Thu, 6 March 2025
Weekly Newsletter

DVN Interior

NEWSLETTER #251

Editorial

DS N° 8 Interior Design Interview

DS N° 8 (DS IMAGE)

It is always inspiring to spend time talking with automotive designers about their work—whether the discussion is centered on whole-car design, what guided interior design, a specific feature like a seat or a cockpit, or a mix. Designers are creative and not so limited by existing technology, parts and carryovers; they are constantly generating pushes and pulls for engineers to expand the frontiers of their technology.

The DS N° 8 is the new top model from DS Automobiles, a Stellantis brand. It has a luxurious and spacious interior. DVN met with DS Design to get insights on the design of the interior, its architecture and the high beltline, seats with integrated headrest and neck warmer, cockpit as nice piece of interior furniture, uniqueness of transition to doors, the bespoke center console, materials, decoration with intriguing clous (nails) on the dash, and so much more.

So have a look at our interview with DS Interior Senior Designer Sylvain Gaudichon. After last week's Italdesign interview, it will give you a taste of interior design that is being prepared for the Design Roundtable, one of the highlights of the upcoming DVN Interior Workshop, happening in a month, on 8-9 April in Köln. Register Here.

See you there!

Sincerely yours,

Philippe Aumont
DVN-Interior General Editor

In Depth Interior Technology

DVN Interview: DS N° 8 Interior Design

DS N° 8 (ALL DS IMAGES EXCEPT AS NOTED)

DVN's Paul-Henri Matha and Philippe Aumont met recently with Senior Interior Designer Sylvain Gaudichon and Design Communication officer Florent Adeline of DS Design, to talk about the interior of the new DS N° 8.

The DS Design Studio is in Vélizy, near Paris. It's in the Stellantis Creative Centre (previously ADN for Automotive Design Network) building inaugurated in 2004. This building is at the service of the Stellantis group's creativity. It houses the designers of the studios of the Stellantis' French brands, Citroën, Peugeot, and DS Automobiles.

1,000 employees work there. They collaborate with engineers, working on platforms, engines, equipment, and with the brand product team. DS as a brand was created in 2014, drawing on a long heritage from classic and well-loved Citroën's like the DS (in French, "DS" is pronounced the same as the word for "Goddess") and the SM.

In 1955, the first DS made its appearance and caused a sensation at the Paris Motor Show. A model of innovation, grace, and prestige, it embodied French expertise, panache, and avant-garde spirit—all of which still define the DS brand philosophy and inspire all their creations.

DS teams work with the same thirst for distinction and elegance to apply modern technology to classic French perfections such as seating design and comfort, or hydraulic suspensions, and make them strong identity elements, adapted to new mobility expectations.

DS DESIGN TEAM, L-R: TZU HAN CHOU (INTERIOR DESIGNER) · FRÉDÉRIC SOUBIROU (EXTERIOR DESIGN LEAD) · ARTHUR HUBERT (INTERIOR DESIGNER) · THIERRY METROZ (DESIGN DIRECTOR) · THOMAS BOUVERET (INTERIOR DESIGN HEAD) · MATHILDE FOURREAU (CMF DESIGNER) · GUILLAUME GODART (INTERIOR DESIGN PROJECT MANAGER) · SYLVAIN GAUDICHON (INTERIOR SENIOR DESIGNER) · LUC QUIRIN (INTERIOR DESIGNER) · NICOLAS DUPORTAIL (CAD INTERIOR DESIGNER) · BRUNO GUEROUARD (CAD INTERIOR DESIGNER) · DAVID GRANDPEYRE (DESIGN QUALITY CONVERGENCE) — BERNARD ROUFFIGNAC IMAGE

DVN Interior: What guided the interior design of the DS N° 8?

Sylvain Gaudichon: The DS N° 8 marks the beginning of a new era. DS N° 8 is the first of the brand's designs - and more broadly of the Stellantis group in Europe's – to be solely 100 per cent electric. The brand is part of the energy transition by offering sustainable and uncompromising mobility in a setting driven by the French Art of Travel, with materials and technology that position DS N° 8 in that dimension

With a charismatic, slim and elegantly sleek design, DS N° 8 embodies a new SUV Coupé shape, The interiors feature high-quality materials, including brushed aluminum with a striking thickness and finish on large areas.

DVN: What about the architecture of this vehicle cabin?

S.G.: The DS ASL (Aero Sport Lounge) is a sedan concept we presented in 2020. Its design later inspired the design of the DS E-Tense Performance concept in 2022, and now the DS N° 8. It has a wide pillar-to-pillar line that structures the cabin compartment brings, and the high beltline brings comfort, dynamism and serenity, it strengthens occupant trust. With a length of 4.82 meters, the DS N° 8 has a very roomy inside and both front and even rear occupants have a lot of space. It is similar, in term of roominess to a Peugeot 5008, which is a large family SUV.

