Thu, 13 March 2025
Weekly Newsletter

DVN Interior

NEWSLETTER #252

Editorial

Lynk & Co 02 Interior Design, Xpeng Interviews

DVN Interior continues to emphasize the important role of design in the development of new vehicles. Interior design drives cabin experience, as one of the most important vehicle differentiators. That includes architecture, HMI, seats, color, surfaces and materials, comfort, all the performance criteria we list in DVN Interior all day, every day. This week we meet with Eileen Hwang, interior designer and lighting experience specialist at Lynk & Co, on the reveal of their new 02 model. That's the In-Depth article in this edition.

We also meet Xpeng's Head of Sales for Europe in Paris — a good opportunity to understand the brand and model range, and their strategy to progress on the continent. That's included in the first interior news, including an introduction of the updated version of the G9, XPeng's full-size premium SUV.

The upcoming DVN Interior workshop is just around the corner. For the lecture and exhibitor lineup—more than 20 and growing, stay updated on the DVN-I website.

There's still time to secure your place; **register online**.

We can't wait to see you there!

Sincerely yours,

Philippe Aumont
DVN-Interior General Editor

In Depth Interior Technology

DVN Interview: Eileen Hwang on Lynk &Co 02 Interior Lighting

LYNK & CO IMAGES, EXCEPT AS NOTED

By Paul-Henri Matha

Last October, DVN was glad to be invited to the Lynk & Co 02 reveal in Milano. We took time to talk and listen with the automaker's Eileen Hwang, Interior Designer and Lighting Experience Specialist. It was really interesting to discover the 'Infinite Light' concept that was presented, and we wanted to know a bit more about the technology behind it and beyond it.

The 02 is a 5-door family EV, which marks the next chapter of Lynk & Co's expansion strategy. It was created in their global design studio in Gothenburg, Sweden. Lynk & Co is newly co-owned between Zeekr and Geely.

DVN: Eileen, hello! Can you tell us more about what you call the "Infinity Light" on the Lynk & Co 02?

ANTHONY JAMES

Eileen Hwang: It all began during an interior team workshop 3 years ago. The task was to bring an inspiring image, and I brought this one. I thought it was a great futuristic reference—a simple yet powerful structure that creates the illusion of infinite space using mirrors. That was the beginning of our *Infinity Light* experiment.

With Lynk & Co's *Next Day* design philosophy, we emphasize four key pillars: *Proud Tech, Rich Experience, Dare to be Lynk & Co,* and *Next Premium.* Our vision for this new lighting concept was to encapsulate all four.

The journey continued with sketching and brainstorming alongside our lighting engineer, Kevin Mulligan. One of our early ideas was a floating headrest that appeared to exist within an infinite space. It was a bold concept, so we tested it in VR, and it turned out to be the perfect embodiment of *Proud Tech*, delivering a beyond-reality impression.

We explored various placement options for the Infinity Light, and to enhance the user experience, we ultimately positioned it on both sides of the central screen. This not only amplifies the lighting effect but also creates a more spacious feel inside the cabin.

Stay tuned for our next model—you might just see *Infinity Light* appear somewhere unexpected!

DVN: Can you explain the evolutionary path from previous models like the 07, and the new 02?

E.H.: The lighting feature in the 07 was mostly carried over from the 08. Our key focus was achieving a ‘techy’ and ‘next premium’ look, which we accomplished through careful material selection and pattern design.

We used a tinted lens with a backlit pattern, allowing the light to appear sharper, creating a sophisticated and premium feel. Additionally, we extended the lighting animation through the door speakers in a stretched design, further enhancing the sense of roominess.

However, the approach for 02 was completely different from the start. We always strive to create lighting features that best fit the interior theme, and the 02 is a very different car from the 07 and 08—so it had to have a distinct lighting identity.

Our goal was to innovate beyond existing market solutions and showcase how bold and forward-thinking our brand is. That’s why Infinity Light in the 02 fully embodies our core design principles.

CITROËN DS3 TAILLIGHT

LYNK & CO Z10 INSTRUMENT PANEL LIGHT DETAIL

DVN: What is the technology behind it ? it looks like a well-known technique, the infinite-mirror effect also seen on exterior lighting like Citroën's DS3 rear lamp. Am I correct?

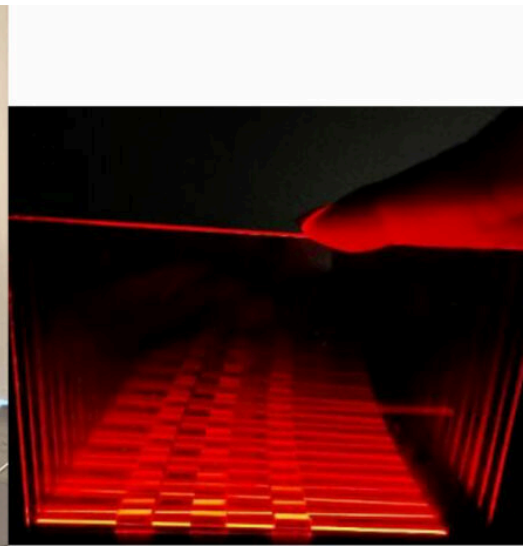
Eileen: The effect itself isn't rocket science—and that's the beauty of it. With a relatively simple process, we can create a powerful experience…it's a bit of 'smoke and mirrors' in its approach.

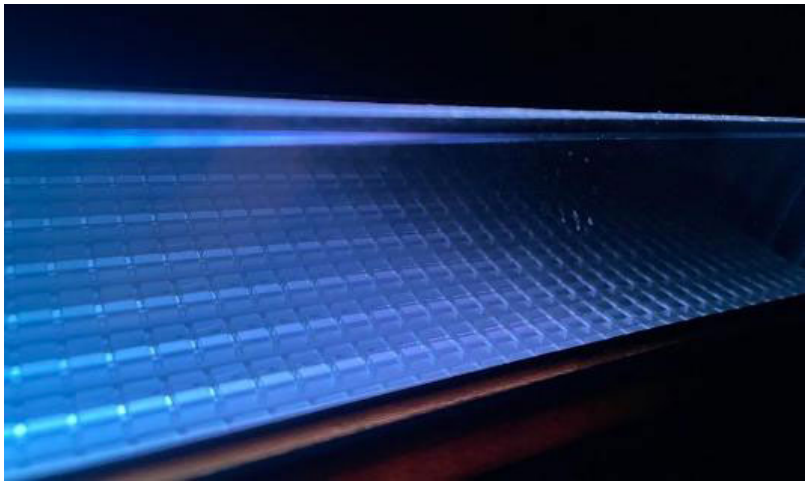
Unlike rear lamps, our Infinity Light spans across the instrument panel, meaning it follows a compound curve. One of the biggest challenges was overcoming the 'fishbowl effect' caused by this curvature.

