

DVN REPORT

SHANGHAI MOTORSHOW
& New Models February-April

———— The 19th International Automobile Industry Exhibition ————



AUTO SHANGHAI 2021 拥抱变化
EMBRACING CHANGE

21 – 28 April 2021
Shanghai, China
National Exhibition and Convention Center (NECC)

The 19th Shanghai International Automobile Industry Exhibition

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About the authors



Hector Fratty's entire career has been in automotive lighting. From 1995 to 2006, he was Valeo Lighting's chief of R&D. His level of expertise in lighting gained him recognition as one of Valeo's five Master Experts. In 2008, he initiated the launch of his own company, Driving Vision News, which has become the automotive lighting and driver assistance industry's journal of record dedicated to keeping the community informed and communicating about the latest progress and developments.

Driving Vision News DVN is the vehicle lighting and ADAS industry's journal of record, dedicated to keeping the community informed and communicating about the latest progress and developments. DVN's three pillars are

- **Technological watch** on new emerging technologies, with weekly electronic newsletters bringing news, analysis, and crucial information on innovation in lighting, ADAS, and smart car interiors; there are also monthly technical reports with sharp focus on cutting edge technologies, company profiles, regulatory matters, and other relevant content available only from DVN
- **Networking** of high-level decisionmakers, researchers, innovators, practitioners, academics, and regulators to make new business connections with two workshops per year in rotating locations throughout America, Europe, China, Japan, India, and Korea. DVN Workshops gather over 300 participants.
- **Promotion of innovations** from DVN's 150 member companies—we facilitate the promulgation of knowledge of innovation, which in turn paves the way for commercialisation, enabling to build new relationships through DVN Community to forge new business worldwide. The DVN Gold membership roster includes 30 automakers, 30 lighting & ADAS tier-1 suppliers, 15 light source suppliers, 50 tier-2 & -3 suppliers, and a wide variety of universities, research outfits, and consultants. DVN Gold members receive all publications and attendance privileges at all DVN Workshops. Basic members—2,500 and counting—receive Newsletters and can obtain access to other DVN publications and functions.



AUTO SHANGHAI

Five Takeaways at Shanghai Autoshow and Recent Launches Five takeaways points are described:

- Linear lights with lit logos are proliferating in the front and in the rear
- Lights keep getting thinner and thinner in the front and in the rear
- Front light sources delocalised
- Rear Light becoming as Displays
- Searching the way to innovate from front and rear lighting

1.

Linear lights with lit logos are proliferating

In the rear



Audi A6 e-Tron



Ford Evos



GAC Aion



Geely Xingyue



Evergrande Hengchi 1



Xpeng P5 EV

In the front



Lincoln Zephyr Reflection Concept



Xpeng P5 EV



Buick Envision Plus

2.

Lights keep getting thinner and thinner!

In the rear



Audi A6 e-Tron



Ford Evos



GAC Aion

In the front



Lincoln Zephyr Reflection Concept



Evergrande Hengchi 1



Lincoln Zephyr Reflection Concept

3.

Front light sources delocalised



Ford Evos



Nissan X-Trail



Roewe Whale

4.

Rear light becoming like a displays



Audi A6 e-Tron Concept



Geely Xingyue



FAW Bestune T99

5.

Searching the way to innovate by lighting

- Exterior appearance of lights
- Interior appearance of the headlamp
- Segmented lights
- Lights everywhere around the car
- Welcome and Farewell lights



Hongqi L-Concept



Geely Xingyue



Hongqi L-Concept



Xpeng P5 EV



Xpeng P5 EV



zhiji L7

Recent car launches



Audi Q4 e-Tron



BMW i4



Genesis X Concept



Audi Q4 e-Tron



BMW i4



Genesis X Concept



Seat Arona



Toyota Aygo



GMC Hummer EV



Seat Arona



Toyota Aygo



GMC Hummer EV



Audi A6 e-Tron Concept

The Audi A6 e-tron EV concept is based on the PPE platform developed under Audi's leadership. The headlamps and taillamps are slim and flush with the overall composition of the lines. Digital matrix LED and digital OLED technology makes it possible to achieve maximum brightness and a wide range of features even with a minimal surface area, while at the same time offering customisable light signatures.

The team of Audi lighting designers and developers have once again done an amazing job; this concept car packs a host of new features and personalisation options into their lighting units.



The rear of the concept car features a new generation of digital OLED elements arranged as a continuous strip of lights to serve as a display. They can also be used to create almost unlimited customizable variations of digital light signatures and dynamic lighting displays that can be adapted to the customer's personal taste.





Buick Envision Plus

This, like many other «Plus» models in China, is an extended version of the Buick Envision. All models feature LED headlamps, taillamps, and daytime running lights, as well as a welcome/farewell lighting animation, which activates when using the key fob.





FAW Betsune T99

The daytime running lights give a high-tech, sporty appearance.



The well-integrated tail lights feature an impressive look as well.



Changan Auto X7 Plus

The X7 Plus front is complex, with thin headlamps comprising three modules integrated in the grille, and the main function in the lower area of the bumper.



At the rear is a full-width tail lamp.



Changan Uni T

The Uni-T is a crossover with thin LED headlamps thematically integrated into the bumper design. The rear of the crossover might just be its best angle: aggressive taillights provide an eye-catching signature with strong presence.





Ford Evos

The Evos is the first vehicle developed under Ford's «China 2.0» plan. The connected lighting, 3D parametric-scale grille, taillights with scale pattern, and other distinctive design elements integrate Ford's design heritage with Chinese aesthetic values.