DVN: The seats look very comfortable, what was your design intention?

S.G.: The seats, developed with Lear, are really comfortable and with excellent body support, with a good balance between stiffness and softness, a shape which envelops the body and fully integrated head restraints. The use of high-density foams and the appearance of adjustable side bolsters on the backrests enhance comfort performance. The front seats are massaging, cooled and heated.

Heating has a special feature with the DS neck warmer, that heats directly the occupant body. Local heating also helps to reduce energy consumption for an EV, as, pending weather condition, you don't need to heat the whole cabin, resulting in better mileage. Neck warmers are fitted into the backrests of the front seats, they are illuminated by a backlit DS logo with a crystal appearance.

In the rear, the occupants of the seats benefit from meticulously studied postural comfort, with ample knee room, 84cm of headroom and backrests inclined at 30 degrees, without compromise on their 40/20/40 modularity. A cooled and heated seat cushion and backrest is available for rear as well.

DVN: How do rear passengers feel with the high beltline?

S.G.: Correct, the waistline is high and therefore rear windows are minimal. That's why we choose the optional glass roof, which improves the lighting situation. It is a screen-printed glass that does not take up any headroom and, thanks to its multi-layer composition, achieves excellent thermal performance in all seasons. It includes also graphical designs. Front seats with integrated headrest also give better vision for rear occupants. And it is important to mention that rear passengers are treated as first class passengers, as the second row has the same comfort and materials.

DVN: The front seats look slim; how did you manage the back of the seat back?

S.G.: We have two possible options, both to reduce seatback thickness, and to get more knee room for rear occupants. The first one is trimmed with soft sheathed textile, and the second one is using a soft back panel, which looks like a molded, but still flexible material

DVN: Can you tell us more about the cockpit?

S.G.: The DS N° 8 has a cockpit that embodies French comfort, serenity and luxury. The wide dashboard envelops the occupants. It is a piece of craftsmanship, with a seamless integration of the cluster, center display, sound system, air vents and light signatures. Its design purity combines a high level of craft and high-tech, which reflects DS balance values of technical sophistication and material application.

The central 16” display can be personalized, it provides access to the functions of DS Iris System 2.0, our new information ecosystem, intuitive, ergonomic and fully customizable, through personal, touch screen and voice recognition. It is integrated seamlessly into the dashboard and works like a smartphone. It blends perfectly into the surface of the dashboard without disturbing trim surfaces.

An AR HUD is available; it provides relevant and non-intrusive information such as speed or the road to follow with arrows that ensure you pick correctly between two streets. Road signs scroll smoothly across the windscreen in AR.

The HMI also includes ChatGPT, which strengthens the multimodal interaction through voice, display, and touch.

DVN: The center console is an important part of the interior design; can you tell us about it?

S.G.: The interior features a double-level floating center console. The upper part is devoted to the main interactive features. The shifter, the drive mode selector, and the audio system's access volume control are directly within the front occupants reach. PNRD is at the Y0 centerline, as we want to have it accessible to both front passengers, like with stop/start, warning, and parking brake.

These features have been designed like crystals, with a subtle light animation evoking the shape of a galaxy. The phone storage area, trimmed in Alcantara®, is like a precious box. At lower level, there is a large storage space that can be hidden by a sliding shutter, it includes two removable cup holders and two USB-C sockets.

DVN: What about decoration and these intriguing clous (nails) on the dash?

S.G.: The "Clous de Paris" embossed inserts on the steering wheel and air vents, as well as the pearl stitching on the dashboard and armrests, are central to DS design. The Nappa leather watchstrap upholstery is also part of this Art of Travel signature.

DVN: Interior lighting is also an important element of the impression you get in the interior, isn't it?

S.G.: Lighting is a major feature to make structural parts like the cockpit appear to be floating. Light is kind of licking surfaces, it conveys an atmosphere of volume, purity and calm. The lightblade vertical light signature echoes the exterior daytime running lights, bring the ends of the dashboard to life and mark the position of the door handles. These light up when the doors open to welcome occupants. The console's backlit graphics are inspired by a starlit sky.

DVN: The junction between the dash and the doors is continuous and harmonious; tell about that.

S.G.: We did it through the integration of the audio system, the Focal Electra® 3D Hi-fi. This premium feature has been developed, with French audio specialist Focal, a new concept integrating 14 speakers throughout the cockpit for a power output of 690 W and an immersive experience, served by a height-adjustable soundstage. Continuity comes as the speaker grilles have merged with the aluminum door trim. The system is complemented by two speakers at roof level that contribute to the clear, immersive 3D sound system.

DVN: The steering wheel has a new design, what does it mean?