Packaging constraints were another major hurdle. To maximize reflections, we conducted extensive testing and had to carefully refine every detail—because even the slightest error could create wavy lines or distortions in the pattern.

DVN: Could you share a vertical section to understand how it works? And what is the LED pitch?

E.H.: Sorry, but we can't share too many details. However, LED pitch is driven by cost and animation requirements. It varies across brands, but our approach was to use the minimum necessary while ensuring the smoothest possible animation.





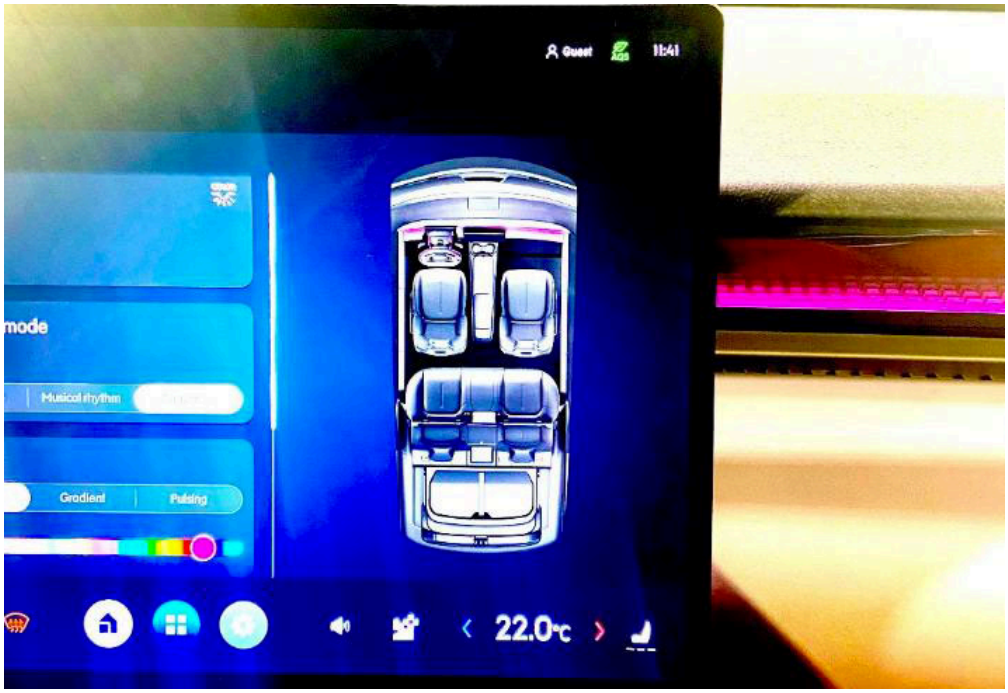
DVN: Did you develop unique technology with your lighting and interior suppliers to obtain this final design? How did the development go; could you get good rendering with virtual tools like Speos? Or did you need physical mock-ups?

E.H.: I'm proud to say that we developed everything in-house first.

We started with a very simple test like left image and gradually refined it into small box prototype to mock up. And we took the prototype to China R&D centre in Hangzhou Bay and collaborate with our supplier. it wasn't easy for them either. Our supplier worked with SPEOS simulations and CAD data, but physical verification was still necessary, so we travelled multiple times to fine-tune and improve quality.

DVN: How many colors are selectable from the central display? Can you explain us how you define different colors?

Eileen: The following picture is self-explanatory:



DVN: What is the role in your team between you and Samuel from UX? Similar to R&D between hardware and software engineers?

E.H.: It's a highly collaborative effort. Once we had a clear direction with prototype finished, Samuel's UX team 'breathed life' into the concept, shaping how the interaction system works with the Infinity Light to provide real value to the customer.

For example, it also plays a role in warning functions, like door open alerts or seatbelt reminders, making interactions more intuitive.

We don't see our roles as strictly divided like traditional hardware and software engineers. Instead, we take a holistic approach, merging technology and design to enhance the overall interior experience

DVN: Do you have sequential animation of the Infinite Light (LED by LED)?

E.H.: The RGB LED rear combination lamp can generate a total of 256 different color variants from the three basic shades of red, green and blue, thus creating not only dynamic but also multi-colored lighting animations. In addition to welcome/goodbye scenarios, this also includes colored animations after locking the vehicle, during the charging process or as a burglar alarm.

DVN: Where do things go from here? We have already seen on the Lynk & Co 900 what seems to be an evolution of the Infinite Light.

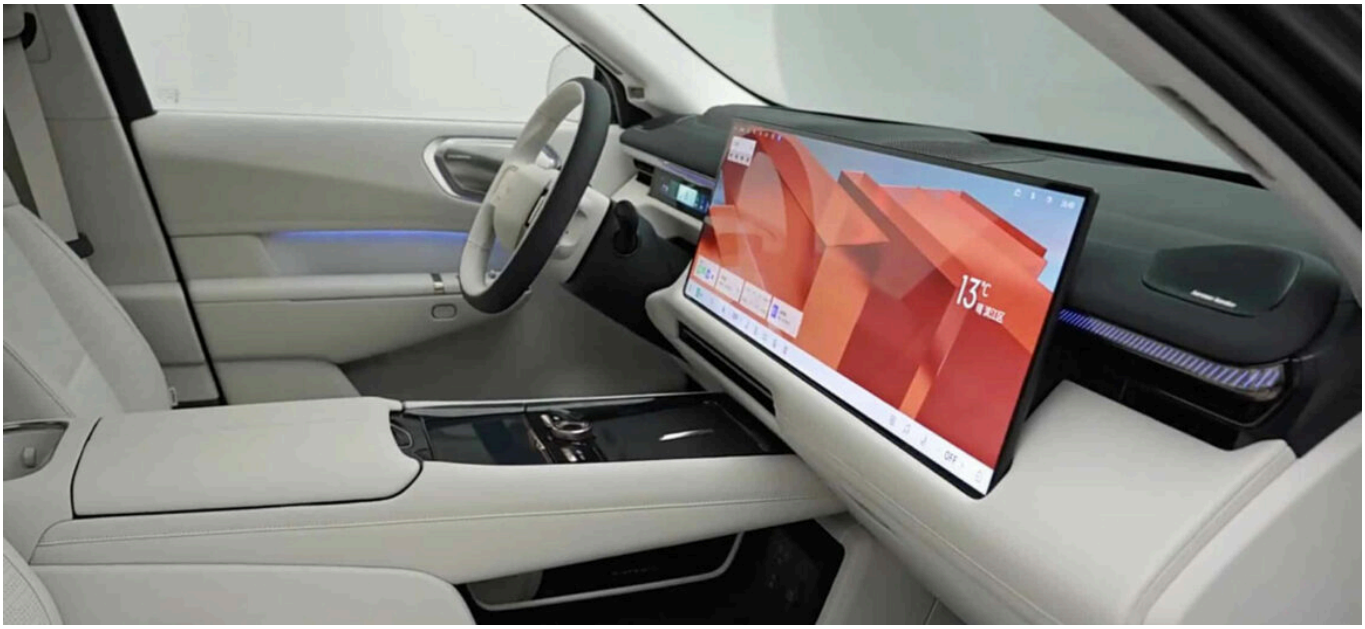
Eileen: The lighting feature in the 900 is more of an evolution of the 08 and 07 rather than the 02, as they belong to different design sectors.