GAC Aion

The GAC Aion is a sedan with L2 partial autonomous capabilities. The front lights comprise two modules, with a stripe line and three squares above and below, creating a strong signature.



The rear light is a full stripe, joining two outboard modules.





Genesis Electrified G80

The Electrified G80 is Genesis' first EV. The headlamps create an iconic visual aspect at first glance with the quad lights.



The rear lights follow the quad theme and line up perfectly with the headlamps and side vents.



Geely Vision X3 pro

As a modified model of the current Vision X3, the new «pro» is mainly adjusted in terms of interior styling and configuration, so that this new car can get better product power. The headlamps feature a strongly wing-shaped DRL.



At the rear are U-shaped taillamps, integrated nicely into the body shape.



Geely Xingyue

Geely's luxurious SUV boasts well-detailed headlamps with two modules and a strong signature with two stripes, one above the other.



The rear lighting system has a seamless, full-stripe signature, and eight square lights underneath the full stripe.





Great Wall

Great Wall Ora Lightning

The Ora Lightning EV is a 4 wheel drive concept with a lighting signature similar to Porsches, with round headlamps and internal detailing.



The rear lamps and their chrome reveal bezels are integrated in the quarter panels, and give nice width to the car.



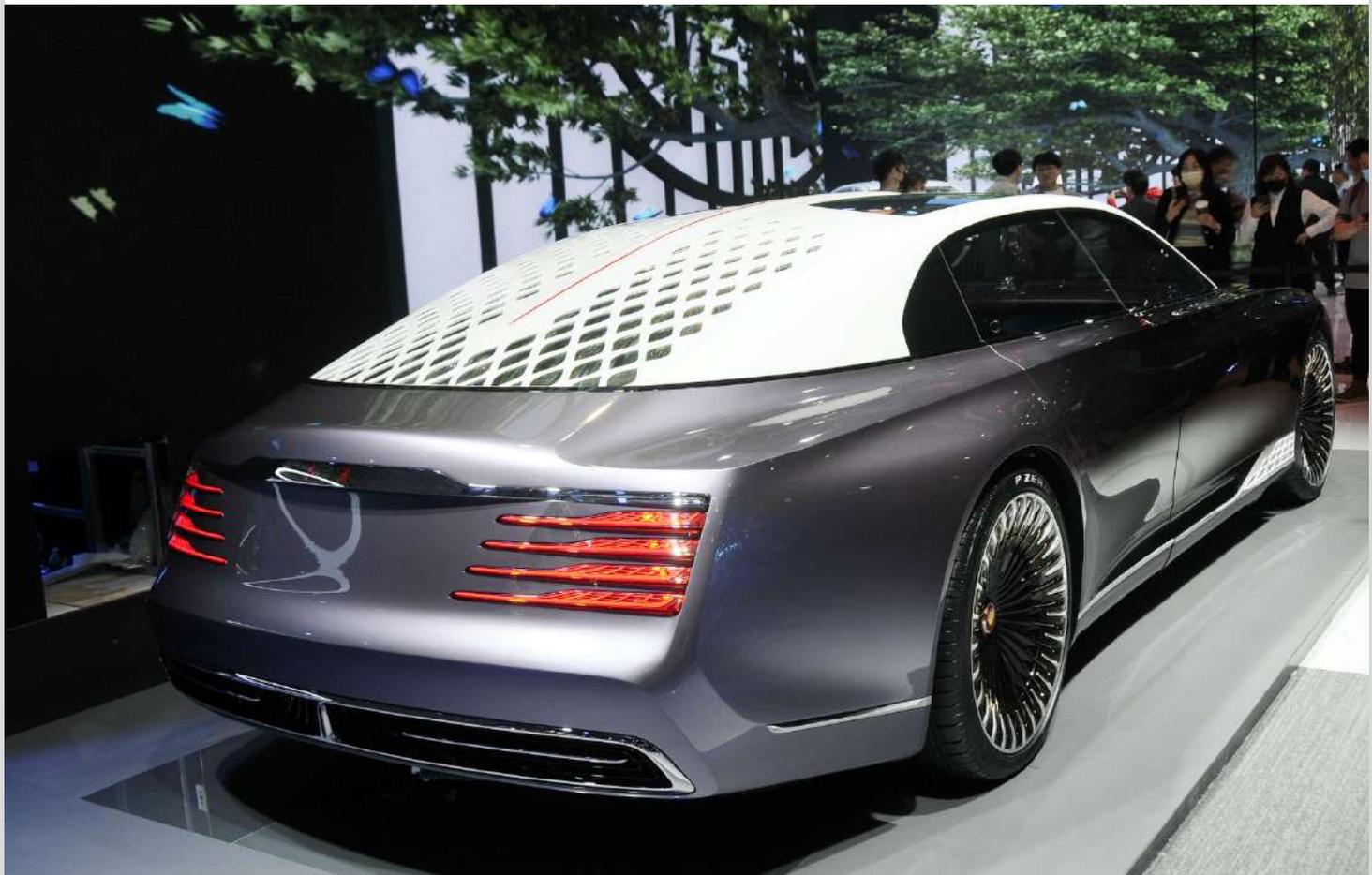


Hongqi L-Concept

The Chinese limousine leader presented their vision for the future. The gun barrel-shaped headlamp is a nod to the traditional halogen lamp, with the air vent on the lampshade directly linked to the air filters on both sides of the engine, which makes the best out of unique styling and could be used as cooling for the batteries.



The rear lights are a modern version of the four horizontal chromium bars on each side of the number plate showed on the previous cars.



Evergrande Hengchi 1

Hengchi's star of the show was their Hengchi 1, an electric sedan with slender headlamps and a nice signature.