S.G.: It is a new X-shaped steering wheel, inspired by our latest concept cars. Its design breaks with established rules, while its architecture and enhanced ergonomics offer the driver new grip zones that enhance driving enjoyment. It is designed for three grip positions, 10 and 2 o'clock positions, 9 and 3 positions, and 8 and 4 positions. Behind the wheel command is easily accessible at 9-3 positions with the thumb. The wheel is covered in different materials depending on the trim level. It also contributes to thermal comfort thanks to a heating function.

DVN: You mentioned high-quality materials, can you elaborate?

S.G.: We wanted to go much further in respecting the environment when designing this interior. We have an exclusive Alcantara®, made from 68-per-cent recycled materials. The full-grain Nappa leather, used for the watchstrap seat upholstery, is now tanned with vegetal-based material, namely olive leaf using a traditional non-toxic and totally biodegradable one. Materials reclaimed from ELV (End of Life Vehicle) are also present in the textiles (60 per cent), carpet (75 per cent), and floor mats (96 per cent). The total elimination of chrome in favor of paint, brushed aluminum and stainless steel, is also part of this approach.

DVN: Very good job! Do you have a final word for us?

S.G.: The DS N° 8 is part of our electrification strategy, we have chosen materials and technology that position the vehicle in this dimension, within a sustainable French Art of Travel. And all connected services offered have been designed for a stress-free electric experience to support customers in daily use, either on short or long journeys.

DVN: Thank you so much!

Interior News

Haydales Graphene Inks for Seat Heating

INTERIOR NEWS

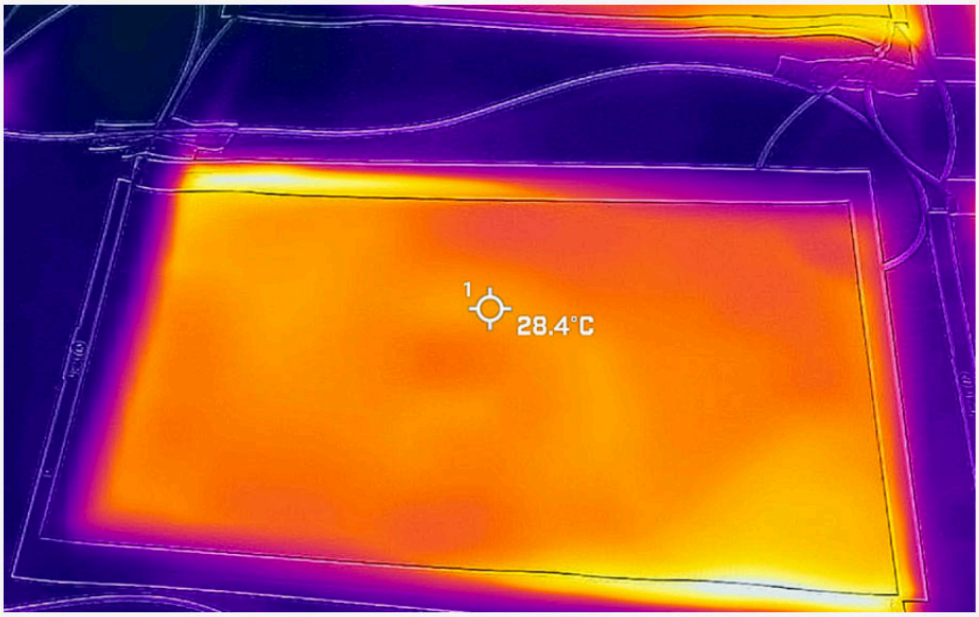
HAYDALE IMAGE

Car seat heating is now almost a standard feature in many cars, and has been available for decades. The traditional technology involves wired mats embedded in non-woven materials, separated from the textile by an insulating layer. This insulation requires high power consumption, up to almost 100W, to achieve a seat surface temperature of around 43 °C. The system is therefore inefficient, slow, and gives uneven heating.

UK-based Haydale specializes in the design, development, and commercialization of advanced materials using graphene and other nanomaterials. They have developed a graphene heater ink technology, which consists of applying conductive ink directly to the seat's B surface, eliminating the need for wires and insulation. This innovation drastically reduces power consumption, requiring only 15 W to maintain the same seat temperature, making it up to six times more energy efficient.

The heaters can operate at lower temperatures but still provide the desired warmth, conserving energy and reducing overall power consumption. The desired heat also stays warm longer than traditional heater wired elements again reducing drawing of energy from the battery. Graphene heaters also offer more uniform

heating compared to traditional wired systems. The even distribution of the heating ink ensures consistent warmth across the entire seat surface, eliminating hot spots and enhancing passenger comfort.



Thermal image of the heat signature demonstrating the coverage in a Haydale heater ink thermal panel.

Graphene heater inks are coated with a tough, automotive-grade polyurethane (PU) leather coating. This protects the conductive heating ink and eliminates the need for sub-heating wire units, adding to the system's durability and safety. The robust coating ensures longevity and reliability, essential for automotive applications.