The 900 approach is more advanced than what we used in the 08 and 07. We introduced laser-etched patterns on a PVD-coated surface behind a 3D 2K mold structure. Additionally, the speakers feature backlit PVD accents.

Our goal was to create a 3D pattern under a clear lens to enhance depth perception. Even when the lights are off, the structure remains visually appealing. But when illuminated, it delivers a highly technical and futuristic feel.

Moving forward, we will continue designing lighting features that not only elevate the aesthetic but also enhance the overall interior storytelling.

And right now, we're already cooking up the next evolution of Infinity Light—so stay tuned!



Interior News

Xpeng Short Interview, and Xpeng G9 Interior Update

INTERIOR NEWS

PANDA & COQ'S JEREMIE LI, XPENG'S ROMAIN CAUBET (J. LI IMAGE)

By Philippe Aumont

DVN attended a conference of the Panda & Coq club in Paris, aiming at helping French and Chinese to meet and understand each other better. The theme of last week's meeting was Xpeng, presented by Romain Caubet, Xpeng Motors' Head of Business & Sales Development for France & Eastern Europe.
Here's a bit more about Xpeng and its development in Europe

What is Xpeng's background? He Xiaopeng, founder of Xpeng, created a search engine in 1998. Alibaba acquired it for several billion dollars. Integrated into Jack Ma's group, Mr. He became one of Alibaba's leaders.In 2014, Mr. He left Alibaba to create Xpeng, as a car manufacturer. Xpeng is based in Guangzhou. Today, the company has 27,000 employees, has developed and commercialized vehicles with emphasis on software, fast charging, and autonomous driving.Xpeng maintains a close collaboration with Alibaba, which holds 7 per cent of its capital, as well as with Volkswagen, a 5-per-cent shareholder. Xpeng is currently valued at USD $20bn on Nasdaq.

Does Xpeng have other activities? Yes, we'll also develop and produce robots and other product families where software is so important. That's why our vehicles are real computers on wheels; SDV was a natural start to architecture of Xpeng vehicles.

Why set up in Europe? Xpeng started from the North of Europe (Sweden, Norway, Denmark, and Netherlands), where the market is more open to EVs. In France, several Chinese manufacturers have set up sales—MG as entry level, BYD as middle segment, and Xpeng identifies the premium vehicle segment as an opportunity to enter.In addition, the French have a very technical automotive culture. Xpeng, recognized for expertise in software, artificial intelligence and embedded technologies, sees a relevant market there, even if the brand does not rely on traditional mechanics.

What does fast charging mean for you? It means 500 km of autonomy to be recharged in 20 minutes (350 kW).

How do you handle autonomous driving, like on motorways? Through co-development with Nvidia, and 27 camera sensors, we developed an efficient and cost effective solution, with no Lidar.

What are your sales at the moment? Xpeng sold 200,000 vehicles in 2024, 40 per cent of which outside of China. In France, where we started in 2024, we have 5,000 vehicles as a target for 2025

Which OEM do you see as your main competitor? Xiaomi and Li Auto, as Premium and Technology vehicles.

What's to be done about Europeans' mistrust? Chinese brands still suffer from a lack of premium image. Xpeng is actively working to build a solid reputation by focusing on the speed of recharging and the reliability of its autonomous driving.Its modern design, combined with quality materials, reinforces its attractiveness. Compared to Tesla models, Xpeng stands out with a very competitive quality-price ratio.

What kinds of adaptations have been needed for the European market? One of the main adaptations concerns ADAS, because European regulations are very specific. Xpeng has a very efficient software engineering team, capable of responding quickly to the requirements of the European market. Eventually, the company plans to create an engineering team in Europe to better adapt to local regulations.

What is the marketing strategy? Unlike traditional manufacturers, Xpeng relies on online marketing to promote its models. The brand collaborates with French YouTubers who carry out tests and share their experience with the general public.

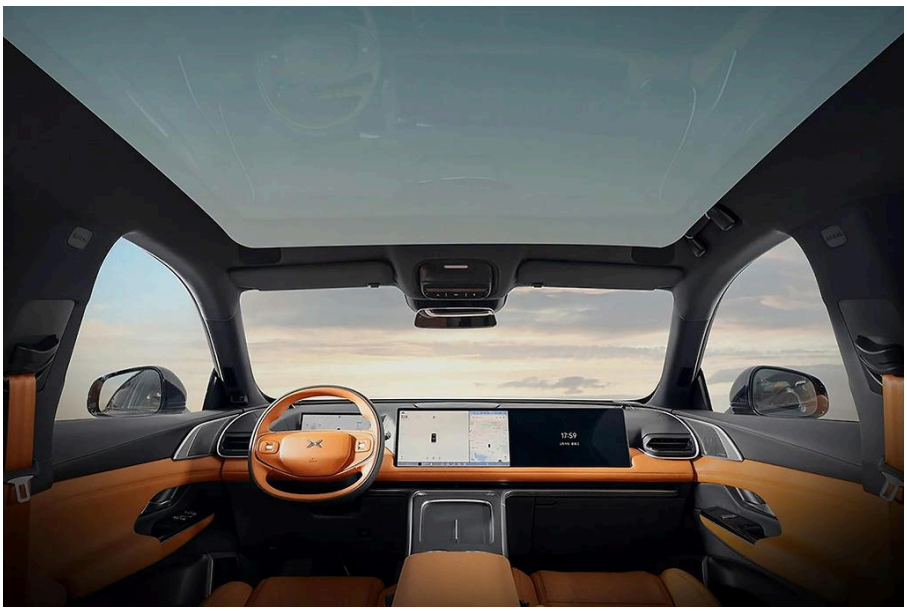
Which model are sold in Europe and in France? The G6 midsize SUV and G9 full-size SUV.

