment, they provide moderate viscosity and high initial adhesion. Perfect for roller or scraper applications, they resist high temperatures and are suitable for surface pre-coating.

Meanwhile, the water-based adhesives feature low-odor, low-VOC content and ease of use, ideal for manual wrapping processes. They offer broad applicability, high initial adhesion strength and good hydrolysis resistance.

Finally, Hansi's solvent adhesives, renowned for high initial bonding strength and temperature resistance, provide the perfect solution for laminating large fabric areas in automotive interiors.

Don't miss this opportunity to tap into the latest from the experts.



**AVOID THE LINES - PRE-REGISTER NOW FOR FREE EXHIBITION ENTRY**



## THE FUTURE OF HEXAVALENT-FREE PLATING ON PLASTICS

Taiyo Technology

Booth A518

With changes to environmental regulation affecting the conventional plating of plastics, Taiyo Technology has worked progressively to develop its Chrome 6-free plating, which it will present at the show.

In line with the EU's REACH Regulation, Taiyo has achieved a 100% hexavalent-free process – from the pre-etching process to the final electroplated product. This latest advance in its Chrome 6-free process has been recognized by the European OEMs and Taiyo is now mass producing to meet their exacting requirements. This corresponds to 1K, 2K and 3K molding primarily on ABS

resin. Additionally, it has successfully applied Chrome 6-free plating on PC/ABS substrate.

Taiyo's latest 100% Cr6-free technology combined with color variations and detailed designs will contribute to cutting-edge automotive designs for the future. To discover the full benefits of this process, visit the booth.



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## SPRAY TRANSFER MOLDING (STM) LIGHTWEIGHT SUSTAINABLE COMPOSITE TECHNOLOGY

BASF

Booth A212

When looking to increase the sustainable elements of vehicle design, all components come under the spotlight. At this year's expo, don't miss a visit to BASF to see how the company's sustainable polyurethane technology is engineered to manufacture lightweight composites through spray



transfer compression molding. Using cost-effective materials, the process is very simple, offering fast industry cycle times and allowing for maximum design freedom to produce an efficient low-emission end product.

BASF's bio-based chemistry reduces the amount of petroleum-based products by replacing these with castor oil, a renewable raw material. When combined with a nonwoven natural-fiber

mat, with or without paper honeycomb, the resulting design is an economical, lightweight sandwich construction that can achieve OEM sustainability requirements. BASF's customer innovation laboratory is conveniently located in southeastern Michigan and allows customers to conduct design of experiments and produce production-intent parts.

See the company's latest developments at Automotive Interiors Expo North America this October.

## NEW SELECTION GUIDE FOR PRESSURE-SENSITIVE ADHESIVE PRODUCTS

Adhetec

Booth A414

Join the Adhetec team in Novi to see the latest version of the company's selection guide for Adhefilm, a range of pressure-sensitive adhesive products designed for surface protection applications. Helping to reduce non-quality costs, these products actively improve overhaul costs and enhance brand image. The comprehensive product range is suitable for protecting a multitude of substrates on the exteriors and interiors of vehicles, including carpet, textiles, leather, steel, aluminum and plastic materials with smooth or rough surfaces such as polypropylene, ABS, PVC, PMMA and polycarbonate.

Adhetec also offers assistance in the development of customer projects, providing sample rolls within five business days. It validates customers' requirements through a series of tests following OEM norms, performed in its in-house laboratory. Additionally, Adhetec ensures a rapid prototyping lead time thanks to its multiple locations across the globe.

Its solutions integrate swiftly into customers' manufacturing processes and cycle times, allowing for a seamless production launch with high-quality results. Adhetec provides rolls cut to width dimensions, pre-cut rolls for semi-automatic installation and tailor-made



individual cuts. It can also supply a full PPAP file to meet the quality requirements of the automotive industry. Visit the Adhetec booth in Novi to discuss your next project requirements.