The rear light is a thin, full-width stripe of light.



Evergrande Hengchi 2

The Hengchi 2 lighting shows a strong vertical theme, both front and rear. The front full-width stripe is at the bonnet shutline with nicely detailed patterns.



Evergrande Hengchi 3

The Hengchi SUV shows luxurious features with the grille pattern made out of light.



Evergrande Hengchi 4

This is the Hengchi electric MPV concept, with parametric design grille and powerful front styling with the lights integrated in the piano-black front.



Evergrande Hengchi 5

The fifth Hengchi concept is a crossover, with full-width lighting at front and rear.



Evergrande Hengchi 6

This EV crossover coupé has a parametric textured grille with lighting. The wheels have light inserts who could be a future way of displaying safety messages (or a future distraction for regulators to ban).



Lexus ES

The front lights follow the Lexus brand signature with L-shaped design, including the standard bi-LED headlamps with dynamic auto-leveling.



The rear of the Lexus ES is clean and sharply chiseled, with LED taillamps that wrap around the quarter panels to provide a continuous styling line from any angle. The lights feature a distinctive 3D, L-shaped design that gives each cluster an eye-catching depth.

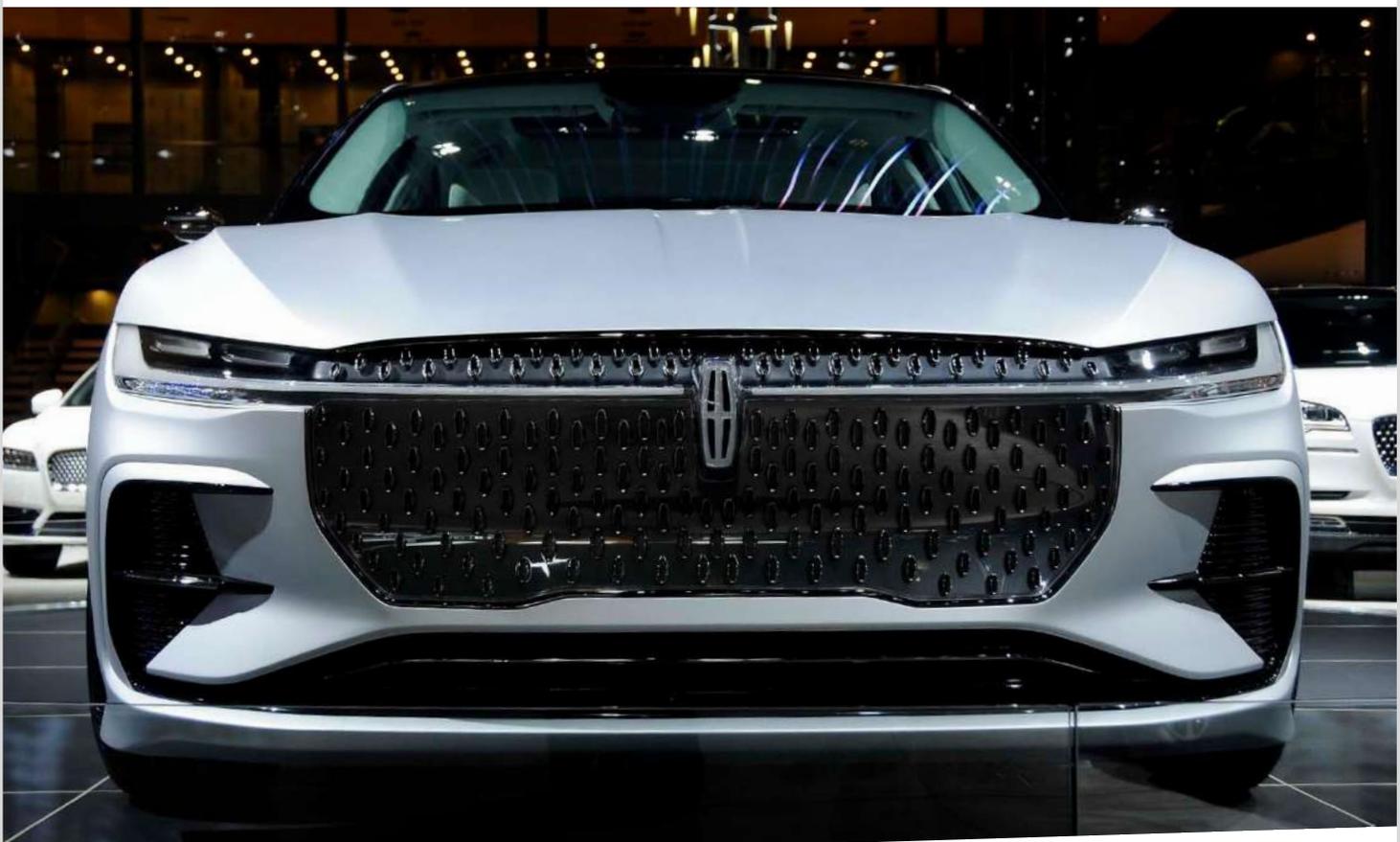




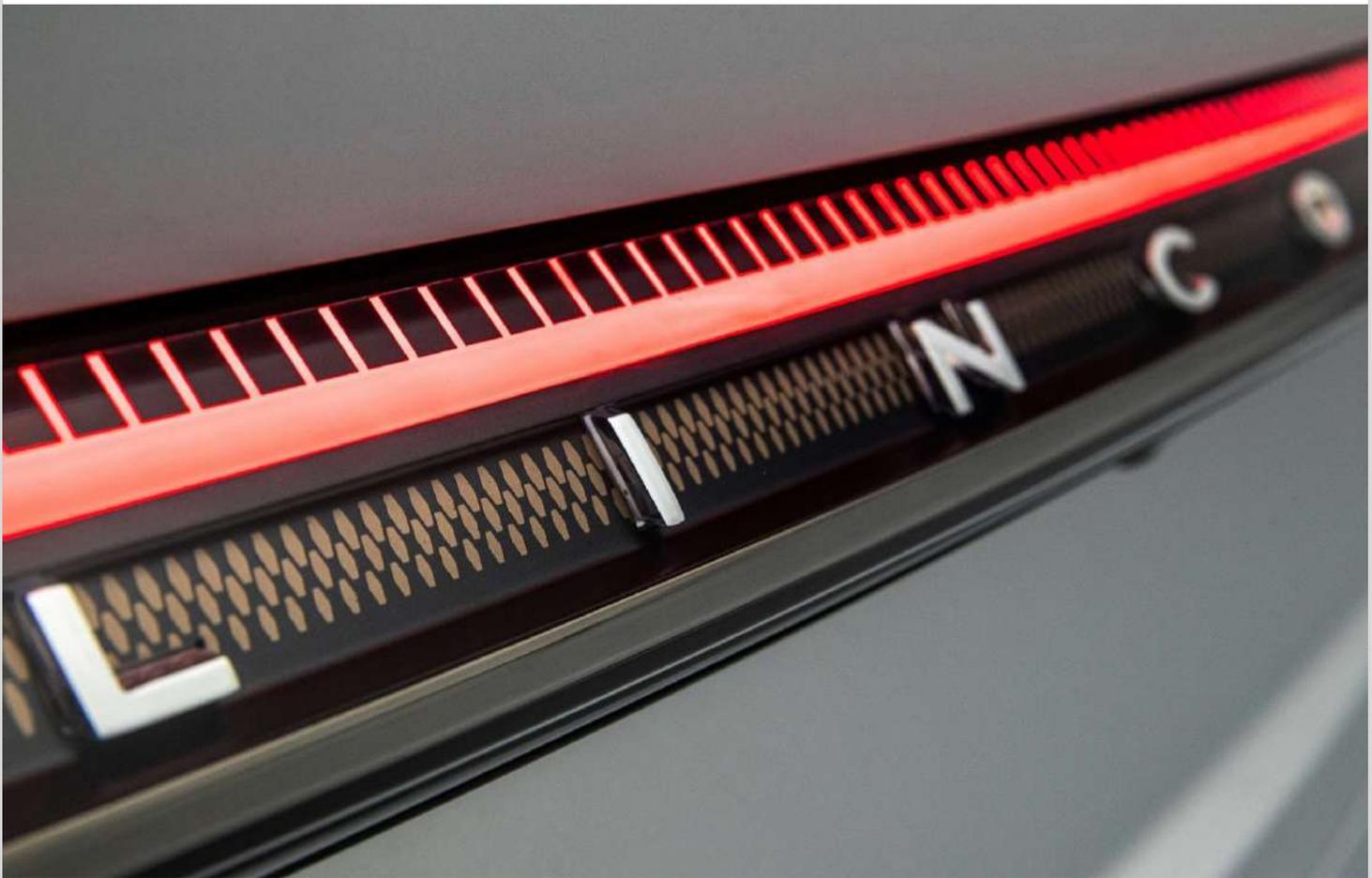
LINCOLN

Lincoln Zephyr Reflection Concept

Zephyr is a model name best remembered as a grand, luxurious 1940s Lincoln model; here it's applied to a concept car showcasing the best of Lincoln's global design expertise in a vehicle designed solely for the China market. There's strongly horizontal design with full-width lighting and two modules integrated in the same glass as the grille.



The rear lighting is a work of art, with lot of depth and detailed elements.





Mercedes-Benz EQB