In addition, the flexibility of graphene heater inks extends beyond seating. This technology can be applied to various vehicle interior surfaces, including door panels, dashboard facias, roof liners, and armrests. The vast potential applications offer comprehensive heating solutions that enhance the overall driving experience.

Audfly Directional Loudspeakers: Focusound Technology

INTERIOR NEWS

AUDFLY IMAGE

Audfly, experts in audio solutions and one of the world's foremost experts in directed audio technology, introduced, at the CAR-ELE JAPAN auto electronics show the first application of their Focusound® technology in car interiors.

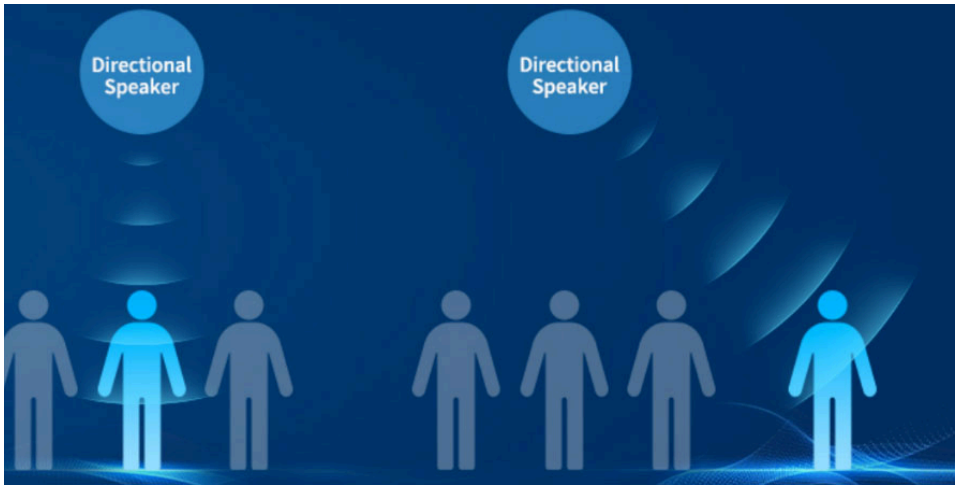
Focusound is an innovative sound focusing technology, which delivers sound in a highly directed way. Similar to a light beam, Focusound directs a sound beam to targeted areas or people.

Focusound Screen, the first car display-integrated sound solution, combines an ultra-thin transparent composite film with a parametric array algorithm, turning the display itself into a sound-emitting unit. This breakthrough technology enables the creation of independent sound zones for each seat in a vehicle, delivering an immersive experience with 360° surround sound, without the need for headphones. The driver can receive clear navigation prompts, with driving safety enhancement, while side or rear passengers can simultaneously enjoy entertainment audio—each with distinct sound beams running in parallel without interference.

FOCUSOUND SCREEN INTEGRATED IN COCKPIT (AUDFLY IMAGE)

Traditional sound system technology uses simple speaker composed of a thin plastic disc located between one large magnet and an electromagnet. As the electromagnet reacts to the electrical input from an audio source, such as an amplifier or an audio cable, the plastic disc vibrates generating sound waves that emanate in every direction.

Directional speakers use ultrasound, that is high-frequency sound with the unique capability of traveling in a concentrated beam, much like how a laser focuses light. This sound beam would be then normally inaudible, but the secret lies in the modulation process of the carrier wave with the desired audio content. Thanks to the modulation, the sound beam, travelling through the air, undergoes a deformation resulting in a lower frequency wave that carries the same directional characteristics as the ultrasonic wave. Thus, an audible, directional audio beam is formed, providing a unique listening experience where sound appears and disappears as one moves in and out of the beam.



AUDFLY IMAGE

This technology represents an extraordinary opportunity for suppliers and automakers to build new car audio experiences, with independent sound zones for each passenger.

Panasonic and Honda have already initiated collaboration discussions with Audfly to explore applications. Besides the directional audio technology, Audfly has also successfully applied sound source localization, sound imaging, active noise control, etc. to commercial use, and is committed to advancing the application of Focusound Screen technology across multiple domains, including intelligent cockpits, smart displays, and mobile terminals.

Smart Eye Gets DMS Order From Korean OEM

INTERIOR NEWS

SMART EYE IMAGE

Smart Eye, a Swedish company founded in 199 and headquartered in Gothenburg, has been selected to deliver their Interior Sensing, which combines Driver Monitoring System (DMS) and Cabin Monitoring System (CMS) software, for two Korean car models.

The Korean car maker has previously used Smart Eye's DMS and CMS software in several vehicles, and now has now chosen to upgrade two of those models—previously equipped only with DMS—by adding Smart Eye's Interior Sensing technology as well. It uses a high-resolution camera integrated inside the rearview mirror.