## EXPLORE THE DIGITALIZATION OF SEWING MACHINES

Juki

Booth A400

The era of digitalization has arrived in the sewing world and anyone who has worked with soft goods can attest to the production challenges they present. In pursuit of innovation, Juki has integrated digital sewing technology into more than nine models in its product line-up, including a flagship sewing machine specifically designed to meet the needs of the automotive industry. Visit the booth in Novi this October for the launch of LU-2828NV, Juki's most advanced digital unison-feed sewing machine.



Digital sewing machines offer a variety of benefits to the manufacturing floor. Key adjustments, such as needle thread tension, presser foot pressure, stitch length and more, are easily controlled through

a user-friendly panel. Downtime caused by style changes is drastically reduced by saving different settings for all products in the machine's memory, allowing them to be recalled when needed. There are additional cost savings with the use of such digital machines due to the fact that they do not rely on compressed air to function.

As Juki continues to adapt its equipment to meet the latest demands of manufacturing, the LU-2828NV has the capability to connect to its shop floor control system, JaNets. Visit the booth to discuss your next project with the team.

## ENABLING THE EVOLUTION OF AUTOMOTIVE INTERIORS

Covestro

Booth A607

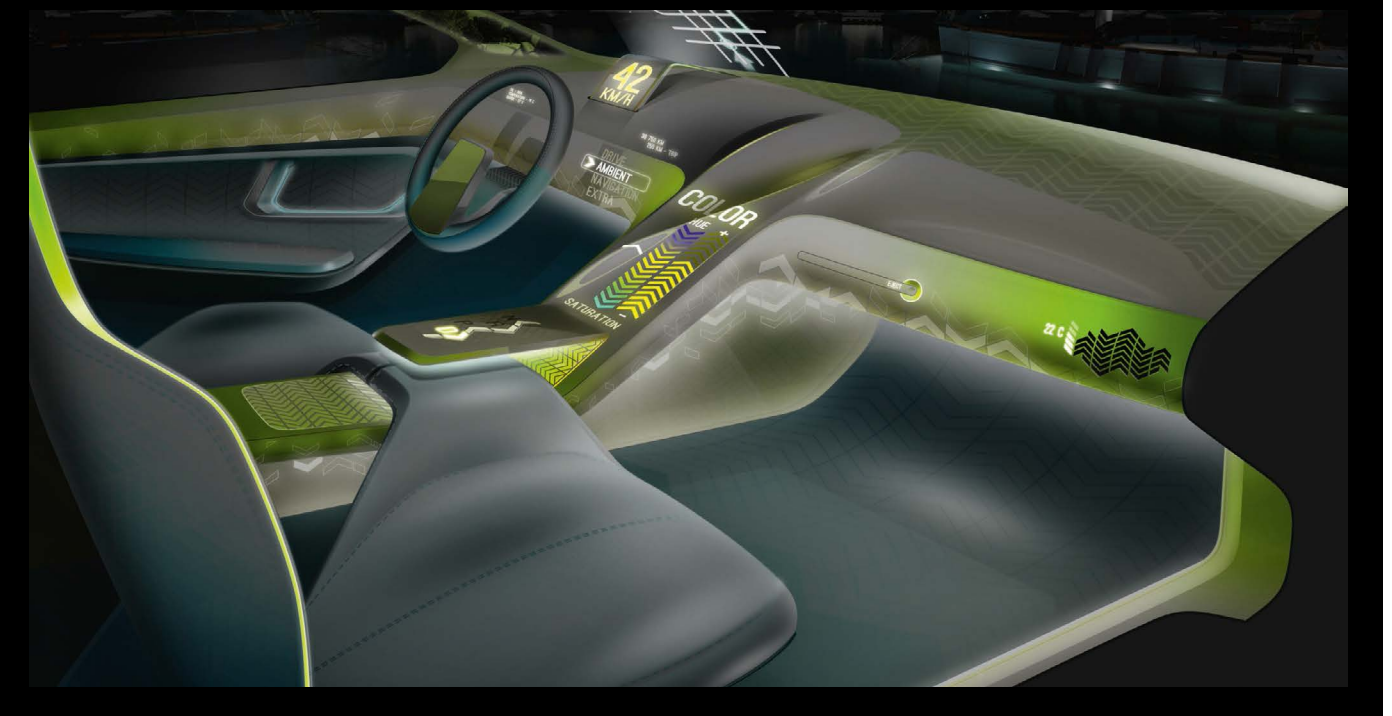
Covestro, a leader when it comes to alleviating the design and engineering headaches involved in advancing the future of car interiors, will be taking part in this year's expo, presenting innovative concepts, demonstrators and materials for the future of seamless mobility and car interiors. Using polycarbonate resins and films, it focuses on enhancing interior functionality, design and user