In China, the new EQB is being launched as a fully equipped top-of-the-range model. A horizontal fibre optic strip connects the daytime running lights to the full-LED headlamps. The interior details of the headlamps are finished to a high level of quality and precision. Blue colour highlights within the headlamp reinforce the signature Mercedes-EQ appearance.



The LED taillamps merge seamlessly into the tapered LED light strip. This underlines the horizontal sense of width of the EQB in the rear view.





Mercedes-Benz EQS

The EQS is the first all-electric luxury sedan from Mercedes-EQ. The front bears a black panel where combustion-engine cars would have a grille. Innovative headlamps connected by a light band and the black panel form the distinctive face. Three light dots, combined with the characteristic Mercedes eyebrow, form the striking daytime running light signature. LED high performance headlamps are standard, and Mercedes Digital Light is available as an optional extra.



The highlight at the rear is the innovatively designed LED taillamps, with the internal shape of a curved and illuminated 3D helix.





MG Cyberster Concept

The Cyberster, developed by the MG Advanced Design Centre in London, is a two-door, two-seater sports car recalling the brand's tradition. It features classic round MG headlamps, a slim grille design, and interactive «Magic Eye» headlamps that open when switched on.



Other striking details of the MG Cyberster are the «laser belt» LED strip down the side of the car and the outline of the door, which follows the direction of the LED strip.



Roewe Whale

The Roewe concept is showing what the future philosophy of the brand could be. We see integrated lighting with a five-squares light signature and main functions below.



The rear is showing an interesting echo of the DRL's signature, and vertical lamps.





Toyota bZ4X Concept

The bZ4X is the first in a series of BEVs forthcoming from Toyota. The lights and aero elements take a distinctive «hammerhead» form.



The taillamps are a full stripe running along the piano-black tailgate.