G6 – G9 (XPENG IMAGES)

Xpeng announced that the 2025 refreshed Xpeng G9 model has officially arrived at stores in 214 cities across China.

According to Xpeng Chairman He Xiaopeng, the refreshed model features 66 upgrades and serves as Xpeng 's top SUV, showcasing its latest intelligent technology and advanced E/E architecture.
The 2025 Xpeng G9 retains the design of the current model, featuring the X-bot Face 3.0 design language. It measures 4,891L × 1,937H × 1,680H mm, with a wheelbase of 2,998mm.

Inside, there's a dual-14.96” central display powered by a Qualcomm Snapdragon 8295P chip, offering enhanced processing power for multi-screen interaction, cross-device connectivity, and smart controls. It also comes with a 10.25” digital instrument cluster and high-level intelligent driving assistance system.



The interior upgrades include a Microfiber headliner, 95 per cent soft-touch materials, and Nappa leather seats with a 12-layer ergonomic structure and an industry-first acupressure massage design. Both front and rear seats feature ventilation, heating, and a ten-point massage function. A three-layer silver-coated sunroof reduces cabin temperature by 8°C and blocks 99.99 per cent of UV rays. Additional enhancements include power-closing doors, a hands-free tailgate, and new 20” five-spoke wheels.

The SUV offers single-motor and dual-motor all-wheel-drive variants, with the single-motor model producing 258 kW, while the dual-motor version delivers a combined 423 kW. Equipped with either a 79 kWh or 93.1 kWh battery, the G9 achieves a CLTC range of up to 725 km.

Luminit HOE: New Opportunities for HUDs

INTERIOR NEWS

Headquartered in Torrance, California, Luminit is a privately held company of integrated optical solutions experts. Thethey specialize in technologies that reshape and direct light for a broad range of applications, including LED lighting, architectural lighting, biomedical illumination, semiconductor metrology, aerospace, automotive, laser systems, and display technologies. Luminit's Light Shaping Diffusers® and Holographic Optical Elements (HOE) are key components in the fields of AR, wearables, and automotive display technologies. The company's expertise extends to designing and manufacturing Light Shaping Micro Optics for emerging applications like lidar, 3D sensing, and time-of-flight (ToF) systems.

LOW-COST WINDSHIELD DISPLAY FILM AT CES 2025 (LUMINIT IMAGE)

A major advancement enabled by HOEs is the development of fully panoramic HUDs (**as we've reported in DVN Interior**), which extend across the entire width of a windshield. Unlike traditional HUDs that are limited to a confined projection area, HOE-based technology allows for seamless, wide-field displays by leveraging the unique optical properties of holographic films.

By enabling the generation of a virtual image distance up to infinity, the focal distance of the projected image matches the viewer's focal distance of the objects past the windshield. Essentially, the images produced by the HUD appear to be in-plane with the outside environment, allowing the driver to view them simultaneously without having to refocus the eye.

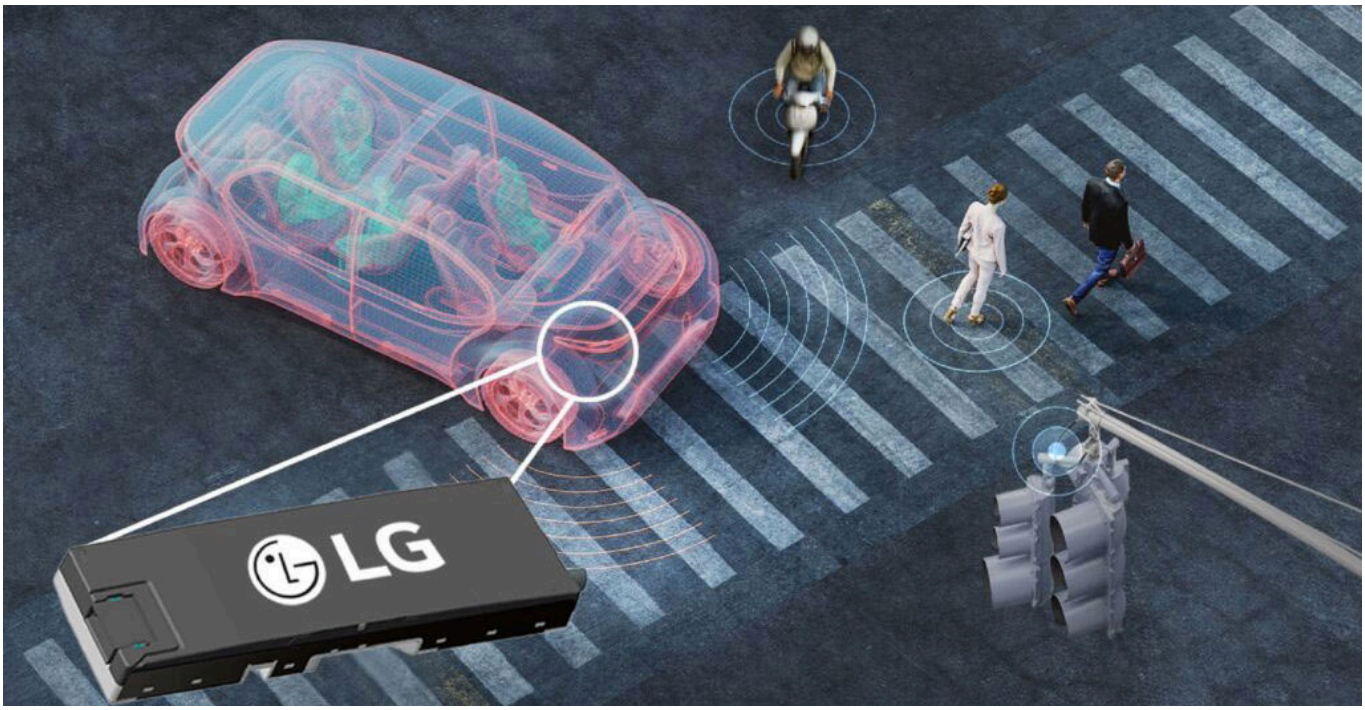
This feature, when provided with information from predictive software paired with input from on-vehicle sensors, can make it possible to create, for example, navigation overlays to convey directions in real time—imagine a visual prompt which indicates the street for the next turn on the route, which apparently grows closer upon approach to the intersection, yet does not obstruct the view of the surroundings or require the driver to look away from the road, as with current navigation via on-dashboard screens. Thus, drivers are able to retain their situational awareness and respond more quickly to changes such as pedestrians walking into the road or a vehicle swerving into their lane.