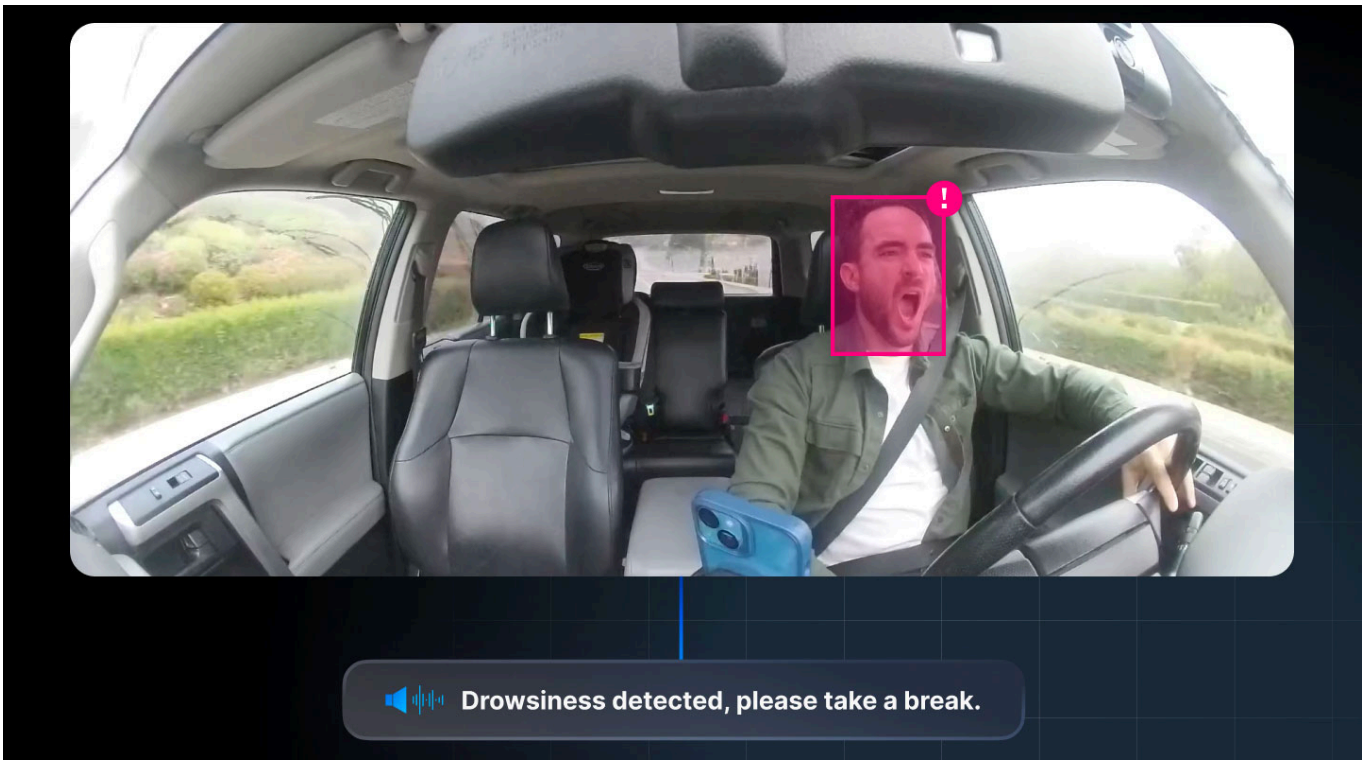
Smart Eye's Interior Sensing improves the capabilities of its DMS to the entire cabin, supporting new features to improve overall experience inside the vehicle. The technology included in this order consists of both safety and comfort functionalities, including detection of occupant activities.

The car models with Smart Eye's Interior Sensing will go into production in 2026. The estimated revenue for the order is SEK 100m (about €9m), based on product life cycle volume projections.

Martin Krantz, CEO and founder of Smart Eye, says, "We see a strong trend that our customers not only want DMS but are also adding cabin monitoring. It's logical to source the same supplier since there are synergies in connecting both cameras to the same processing platform to achieve better performance and lower cost".

Motive's New AI Drowsiness Detection

INTERIOR NEWS



MOTIVE IMAGE

Motive has introduced new AI capabilities, including AI-powered drowsiness detection and forward collision warning, to address distracted and drowsy driving in Mexico. With this, safety managers can address driver fatigue and other unsafe behaviors to improve overall fleet safety.

The new system is available with dual-facing AI dashcams which work with Motive's new AI-powered drowsiness detection system to combat driver fatigue by detecting early and advanced signs of drowsy driving, including frequent yawning and a driver's closed eyes. When fatigue indicators are observed, the driver receives in-cab alerts directing them to take a break, and safety managers are notified to quickly contact the driver and reinforce recommended breaks. If a driver begins to fall asleep, in-cab alerts are triggered to wake them, to prevent a serious collision.