Xpeng P5 EV

Xpeng's P5 EV sedan shows a strong and unique signature, with fractioned light bar and a flag shape in the lower area.



The rear lighting echoes the same theme as the front.





Volkswagen ID 6

This third model in VW's EV family has a rectangular stripe of light leading into the main function.





Zhiji L7

The headlamps of the Zhiji are integrated behind a large glass panel, creating a strong signature.



The texture of the rear lights is quite detailed over the full light stripe.



Introduction :

On account of the pandemic, most auto shows and car events has been canceled. Until DVN can send experts to attend major events in person again, we are offering a quarterly report on the recent car launches.

Despite the disruption caused by Covid-19, new vehicles and innovations are being launched and revealed, but in different ways; most major makers are sticking to their original timeline for debuting new models, only now online and with livestreamed the press conferences—like a virtual motor show where Driving Vision News will take the opportunity to show all the interesting premieres.



Audi Q4 e-Tron

The Q4 e-tron and Q4 Sportback e-tron have matrix LED headlamps divided into two sections in terms of optics and technology. The completely black lower half conceals the units for the low beam and the matrix LED high beam.

The 16 individual LEDs that compose it are regulated so that they always illuminate the road as brightly as possible without blinding other road users.



In combination with the Matrix LED headlamps, there is also a particularly elegant light solution at the rear: a light strip runs across its full width; at its center the taillight beams out in a fine line that splits into separate segments at its ends. Each individual segment is modeled as a three-dimensional body, resulting in a light sculpture that is expressive from all perspectives.

When the car is unlocked and exited, dynamic leaving/coming home light sequences are played on the front and rear lights. The front sequence varies depending on which daytime running light signature is selected.





BMW i4

Up front, the headlamps provide a bridge between the past and the future; the classical BMW four-eyed look is rendered with a modern, minimalist interpretation.



The rear of the i4 sits low over the road with a broad, horizontally-strong figure; the long, slim L-shaped rear lights continue the theme.



Cadillac Lyriq

The Lyriq's slimline LED headlamps are able to create choreographed lighting sequences.



At the rear is a new iteration of the iconic Cadillac vertical-taillight design cue. The lower rear vertical stripes give width and emphasis to the rear of the car.



Citroën C5 X

Exterior highlights include Citroën's new V-shaped light signature at the front and rear. Visible both day and night, this advanced system emphasises the car's unique body style and allows other road users to immediately identify the C5 X as a Citroën.



The rear lights follow the 'X' theme and create a strong signature for the brand.





Fisker Ocean

The production of the SUV is planned for 2022. The front feature slim modules with a DRL running underneath.



The rear lamps create a signature composed of two square and a thin stripe light running above.



GMC Hummer EV

The front features a strong, full-width stripe light with a hummer callout above it. The headlamp is composed of eight distinct blocks.



At the rear, we see a homogenous vertical tail light, using the same signature as the front and integrated in the piano-black tailgate.





Genesis X concept

The front of this GT is unique with the two-lined quad Lamps which cut through the wheel arch.



The taillights, which feature a two-lined design like the headlamps, evoke a sense of unity with the front, and create a sophisticated and sensual image.





HONDA

Honda HR-V

Clean simplicity of design is realised through the car's smooth surfaces, with exterior design features incorporated into the body shape. For example, the headlamps have a sculpted appearance and create a bold expression with the DRL line running in a chrome line to create a full stripe impression.



The rear lights are inspired by recent Honda concept cars, with a full width stripe integrated in a piano-black panel, and two segmented 'U' shapes.





HYUNDAI

Hyundai Pony Concept

The pixelated round headlamps and U-shaped taillights embody the company's 'Pixel Road Trip' design approach that incorporates pixels and eight-bit graphics.



Also seen in the Ioniq 5 and 45 concept car, the signature of Hyundai is a strong message across the entire portfolio.





HYUNDAI

Hyundai Staria

The exterior presents a futuristic, pure, streamlined silhouette, defined by a fluid curve running from front to back, which Hyundai say was inspired by the halo that illuminates Earth's horizon during sunrise when viewed from space.

There's a chrome line around the cubical, full-LED headlamps, and a brass-tinted chrome finish on the front emblem.



The high-end model's rear combination lamps are applied with Hyundai's 'Parametric Pixel' design and lamp-shape garnish on top.





HYUNDAI

Hyundai Santa Cruz

The forward view of Hyundai Santa Cruz deploys a hidden lighting signature that becomes visible within the grille only when illuminated. The DRLs present a parametric jewel design with high-tech precision detailing.



At the rear, a horizontal T-shaped lighting signature adds visual width.



Kia EV6

The EV6 is Kia's first BEV. At the front, characteristic daytime running lights display a sleek, modern appearance and form part of the car's 'Digital Tiger Face', a design progression evoking the spirit of Kia's 'Tiger Nose Grille' for the electrified era. The design of the lamps also includes a sequential dynamic light pattern.



A character line runs along the bottom of the doors, curving upwards towards the rear wheel arches, visually elongating the profile of the car and linked with the car's unique rear light cluster.