Using roll-to-roll replication platforms, Luminit can scale production to address high-volume requirements in the automotive and consumer AR markets. Recorded on thin holographic photopolymer film, the holograms have properties that are wavelength- and angle-selective.

With companies like Luminit progressing in panoramic, electrochromic-integrated HUD technology, the future of vehicle displays is moving towards more immersive, high-contrast, and dynamically adaptable systems. Luminit will exhibit at the upcoming **DVN Interior Workshop** in Köln on 8-9 April.

LG Smart Home Revolution: Car Interior Incursion!

INTERIOR NEWS



LG IMAGE

Seamless transition between your different worlds, like home, office and car. The whole idea of car interior design is to perceive it as home. That's what LG did, as expert in both domains. As you enter the vehicle, the dashboard becomes a smart display, your playlist starts automatically, and the lighting adjusts to your mood. This isn't a vehicle anymore – it's your smart home on wheels.

LG VS signals a serious move into the automotive sector, using the company's expertise in displays, batteries and infotainment systems. LG's decision to establish VS as a 'smart life solution company' is a strategic move to redefine vehicles as 'living spaces on wheels'. Central to this initiative is LG αWare (AlphaWare), an innovative SDV solution designed to transform the in-car experience. By integrating entertainment systems with a comprehensive operating system, LG aims to extend the smart home concept into the automotive space, offering a distinctive user experience.

The company has focused on the development of SDVs, working to create immersive, personalized in-vehicle experiences. Its vision of the 'living space on wheels' is particularly noteworthy, with products such as PlayWare and MetaWear aiming to transform cars into multifunctional spaces for entertainment, work and relaxation.

LG's consumer-electronics expertise, with a 16.7-per-cent share of the global TV market and their webOS holding 7.4 per cent of the smart TV OS market, provides a strong foundation for their automotive ambitions. By leveraging its expertise in creating user-friendly interfaces and connected ecosystems, LG is well positioned to enhance the in- vehicle experience. Integrating webOS into vehicles enhances connectivity and entertainment, reflecting LG's seamless smart life ecosystem strategy.

LG's technology stack includes digital instrument clusters; AI-driven voice control; IoT connectivity, enabling seamless integration with mobile devices; and integrated media streaming services, which Hyundai was able to tailor to the in-cabin experience.

LG not only enhances the in-car experience but also creates a seamless extension of the smart home ecosystem, enabling users to control various home devices directly from their vehicle's interface. Focusing on expanding content offerings through webOS in the automotive space allows the manufacturer to tap in to new revenue streams from subscription services and advertising, solidifying its position at the intersection of home and automotive technology.

XR is Game Changer for BMW's Vehicle Development

INTERIOR NEWS

BMW IMAGE

Although artificial intelligence is still riding an almost endless wave of hype, it is by no means the only technology driving digital change in the automotive industry.

The keyword is spatial computing. This term refers to the merging of physical and digital worlds with the help of mixed reality technologies, creating completely new interaction possibilities. VR goggles - which are already a routine part of everyday working life for many IT experts but often cause at least a small wow effect for the inexperienced - open the doors to digital worlds and interactive 3D environments, which the OEM makes use of.

A real enabler, according to Torsten Schmitt, who is responsible for digital user experience models at BMW, is the use of XR devices, which allow the high-resolution display of digital content familiar from VR glasses to merge with the real world. And the state-of-the-art glasses are paying off: As if it had been waiting all along for its grand entrance, the BMW 7 Series appears in space when the devices are put on and gives a deep insight - from the geometry and surface to material and lighting themes, designers and developers can navigate through variants of the vehicle or perform additional interactions, such as opening the vehicle doors to take a look inside, at displays and equipment.

Technologies such as virtual and augmented reality support vehicle development at the car manufacturer throughout all development phases. As early as the concept phase of vehicles, innovations from the pre-development teams are tested and optimized for customer effectiveness using XR.

The focus of the user experience models is on design-technology convergence, explains BMW expert Schmitt. Here, teams of BMW developers and designers work together on the realization of the design target image, taking into account the functional and property goals to be achieved. This process ranges from architecture-related issues in the early phase to precision issues in the detail area. The advantages that become apparent during development illustrate the great potential of mixed reality technologies. The reduced dependence on time-consuming and cost-intensive hardware models enables a decisive increase in speed. For example, the data collected during vehicle development can be updated much faster, so that model presentations are always up to date.

VW ID.Every1 is Simple, Functional, Electric

INTERIOR NEWS

VW IMAGES

The Volkswagen ID.Every1, which will be produced from 2027, is part of the group's comprehensive plan for the future. This, called "Future Volkswagen", includes a series of new EVs thanks to an agreement concluded at the end of December 2024 between Volkswagen AG and their employees. The vision behind this plan is to combine economic stability, employment and technological leadership in sustainable mobility. Volkswagen aims to become the most technologically efficient high-volume manufacturer by 2030. The goal is to launch vehicles that are safe, innovative and popular.

The Volkswagen ID.Every1 reaches a top speed of 130 km/h with its 70 kW (95 hp) electric motor. It offers a range of at least 250 km. With its 3,880-mm length, the car is positioned between the up! model (3,600 mm), the ID.2all (4,050 mm), and the current Polo (4,074 mm). The ID.Every1 should be priced at around €20,000, versus the ID.2all at less than €25,000.

It can accommodate four people and offers a trunk with a considerable capacity of 305 L. It looks modern and functional, with a large central touchscreen and a simplified interface. The interior stands out for its design between simplicity and functionality. The new modular platform allows it to maximize space while maintaining compact dimensions. The lounge seats are made from recycled materials such as fabrics from PET bottles. It has a refined dashboard, and a sliding central console serving as an armrest, but also multi-function storage. The rear seats are fully folding, offering a flexible and secure transport space.

In terms of design, it features "clear and refined shapes", a large front window, a roof sloping in the middle "which is generally found on sports cars", with this digital tablet in the passenger compartment, describes Volkswagen.