Motive's new forward collision warning system helps prevent rear-end collisions, which are often caused by distracted or drowsy driving. Available with all Motive AI dashcams, the new safety capability accurately detects when a driver approaches another vehicle ahead of them too quickly. By calculating speed, distance and time to impact, it provides critical alerts that prompt drivers to brake.

In addition to the drowsiness detection and FCW systems, Motive's AI dashcam enhances driver safety by detecting other coachable unsafe behaviors including cell phone use, unsafe lane changes, close following, and speeding. Motive says their AI dashcam generates alerts related to six unsafe driving behaviors 3-4 times more than competing solutions. The drowsiness detection and FCW are said to integrate seamlessly into Motive's platform and provide organizations across transportation, logistics, and other industries with the visibility and tools needed to combat safety challenges.

BlackBerry QNX, Stellantis Launch Virtual Cockpit on AWS

INTERIOR NEWS

TECHPLUGGED IMAGE

Stellantis has started development of a virtual cockpit platform, a component of the Stellantis Virtual Engineering Workbench (VEW). The platform uses BlackBerry's QNX Hypervisor in the cloud, which allows Stellantis to accelerate development cycles by up to 100 times and expedite the delivery of infotainment technology to customers.

The early access release of QNX Hypervisor in the cloud is available now. Its introduction on AWS Marketplace has allowed Stellantis to incorporate a high-performance computing (HPC) simulation of a virtual cockpit into a cloud environment. AWS Marketplace is a curated digital catalog used to find, buy, deploy, and manage third-party software, data, and services that to build solutions and to run businesses.

This industry-first platform supports mixed-criticality and multi-OS embedded application development. It includes QNX Hypervisor Amazon Machine Images (AMIs) and adheres to industry-standard hardware interfaces defined in the VirtIO standard Trout v1.2. The solution, featuring virtualization of graphics, audio and touchscreen/mouse/keyboard inputs, is designed to ensure minimal differences between running QNX Hypervisor-based systems in the cloud and on real hardware.

The use of standard VirtIO interfaces by various automotive partners emphasizes scalability across automakers, and supports plug-and-play integration across the OEM landscape. AWS's full support for the VirtIO industry standard reinforces its role in cloud simulation for cockpit HPCs.

By taking a software-driven approach of using the QNX Hypervisor in the cloud, Stellantis can expedite customer feedback sessions and replicate the cockpit experience of specific brands and vehicles in real time. This facilitates quick adjustments to optimize the driver's experience. Real-time feedback, supported by low-latency access to the cloud, allows the company to gather valuable insights from customers and developers, informing the development of future infotainment features and applications.

Changan's Deepal S09 SUV: Premium Interior Focus

INTERIOR NEWS

(CHANGAN IMAGES)

Deepal, which started as Chongqing Changan New Energy Automobile Technology and became an independent brand in 2023, has recently revealed their new large SUV, the Deepal S09, with a luxurious and comfortable interior.

The car is equipped with Huawei technology, running the HarmonyOS and the Qiankun 3.0 ADS.

One of the main highlights is the cockpit area, featuring a centrally mounted OLED infotainment display paired with a passenger entertainment dispaly, while the traditional digital instrument cluster is replaced by a 43” Huawei AR HUD. An additional 21.3" 3k screen that folds down from the ceiling and 18 speakers round out a high-end entertainment package.

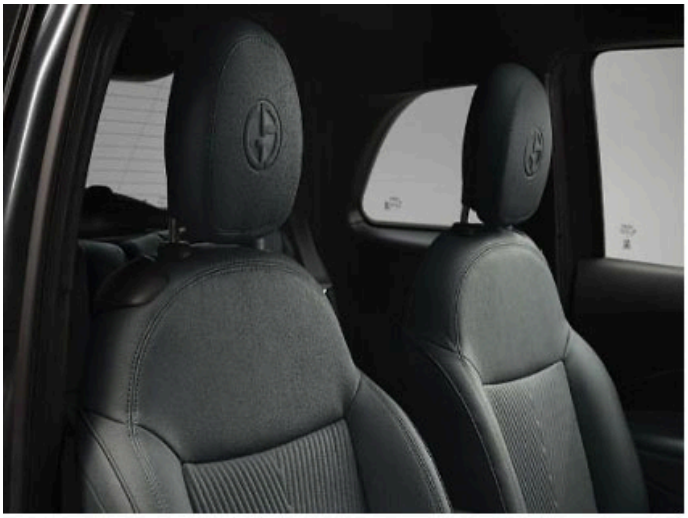
The second notable feature is a sliding center console, which can move forward and rearward to serve either the front or second-row passengers. The console includes wireless mobile chargers, four cupholders, and controls for the second-row climate and seats. Additionally, a storage units on top and below, and a 10-litre heating and cooling unit for drinks and snacks, with a temperature range from -6 to 50 °C.