Kia Stinger

Released in 2017, the Kia Stinger is now being facelifted. Standard LED headlamps have a new DRL signature or optional 'Stinger-signature' LED DRLs and headlamps



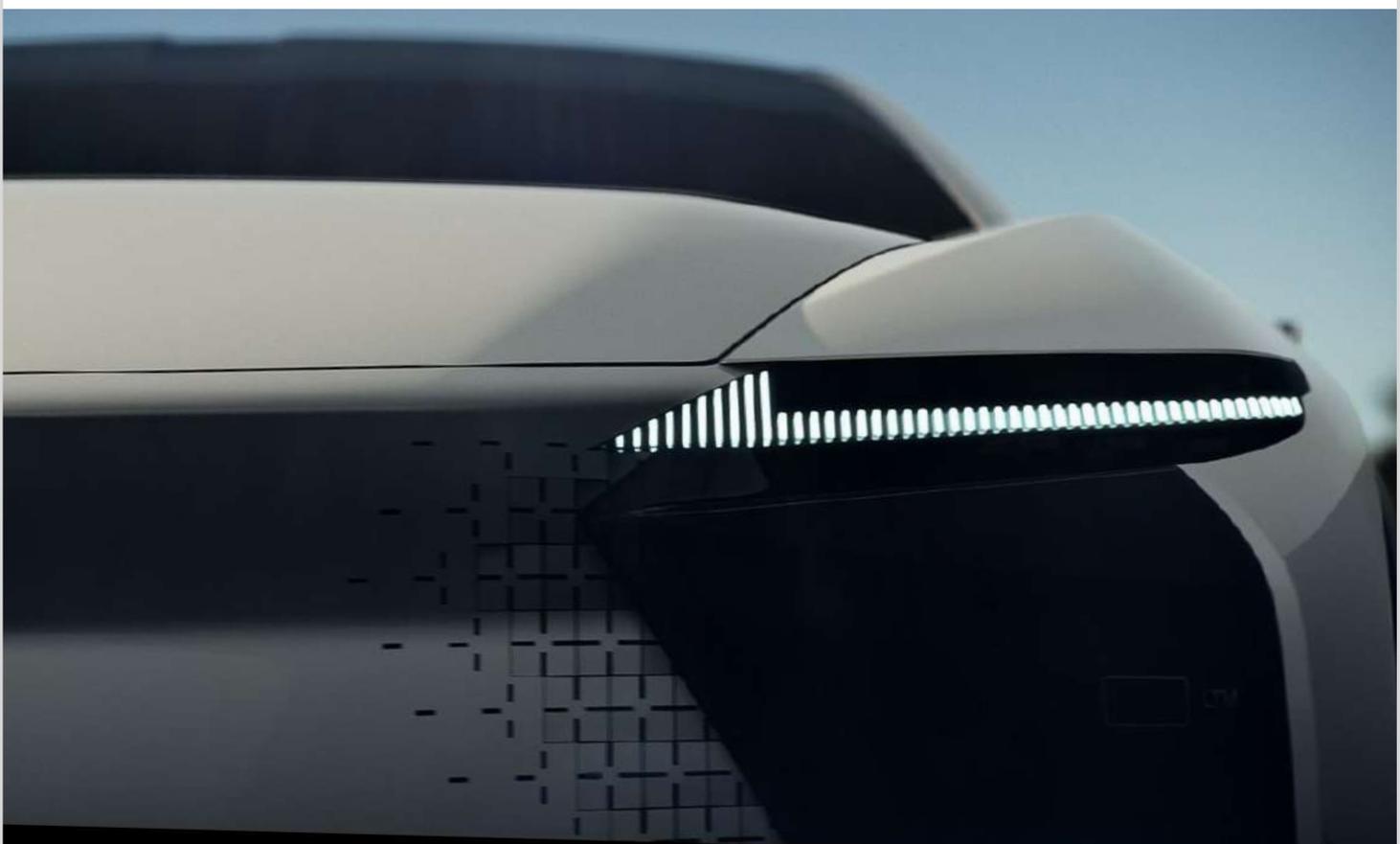
Standard rear LED lighting features an eye-catching new taillight design that spans the full width of the liftgate; GT trims get a full LED treatment with LED turn signals as well.



Lexus LF-Z Electrified Concept

The global online debut of the Lexus LF-Z Electrified concept signals future initiatives and the start of an era of brand evolution for Lexus.

The light signature is composed of a striped-arrow DRL.



The slim, horizontal rear combination lights feature a new Lexus logo, symbolising a new generation of Lexus design.





Peugeot 308

The new Peugeot 308 combines an attractive new design and a premium interior. All variants of the new 308 feature LED headlamps as standard. Chiseled and slim, they are enhanced by the brand's trademark vertical LED daytime running lights. This distinctive light signature makes the new 308 instantly recognisable during both night and day. On GT and GT Premium levels, the full LED headlamps feature matrix technology.



At the rear, the taillights feature full LED technology with Peugeot's iconic three-claw rear light signature.



Seat Arona

The new SEAT Arona has LED technology as standard; basic «eco» LEDs are standard on SE and SE Technology trims, upgradable to Full LEDs which are standard on FR models upwards. The new LEDs reinforce the front design cues while also offering better visibility with lower energy consumption.



The rear lights present the triangular-light SEAT signature.



Seat Ibiza

The Ibiza now has basic «eco» LEDs as standard, with the option of an upgrade to full LEDs offering better visibility with lower energy consumption.



The rear of the car is also typical of the Ibiza. Its single rear lights wrap around the car, interacting with the blisters at the rear, properly proportioned within a unique design.





Škoda Kodiaq

The Kodiaq large SUV features LED headlamps as standard and, for the first time, can be equipped with matrix headlamps.



Sharply designed tail lights feature full LED technology as standard even in the lower Active trim line. From the Ambition trim upwards, they also come with dynamic indicators and an animated welcome effect. The tail lights are eye-catching with their crystalline structures and form the Škoda-typical C-shaped light cluster.





Škoda Enyaq

The new Enyaq iV is built on the VW Group's MEB modular electric car platform. The optional Crystal Face is a literal highlight: the vertical ribs of the striking grille are illuminated by 131 LEDs, while a horizontal light strip rounds off the car's stunning look.