Hyundai Ioniq 5's Sustainable and Innovative Features

INTERIOR NEWS

HYUNDAI IMAGES

The Ioniq 5 is built on Hyundai Motor Group's dedicated BEV architecture called Electric-Global Modular Platform (E-GMP), enabling it to have special proportions on an elongated wheelbase. With E-GMP, the Ioniq5 offers innovative interior design with eco-friendly materials in many touchpoints, strong performance mated with ultra-fast charging and a Vehicle-to-Load (V2L) function, as well as advanced connectivity and driver assistance features that will offer in-car experience while also ensuring safety.

The long, 3,000-mm wheelbase allowed Hyundai designers to apply a 'Living Space' theme to the interior, rather than a conventional car design theme. This includes the Universal Island, a moveable center console that can slide back as much as 14 cm, allowing more freedom of movement inside the vehicle. The armrest of the sliding console also helps accommodate elbows of short and tall drivers. The open console also packages cup holders, a 15-watt wireless phone charger, and USB ports. The base of the console is big enough to hold a large handbag or a drive-through bag of food.

The console’s adjustability, flat floor, and gear selector located behind the steering wheel allow easier driver access if shoehorned into a narrow spot. Or just use the automated Remote Smart Parking Assist parking feature to solve the problem.

E-GMP additionally maximizes interior space through its short front and rear overhangs and slim cockpit module.

The car has electrically-adjustable front seats which can recline to the occupant's optimum angle to offer a weightless feeling and support for the lower leg. In addition, the model's electrically adjustable rear seats can slide up to 135 mm forward and backwards.

The wide, configurable, dual cockpit features a 12-inch, full-touch infotainment screen and a hoodless 12-inch digital gauge cluster that can be customized to meet customers' needs. It is very slim thanks to the rearrangement of HVAC components.

For the first time from Hyundai, the Ioniq5 features an Augmented Reality Head-Up Display (AR HUD), essentially turning the outside world into a display. Drivers can choose to use AR technology to project relevant information, such as navigation, advanced safety and the car's surroundings, to their line of sight across the windshield. Apple CarPlay and Android Auto allow to mirror the functionality of an iOS or Android smartphone in a simplified and convenient manner. Meanwhile, the centre console enables occupants to charge their smartphones with a wireless charging pad or five USB ports.

Hyundai is offering the latest version of their upgraded Bluelink® connected car services that deliver a range of new features and allows customers to control their car with their smartphone or voice to make their drive more convenient and enjoyable. It also features a premium Bose sound system. Its eight speakers, including a subwoofer, are strategically placed throughout the vehicle for a high-quality listening experience.

Many of the interior touchpoints - seats, headliner, door trim, floor and armrest - use eco-friendly, sustainably sourced materials. These include recycled PET bottles, plant-based (bio PET) yarns and natural wool yarns, eco-processed leather with plant-based extracts, and bio paint with plant extracts. Working with a network of partners, Healthy Seas ensures plastic waste is recycled into new materials in a circular economy. Reclaimed fishing nets and other nylon waste are transformed by Aquafil into Econyl®, a regenerated nylon yarn that can, in turn, be used to make new sustainable products. The Ioniq5's floor mats use it.

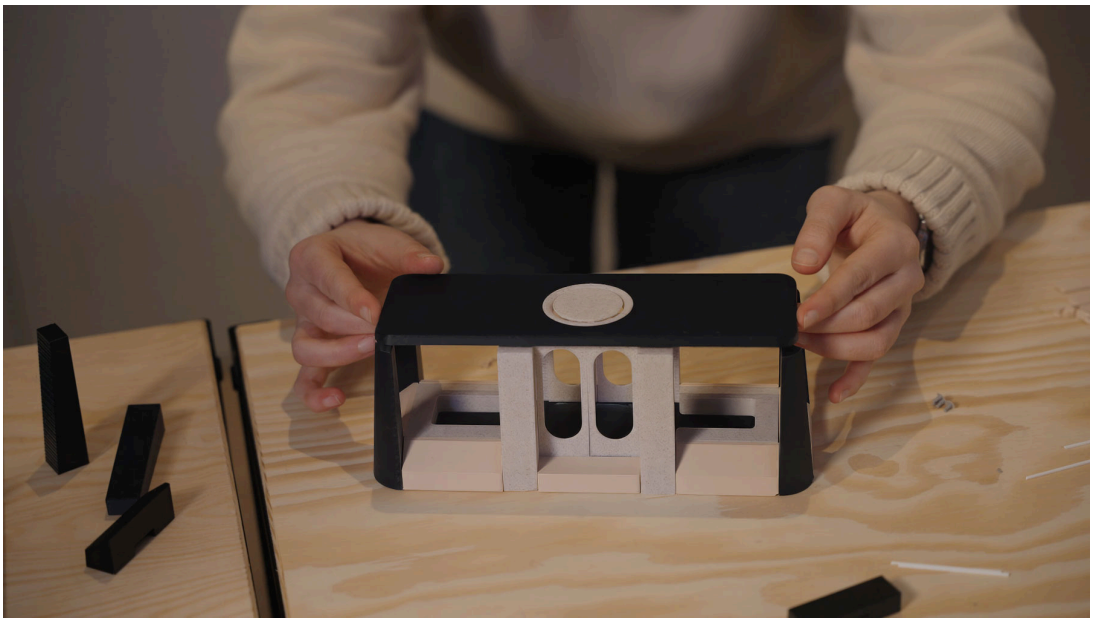
The car has the Hyundai SmartSense, the company's advanced driver assistance system, which ensures a high level of safety and convenience on the road. It includes many ADAS, including Driver Attention Warning (DAW).

The Ioniq5's E-GMP can support both 400- and 800-volt charging infrastructures. With a 350-kW charger, the battery can charge from 10 to 80 per cent in just 18 minutes. It can also be equipped with an optional solar roof, which improves energy efficiency by providing an additional power source.

The Design Lounge

New Territory: Bridge Between Aviation to Automotive

THE DESIGN LOUNGE



NEW TERRITORY IMAGE

New Territory's Oklahoma-based creative studio announced the launch of an automotive division, marking a new phase in automotive and e-mobility design. New Territory is a globally operating digital studio specializing in the design, development and growth of high-quality web and graphic projects.

With a reputation in transport design, the studio is set to blend its experience in aviation, rail and beyond to create new vehicle interiors and customer experiences.

The new division will be spearheaded by the founder and former head of design at Virgin Atlantic, Luke Miles, who brings extensive experience and a visionary approach to transportation interiors.

Miles' leadership will be complemented by the support of associate creative director Simon Chuck, who brings more than a decade of experience and perspective of the automotive industry working with the likes of NIO and Ford.