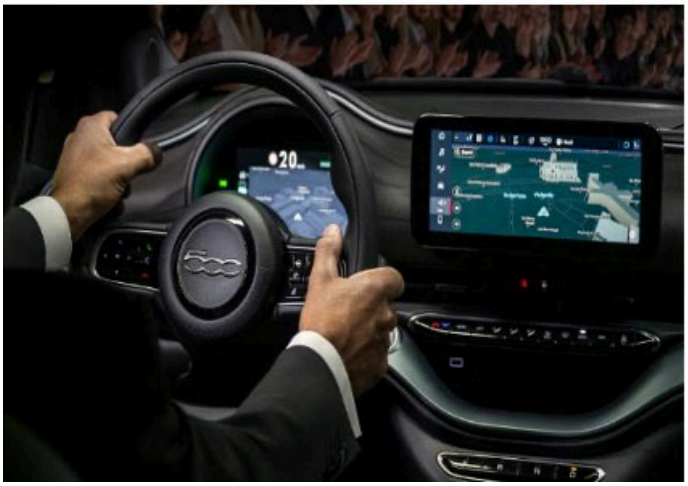
The car is a 6-seater, with second-row seats controls mounted on the armrests and a tray table for second-row passengers. Front and second-row seats have heating, ventilation, and 8-point massage functions, with third-row occupants getting to heat. There are also built-in leg rests for the second row and long rails in the floor, enabling passengers to fully lay back as desired.

The Design Lounge

Fiat 500e Giorgio Armani Collector's Edition @ Milan Fashion Week

THE DESIGN LOUNGE






FIAT IMAGES

At the inauguration of Milan Fashion Week, Stellantis Chairman John Elkann and Fiat CEO + Stellantis Global CMO Olivier Francois delivered the first two Fiat 500e Giorgio Armani Collector's Edition cars produced in the Mirafiori plant in Turin to Giorgio Armani, sealing the partnership between the two Italian Brands.

L TO R, FIAT CEO OLIVIER FRANÇOIS, STELLANTIS CHARIMAN JOHN ELKANN, AND GIORGIO ARMANI (FIAT IMAGE)

Olivier François remarked, “Today, by delivering these two limited-edition models to Giorgio Armani, we seal this prestigious collaboration that has allowed us to reach levels of craftsmanship, treatment, and detailing never before seen in this segment. The 500e Giorgio Armani Collector’s Edition embodies the brand’s vision of creating a shift in perspective towards a more sustainable world, harnessing the power of two renowned Italian global brands. I would like to thank Giorgio Armani for being personally involved in this project.”

Promoting electric vehicles is crucial for a sustainable future, and Fiat is committed to this goal. The strategy focuses on two principles: redefining EV cars and emphasizing beauty. Beauty brings joy, responsibility, and excitement to driving, making EVs appealing and ethically right. This fosters a shift towards sustainability. With this vision, FIAT Centro Stile together with Armani Design Team created the Fiat 500e Giorgio Armani Collector’s Edition, merging Italian elegance with ethical commitment to change the world in style.

The handover matches the vehicle's appearance in showrooms and represents an official way to honor Giorgio Armani for his trust in a common vision.

Rolls-Royce Ghost, Spectre Black Badge Interiors

THE DESIGN LOUNGE

ROLLS-ROYCE GHOST BLACK BADGE SERIES II (NETCARSHOW IMAGES)

The dark, technical surfaces in the Black Badge are used discreetly yet extensively within the interior of Black Badge Ghost Series II. Perhaps the subtlest illustration of Rolls-Royce's alter ego is within the new Clock Cabinet; the vitrine houses an analogue timepiece and an up-lit Spirit of Ecstasy figurine, presented in black chrome rather than a mirror-polished finish. This elegant expression of contemporary craft is placed alongside the uprated Central Information Display, which now integrates the marque's new advanced Spirit operating system.

Below the glass fascia and throughout the interior, Black Badge Ghost Series II features a meticulously crafted Technical Carbon surface finish. The marque's craftspeople developed a complex but restrained diamond-shaped weave using carbon and metallic fibres on top of a black Bolivar wood base. Leaves woven from resin-coated carbon and contrasting metal-coated thread are laid by hand in a diamond pattern, which creates a three-dimensional effect. Each component is then cured for one hour under pressure at 100°C. The surface is sand-blasted to create a 'key' for six layers of lacquer, which is hand-sanded before being polished to a brilliant finish. The final effect is subtle yet rewards those who examine it with remarkable depth and clarity.

If Immersive Seating is commissioned with a center console, buyers can specify the Black Badge family motif, the infinity symbol, onto the rear technical carbon 'Waterfall' section that separates the rear reclining

seats and conceals the champagne cooler. Rendered in aerospace-grade aluminum, it is applied between the third and fourth layers of six layers of tinted lacquer, which appears to make the symbol float.