Together with the daytime running lights and LED matrix headlamps, the lit-up grille creates a welcoming display.



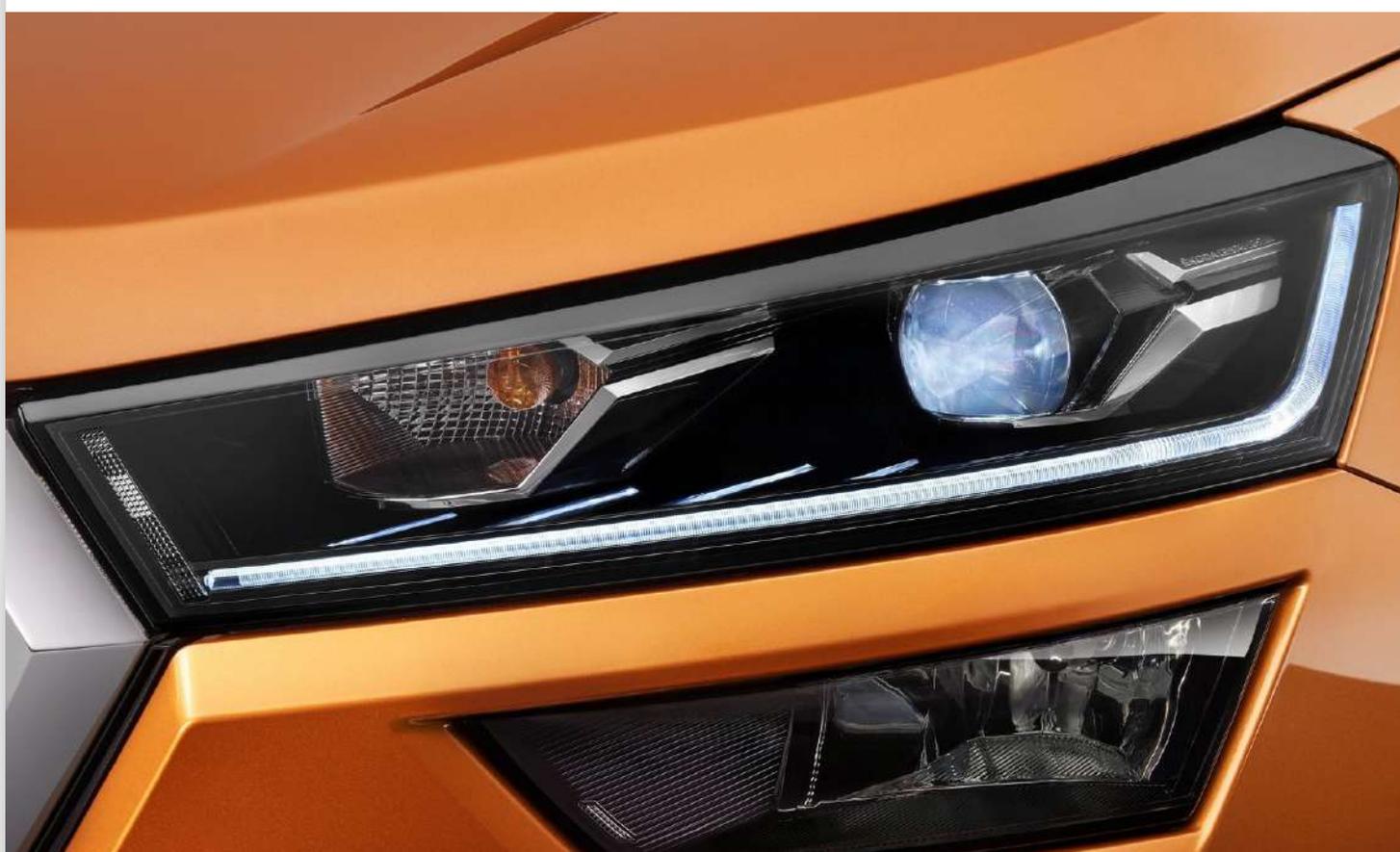
Using the typical Škoda rear signature, the taillights are full LED and provide a strong signature.





Škoda Kushaq

The new Kushaq is the first production car under the maker's «India 2.0» project. The headlamps feature a two-part design. From the Ambition trim level upwards, this design consists of an LED module behind a clear lens in the upper part for low and high beam, and a thin, L-shaped LED module for the daytime running lights.



The rear lights, featuring the Škoda-typical crystalline structures, create a fresh look in the familiar C-shape. Tail and brake lights functions are provided by LEDs on upper trims; the tail lights offered with the Style trim use light bulbs and an additional LED module.





Toyota Aygo X Prologue Concept

There's a full-width light stripe going under the bumper with a 3D effect.



The tail lamp is nicely integrated around the tailgate and create a strong signature for the car, and a floating look to the rear.





Toyota GR86

LED headlamps comprise two modules, with an L-shape signature.



The rear lighting echoes the L-shape theme and gives the impression of a wider rear, together with the form-following taillight clusters.