experience, enabling efficiency, new room concepts and brand differentiation.

Makrolon Ai polycarbonates offer design freedom, transparency, heat resistance and weight reduction for components like back-lit touch surfaces, edge lighting, ambient lighting and human-machine interfaces. Makrolon TC enables metal replacement with on-par heat management performance for heat sinks in the interior of the car. Makrolon polycarbonate films enable printed, even 3D, cover plates for display integration

and printed electronics for touchscreens. Meanwhile, Platilon thermoplastic polyurethane films are used for bonding different materials such as textiles.

Covestro's comprehensive series of polycarbonate solutions enables engineers and designers to incorporate the latest design and technology trends, including glass-like surfaces, geometric patterns and complex 3D shapes. The future of car interiors just got even more exciting and achievable! Speak to the experts at the booth.



## HIGH-STRENGTH RESINS FOR METAL REPLACEMENT AND LIGHTWEIGHTING

**Toyobo**

**Booth A204**

With high-strength resins replacing various metal components in a growing number of vehicles, join Toyobo at this year's expo and see the latest options firsthand from the experts. Toyobo plastics are specialized for metal replacement and lightweighting in automotive applications. The company's main resin products include PBT and nylon, and feature grade A appearance, high modulus/strength properties and low warpage. Its grades also feature MIC (mold in color) compatibility and dimensional stability. Toyobo's resin is used in automotive interior applications



including IP brackets, console hinges, air-vent fins and cupholders.

At the expo, Toyobo will introduce its metal replacement materials such as Glamide JF-30G. This revolutionary

material is comparable in strength and rigidity to many metals. In comparison to magnesium or zinc die-cast components, Toyobo's JF-30G is stronger under ideal conditions and almost as rigid, while offering weight and cost savings. This material is fully injection moldable and is already in use in several automobiles across multiple OEMs, replacing metal in applications such as IP and console brackets, side door mirror shafts and brackets, and even A-surface applications such as air-vent fins.

Visit the company's booth this autumn and explore the opportunities.

## LUBRICANTS TO KEEP VEHICLES QUIET

**Klüber Lubrication**

**Booth A605**

In today's noisy world, vehicles often serve as peaceful retreats. However, squeaks and rattles can disrupt this tranquility. Speak to the experts at Klüber Lubrication, who have the NVH and BSR lubricants to keep vehicles quiet.

The company's Klüberalfa MR 3 sliding fluids, based on PFPE, are designed for NVH requirements and lifetime lubrication. These cost-effective alternatives to noise-reducing films or tapes are compatible with most elastomers and plastics. Visually neutral

and odorless, they are suitable for car interiors and other industrial uses. Klüberalfa MR 3 is available in three viscosities and supplied in an eco-friendly pump spray dispenser. It is easy to use in small quantities and does not emit flammable vapors. The product forms a homogeneous lubricating film and is compatible with materials like leather, textiles, plastic, thermoplastics and thermosetting plastics, making it ideal for various car components such as dashboards, seat rails, armrests and seals.



## INNOVATIVE APPROACHES TO COMPLEX INTERIOR CHALLENGES

**Sefar PowerHeat**

**Booth A418**

At this year's Automotive Interiors Expo, Sefar will present its latest development, PowerHeat, to address the increasingly complex requirements of effective interior heating.