The Black Badge Ghost Series II also uses an advanced technique known as physical vapour deposition to darken the interior metals. The speaker grilles and air vent surrounds on the dashboard and in the rear cabin are enhanced with this process, which does not discolor or tarnish through repeated use, exposure to temperature extremes, or over time.

Black Badge buyers are invited to explore the new materials made available for Ghost Series II. This includes the marque's dramatic Duality Twill textile, an innovative rayon fabric made from bamboo. The development of this bold new material was inspired by the extensive bamboo grove in Le Jardin des Méditerranées on the Côte d'Azur, which neighbors Sir Henry Royce's former winter home, Villa Mimosa. It is embroidered with an artistic 'Duality' graphic, which is based on an abstract interpretation of the two interlinked letter R initials of the marque's founders. A complete Duality Twill interior can incorporate up to 2.2 million stitches and 11 miles of thread, taking up to 20 hours to complete. This exquisite material can be made even more impactful with daring and extrovert contrast colorways that buyers can create with 51 colors of thread to choose from, further elevating this remarkable new finish for Black Badge buyers. Or, a buyer may choose Placed Perforation - an innovative contemporary craft technique in which small perforations are made in the seat leather to create unique artworks. The perforations vary in size to create the perception of depth, allowing detailed and seemingly three-dimensional graphics to be created. The initial pattern is inspired by the shifting shapes and shadows of clouds over the Home of Rolls-Royce at Goodwood. It is composed of up to 107,000 0.8- and 1.2-millimeter perforations, each individually examined to ensure absolute uniformity.

ROLLS-ROYCE SPECTRE BLACK BADGE (NETCARSHOW IMAGES)

Rolls-Royce also showed their Black Badge Spectre. In addition to bold exterior finishes, vivid interior details, and innovative opportunities for customization, the Black Badge Spectre can summon a four-figure torque output (1,075 N·m), with a record 485 kW (659 hp) of power. This makes it the most powerful Rolls-Royce in history.

A new Illuminated grille backplate has been introduced for the motor car, which is offered in Tailored Purple, Charles Blue, Chartreuse, Forge Yellow and Turchese, allowing buyers to extend their chosen color onto this new canvas, or create a unique accent to complement a coachline or the interior. This vibrantly colored illumination can extend into the interior with newly developed illuminated Black Badge treadplates, which are available in ten complementary colors.

The unique pattern on the illuminated Fascia, which is an abstract expression of the Spirit of Ecstasy, now incorporates the Infinity symbol used across the wider Black Badge family. The fascia comprises over 5,500 'stars' of varying proportions and intensity, set in a Piano Black 'sky'.

Framing this advanced craft feature is a richly complex technical fiber surface finish. This diamond-shaped weave uses carbon and fine metal thread on top of a black Bolivar wood base. The thread is laid by hand in a diamond pattern between layers of carbon fibre, creating a three-dimensional effect. Once cured, each interior piece is sandblasted, sealed with six layers of lacquer, and hand-polished to a flawless finish, adding striking depth and clarity.

The Black Badge Infinity symbol is further incorporated in the motor car, stitched into the leather 'Waterfall' section, which separates the rear seats.

The instrument dials can be had with a choice of five color themes: Vivid Grellow, Neon Nights, Cyan Fire, Ultraviolet and Synth Wave, allowing buyers to harmonise the physical and digital surfaces within their motor car via the Spirit operating system. This digital architecture of luxury also grants access to remote charging and location information, and the marque's exclusive digital members club, Whispers.

General News

BMW iFactory: Only EVs in Munich from 2027

GENERAL NEWS

CONVERSION OF THE BMW PLANT IN MUNICH (BMW IMAGE)

BMW is converting their main plant in Munich into a state-of-the-art 'iFactory' during ongoing operations. The preparation of the Munich plant to produce the BMW New Class models essentially comprises the three main buildings body construction, assembly and logistics. The new construction of the plant will take place during ongoing operations with daily production of 900 to 1,000 units. Production of the first New Class model will start in the first half of 2026. BMW is investing around €650m in the new building.

Since 2019, BMW has been manufacturing vehicles with combustion engines, plug-in hybrids and the all-electric i4 model on a single production line. The parallelism of transformation and continuous production is at the heart of the target vision.

BMW IMAGE

Peter Weber, Head of the BMW plant in Munich, is confident that “the fact that we will be producing the New Class vehicles at our main plant in Munich from 2026 and even converting this site completely to the production of all-electric models just one year later is far more than just a commitment to the future viability of our traditional plant. It impressively underlines the fact that Munich, as the BMW Group's first existing production site, will have fully completed the transition to electromobility in 2027, parallel to ongoing production. When the transformation process is completed in 2027, we will only produce fully electric vehicles in Munich".

The iFactory is a strategic mission statement with a focus on profitability, sustainability, digitalization and people. It guides the future direction of production at all BMW Group locations.