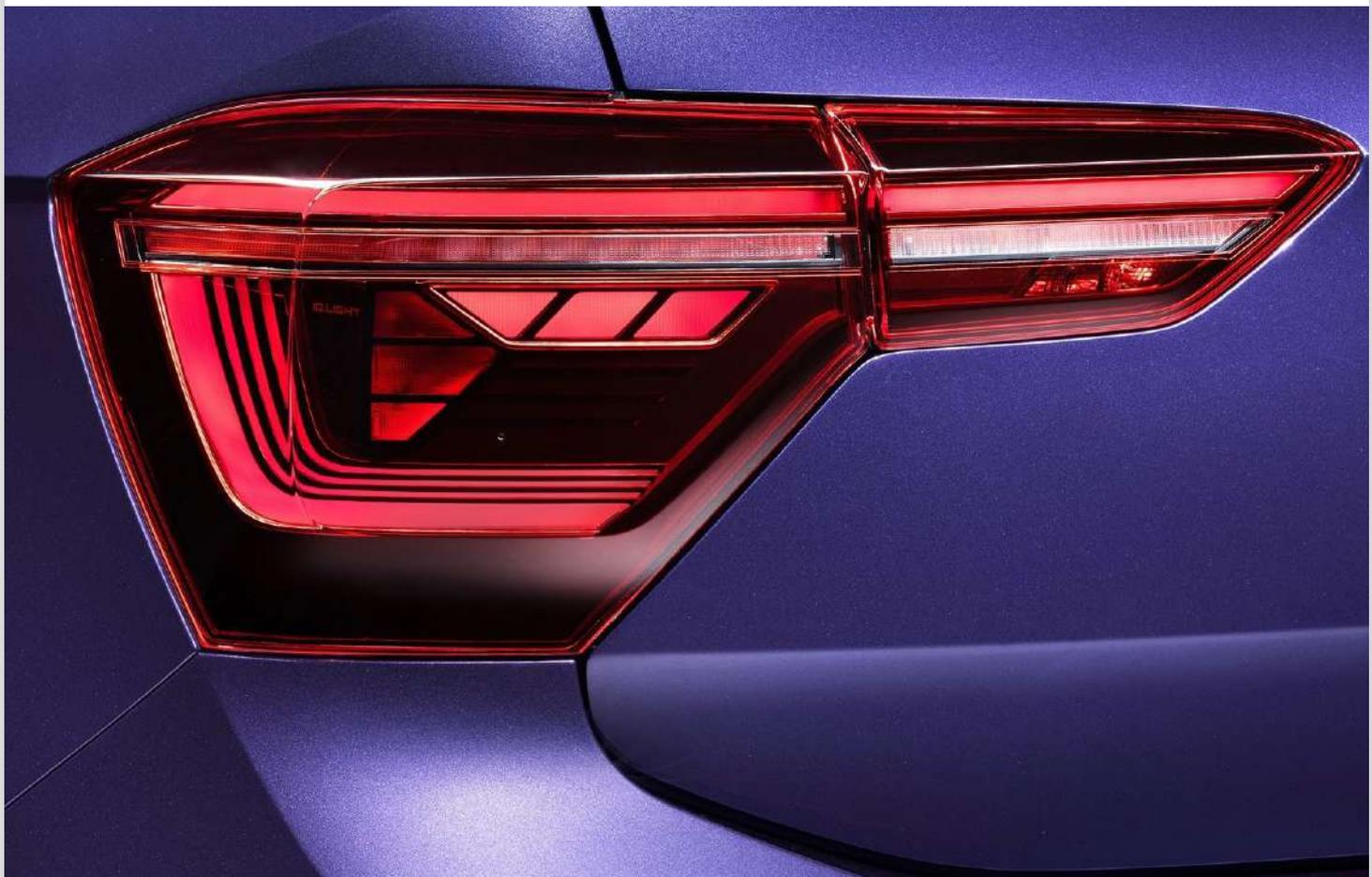


Volkswagen Polo

The new Polo offers technology previously only been available in higher vehicle classes. The new IQ.Light LED matrix headlamps, for example—this interactive lighting system was used for the first time in the Touareg luxury SUV.



LED taillight clusters provide presence, poise, and signature from the rear.





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- CEA Leti, France
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- DEKRA laboratory, Nederland
- FEP, Franhauser, Germany
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- Hannover Leibniz .(HOT), Germany
- Institut d'Optique, France
- Karlsruhe Lighting Institute, Germany
- LAB, France
- Light Sight Safety, Belgium
- Nuremberg university, Germany

- Pacific Insight, USA
- Parma university, Italy
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Tier 2s

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- Ansys, France
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India Car Industry and Lighting Market
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Peterson Manufacturing
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New ADB technologies
Mondial Paris Auto Show
VISION Congress Vehicle Lighting in USA
NAIAS autoshow
DVN Rochester workshop
Geneva autoshow
Simulation Tools
Shanghai autoshow
DVN Shanghai workshop
Interior Lighting
Israeli Startups
IAA Frankfort autoshow
ISAL symposium
Jaguar Land Rover and lighting

2018 Reports

NAIAS and CES Auto Shows
DVN Munich Workshop
Geneva Auto Show
Engineering companies in lighting
Japanese lighting market
DVN Tokyo Workshop
Camera technologies
Varroc profile
Mondial Paris Auto Show
Vision congress
Volkswagen profile

2019 Reports

LA and CES
Geneva Motor Show
Volkswagen profile
Shanghai Auto Show
Materials in vehicle lighting
Status of Regulations
Integration of ADAS in Lights
IAA Frankfurt Auto Show
ISAL
Vehicle lighting in America
Interior lighting

2020 Reports

CES,
DVN Munich workshop,
Geneva autoshow,
US automotive lighting industry,
Marelli profile,
50 years Light Styling
Exterior Ambient Lighting trend,
ADAS and Lighting,
Evolution of LED
Models Launched in July-October 2020
Audi and Lighting

2021 Reports

Lighting in developing countries
New models launched these last 4 months
ADB
VISION congress and DVN WS
Shanghai autoshow
July - Comparison of Headlamp performance rating systems
September – ISAL
October – DVN WS or IAA and/or NAIAS
November – LED maker comparison
December - Tokyo autoshow