The launch of the automotive division will allow the studio known for recently designing interiors for Delta Air Lines, Aeromexico, Airbus and HS2 trains, to leverage its brand intelligence platform to provide automotive brands with unique customer data-driven insights. This will help build a comprehensive picture of brand affinity, informing investment in the right areas and creating brand differentiation for drivers and passengers.

Commenting on the launch of the new division, NewTerritory founder and director, Luke Miles said: "As vehicles become more autonomous and the transition to electrification accelerates, both legacy vehicle manufacturers and emerging e-mobility start-ups are struggling to create differentiation that resonates with consumers. Traditionally, much of this differentiation came from the powertrain, but as this becomes increasingly electrified and more autonomous features are introduced, we need to take a different approach.

We believe design and brand experience must now focus on creating signature moments that consumers clearly associate with a brand. This is a challenge we've been addressing in the aviation and rail industries, where consumers often perceive all planes and trains as the same. To stand out, each brand must offer a distinctive experience that goes beyond the functional object, and we believe the same principle applies to the future of automotive design."

The automotive division operates out of a state-of-the art multi-million-pound studio in Clerkenwell, London, housing the latest in innovative design technology. Several high-profile projects are already underway working with major automotive manufacturers, autonomous vehicle technology companies and last-mile delivery brands including Ford, Mercedes-Benz AG, EAV and Terraline.

News Mobility

Samsung, Kia SmartThings Pro Pact

NEWS MOBILITY

KIA IMAGE

Kia has formalized a partnership with Samsung Electronics to enhance the digital ecosystem of their Platform Beyond Vehicles (PBVs) for business customers through the SmartThings Pro platform. The partnership builds on a strategic technology agreement signed in September 2024 between Hyundai Motor, Kia, and Samsung.

The collaboration will see the integration of Samsung's SmartThings Pro platform into Kia's PBV mobility solutions, which are designed to integrate fit-for-purpose EVs with advanced software solutions.

SmartThings Pro, a B2B management platform, allows businesses to enhance mobility experiences by offering energy efficiency and integrated space management. It connects devices, solutions, and services across various commercial settings, from residential buildings to office spaces and retail establishments. With this latest integration, business owners using Kia PBVs can connect their vehicles to external workspaces and automate operational routines. Users will be able to manage store functions such as air conditioning, signage, and appliances remotely through SmartThings Pro, improving convenience and efficiency.

For operating multiple unmanned stores or shared lodgings, Kia PBVs equipped with SmartThings Pro will enable real-time remote management. Users can also receive notifications about abnormal activity, device failures, and maintenance needs. Furthermore, the system facilitates automated check-ins and check-outs while optimising energy use when spaces are unoccupied.

The SmartThings Pro offers proactive task management, providing advance notifications for consumable replacements and maintenance tasks based on the PBV's destination. Kia PBV division head Sangdae Kim said: "Kia PBVs are designed to be more than just vehicles, they are intelligent business solutions that connect seamlessly with digital ecosystems."

Geotab's AI-Vision Safety Sensor to Reduce Collisions

NEWS MOBILITY

HARMAN IMAGE

Geotab has launched GO Focus, an AI-powered safety sensor aimed at enhancing driver safety while addressing privacy and compliance requirements. The device integrates with Geotab's existing GO Device to offer targeted video insights, capturing only essential events to aid in safety and accident investigations.

GO Focus is specifically designed for fleets operating under privacy regulations or labour agreements that prohibit inward-facing cameras.

With a road-facing sensor, no microphone, and no removable storage, the device ensures that safety insights are gathered without infringing on driver privacy.

For organizations restricted from using in-cab video, GO Focus provides a compliant alternative to monitor safety risks. The system identifies unsafe following distances, enabling fleet managers to detect and address potential hazards. In the event of a collision, the forward-facing sensor automatically records and uploads footage, ensuring that key incidents are documented.

In a collaborative effort to further enhance driver safety, Geotab and Vitality have established a joint venture (JV). This partnership combines telematics data with behavioral science to create a unique solution aimed at improving driver safety and well-being. The JV's initial offering grants fleets access to a behavior change platform that employs Vitality's proven toolkit to incentivise and reward safe driving.

The program is designed to yield lasting improvements in driver performance, reduce accident-related costs, and decrease fleet risks, contributing to safer and more efficient fleet operations.

The joint offering from Geotab and Vitality aims to empower organizations with data-driven insights, positive driver coaching, and a rewards system to mitigate these risks and lower expenses.

General News

EcarX Digital Cockpit Solutions for VW, Škoda Cars

GENERAL NEWS

ECARX IMAGE

EcarX technology provides solutions for next-generation smart vehicles, from the system on a chip (SoC), to central computing platforms, and software, including cockpit solutions

Founded in 2017, EcarX now has over 1,800 employees based in 12 major locations in China, and abroad. One of the founder is Eric Li (Li Shufu), also the founder and chairman of Geely, with ownership interests in many brands including Lotus, Lynk & Co, Geely Galaxy, Polestar, Smart, and Volvo Cars.

On March 6, EcarX Holdings announced a strategic partnership with Volkswagen Group to provide advanced smart digital cockpit solutions for vehicle models under Volkswagen and Skoda brands worldwide.

Under the agreement, EcarX will provide Volkswagen Group with the Antora® 1000 computing platform and Cloudpeak® cross-domain software architecture, delivering a comprehensive intelligent cockpit solution.

The first batch of models featuring these technologies will be launched in Brazil and India, with plans for further expansion into additional high-growth markets. Both companies aim to set new standards for intelligent user experiences, scaling the solution globally in the future.

The Antora® 1000 computing platform is ecarX fourth-generation digital cockpit computing platform, based on the SE1000 7-nm high-performance System-on-Chip (SoC) from SiEngine.