PowerHeat is different from other types of automotive surface heating because it can be used in dashboards, door panels, armrests and any molded or fabric/leather part of the interior trim to efficiently heat the interior and keep passengers comfortable. It can be easily integrated into current interior production through insert molding, foaming and

laminating. Because the fabric is thin, it can be placed directly below the leather or interior fabric. It can also be molded into existing interior components, allowing them to be part of the localized heating system, cocooning the passengers and improving their comfort.

By directly inserting the PowerHeat into the injection-molding tool and integrating temperature sensors and plugs, a heated injection-molded component is produced, which can be manufactured cost-effectively without any additional work.



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## INNOVATIVE HYBRID APPROACH TO SEAT HEATERS

**Fujikura America**

**Booth A306**

Discover the innovative developments behind Fujikura's latest product at this year's expo in Novi.

With demand for seat heaters only ever expected to rise, Fujikura's team has been taking a new look at the most energy-efficient ways to incorporate this sought-after functionality. The company has been focusing its product development on a 'hybrid seat heater' that integrates a seat occupant sensor, its primary product, and a seat heater that generates heat evenly

and saves power by using a surface heating method based on planar circuit technology. The heater and seat sensor can be assembled at the same time to reduce costs, and the heater can be turned on and off in conjunction with the seat sensor to prevent forgetting to turn it off.

During the expo in October, the team will be running demonstrations of the product so visitors can experience firsthand the heating and sensing capabilities of this innovative new approach.

## SUSTAINABLE MATERIALS WITH CUTTING-EDGE NONWOVEN TECHNOLOGIES

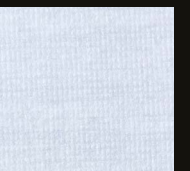
**Supreme Nonwoven**

**Booth A405**

Circuline is at the heart of Supreme Nonwoven's product offerings and exemplifies the company's 4mulaP ecosystem. It integrates sustainable material choices with cutting-edge nonwoven technologies to meet the evolving demands of the automotive industry today.

Insunat and Vertilon are standout products within the Circuline portfolio. Insunat is a natural-fiber-based composite that offers exceptional durability and sustainability, tailored for the demanding requirements of OEM applications. Vertilon is made from recycled fiber and provides high-resilience acoustic insulation that excels in performance while supporting environmental goals.

Visit the team at Automotive Interiors Expo 2024 to find out more about Supreme Nonwoven and how its unique 4mulaP ecosystem can drive innovation and sustainability in your next project.



# NEW FOR 2024 - INTERIVISION SUMMIT

Comprising pre-conference workshops (October 22) and a two-day conference with panel discussions and keynotes (October 23 and 24), the brand-new InteriVision Summit in Novi, Michigan, will serve as a platform for industry professionals, researchers, designers, engineers and enthusiasts to come together and discuss the evolving landscape of automotive interior design and technology

**\*Free for OEMs/Tier 1s.**  
Early-bird rates apply for suppliers/vendors

SPEAKERS WILL INCLUDE:		
 <b>Page Beermann</b> Head of design, Pebble Mobility  <i>Why do we design - looking at the cultural aspects of creativity, in service of the end user</i> 	 <b>Nishatha Nagarajan</b> Technical specialist - semiconductor engineering, JLR  <i>ADAS- and UX-driven semiconductor advances and AI in automotive</i> 	
 <b>Patrick Nebout</b> CTO, Yanfeng  <i>Redefining vehicle interiors: Harnessing innovation for a sustainable and digital future</i> 	 <b>Maggie Kasper</b> Advanced sales manager, Faurecia  <i>Leveraging automotive interior surfaces for an intuitive user experience</i> 	
 <b>Harsha Ravi</b> Senior interior designer, Karma Automotive  <i>A digital future beyond screens</i> 	 <b>Rodrigo Galdino</b> Interior design lead - VW Design Center California, VW  <i>Unleashing innovation: Fostering creative synergy between engineering and design</i> 	
 <b>Binbin Luo</b> Technical service and development scientist for Dow Performance Silicones  <i>Silicone-organic hybrid materials for unlocking design</i> 	 <b>David Muyres</b> Mobility futurist and chief commercial officer for Streetscope  <i>What is safe in our future mobility world?</i> 	

**Interi Vision**  
SUMMIT