EcarX said this collaboration will significantly enhance the smart cockpit experience for Volkswagen and Škoda brands' customers worldwide, elevating their intelligent mobility experience.EcarX technology provides solutions for next-generation smart vehicles, from the system on a chip (SoC), to central computing platforms, and software, including cockpit solutions

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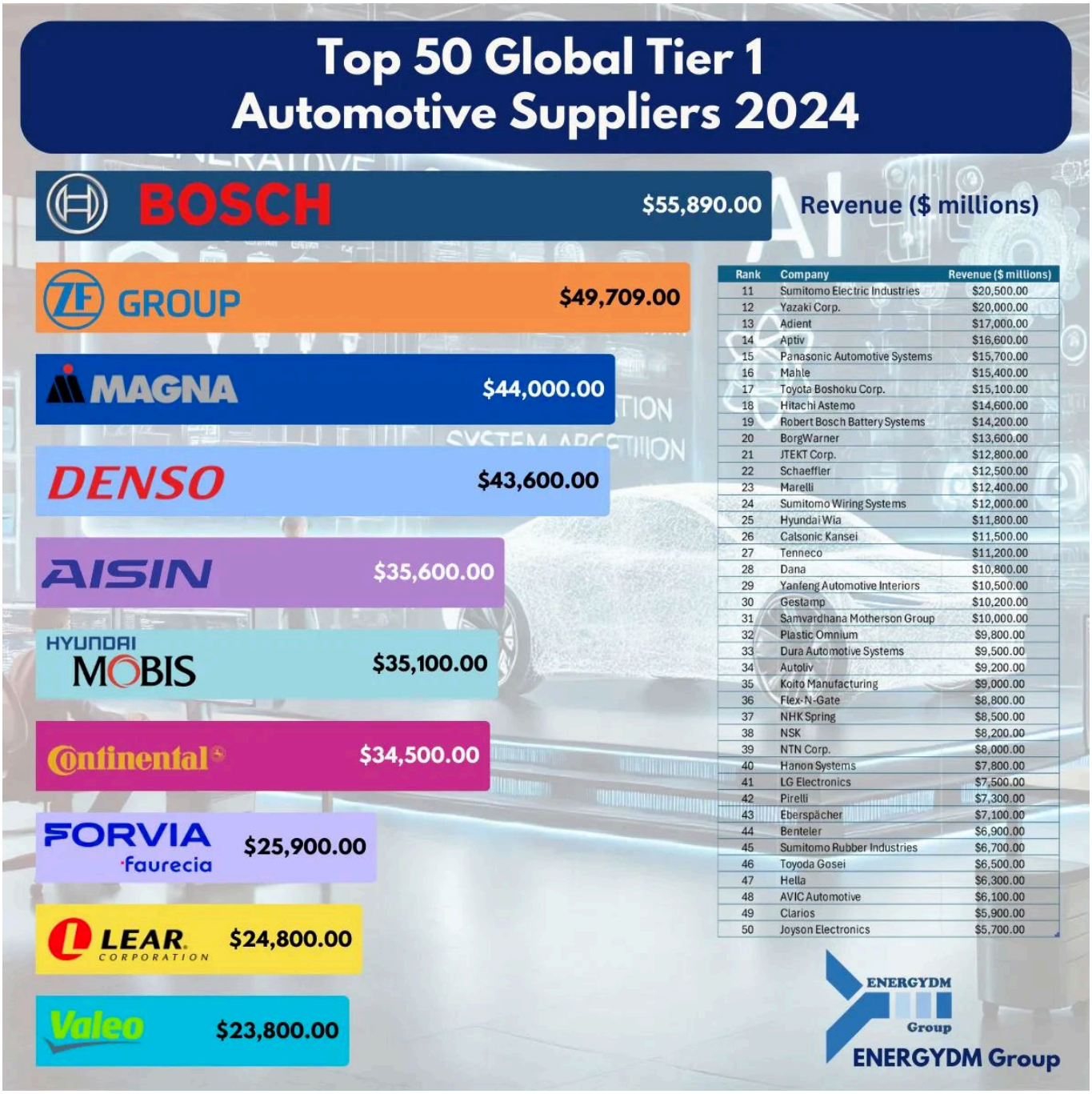
Top 50 Automotive Suppliers

GENERAL NEWS



Rank	Company	Revenue ($ millions)
11	Sumitomo Electric Industries	$20,500.00
12	Yazaki Corp.	$20,000.00
13	Adient	$17,000.00
14	Aptiv	$16,600.00
15	Panasonic Automotive Systems	$15,700.00
16	Mahle	$15,400.00
17	Toyota Boshoku Corp.	$15,100.00
18	Hitachi Astemo	$14,600.00
19	Robert Bosch Battery Systems	$14,200.00
20	BorgWarner	$13,600.00
21	JTEKT Corp.	$12,800.00
22	Schaeffler	$12,500.00
23	Marelli	$12,400.00
24	Sumitomo Wiring Systems	$12,000.00
25	Hyundai Wia	$11,800.00
26	Calsonic Kansei	$11,500.00
27	Tenneco	$11,200.00
28	Dana	$10,800.00
29	Yanfeng Automotive Interiors	$10,500.00
30	Gestamp	$10,200.00
31	Samvardhana Motherson Group	$10,000.00
32	Plastic Omnium	$9,800.00
33	Dura Automotive Systems	$9,500.00
34	Autoliv	$9,200.00
35	Koito Manufacturing	$9,000.00
36	Flex-N-Gate	$8,800.00
37	NHK Spring	$8,500.00
38	NSK	$8,200.00
39	NTN Corp.	$8,000.00
40	Hanon Systems	$7,800.00
41	LG Electronics	$7,500.00
42	Pirelli	$7,300.00
43	Eberspächer	$7,100.00
44	Benteler	$6,900.00
45	Sumitomo Rubber Industries	$6,700.00
46	Toyoda Gosei	$6,500.00
47	Hella	$6,300.00
48	AVIC Automotive	$6,100.00
49	Clarios	$5,900.00
50	Joyson Electronics	$5,700.00

Energydm is a US Market Research company. They recently published their 2024 Top Automotive Suppliers list – in revenue, highlighting the race for innovation, with key suppliers heavily focused on autonomous driving, ADAS, smart cockpits, AI in-vehicle integration (voice control, displays, 5G, etc).

The ICE era fades, and software-defined vehicles take over. The list also reflects the growing importance of electronics and software. Bosch remains the undisputed leader with strong R&D investment and broad product portfolio across powertrains, ADAS, software, and electrification.

ZF Group maintains a solid position with transmissions, chassis systems, safety and electrification solutions, competing closely with Bosch in powertrain and mobility solutions.

Magna International continues to be a key player in vehicle assembly, body structures, and e-powertrain technologies, and including seating and interior solutions.

Denso, Aisin, and Hyundai Mobis bring Asia's leadership in electronics, sensors, thermal management, and hybrid systems.

Forvia and Lear are very strong seating suppliers with extended electronic portfolio. Forvia also includes cockpit, smart mobility and lighting.

Valeo represents electrification, sensing, thermal, visibility. Top 10 includes 5 Europe based companies, 3 from Asia, 2 from North America. None from China…yet!