

Editorial

Auto Shanghai, Where It Happens!



DVN IMAGES EXCEPT AS NOTED

China's annual major auto show this year was a showcase for the rise of ever-cheaper, ever-better EVs and more confident local brands in the world's biggest market for cars.

Chinese automakers are now the benchmark; they have surpassed most of their western counterparts. The pace of innovation there seems to have quickened, with new products launched, partnerships announced, and viral videos everywhere.

This week's newsletter is focused on what the DVN team witnessed there. The products are amazing. Chinese customers love electronics, touchscreens, stylish things, comfort, personalization, and features-features-features!

One of the takeaways is that people are voluntarily spending a significant amount of spare time in their car relaxing while parked (while charging, or simply for a nap), and that reflects in the interior features. It includes relaxing seats, audio, lighting, camping modes, displays everywhere (rear, visors, consoles...), gaming, and the like.

In-car experiences, and new levels of luxury are evident in most of the vehicles, including already well-known brands, like BYD, Geely, Chery, Nio, and Leapmotor, as well as European brands trying to become Chinese (VW, Audi), and digital heavies like Huawei and Xiaomi.

If you're not present in China yet, or not convinced, come attend the DVN-EAC cooperative event, Enmore, in Hangzhou next month. [Details here](#). Looking forward to seeing you there!

Sincerely yours,

Philippe Aumont
DVN-Interior General Editor

In Depth Interior Technology

Shanghai Autoshow 2025, World Stage for Automotive



At Auto Shanghai 2025, Chinese automakers showcased a diverse array of innovations, emphasizing advancements in electric vehicles (EVs), intelligent technologies, and global market strategies. Here's an overview of key highlights:

BYD, currently the world's leading EV manufacturer, took a measured approach at the show. They unveiled models that target specific niches, rather than a broad new model range.



The Yangwang U8L is an extended version of the large luxury SUV from BYD's premium division. The U8L has been stretched by 20 cm to offer a more spacious and opulent six-seat configuration, with four individual rear seats.



The U8L offers a three-row, six-seat layout, providing ample space for passengers. The second-row seats are designed to be spacious and comfortable, while the third-row seats offer additional seating capacity without compromising on comfort. The interior is crafted with high-quality materials, including Nappa leather upholstery, ensuring a luxurious feel throughout the cabin. The design emphasizes elegance and sophistication, aligning with the vehicle's premium positioning.

The Seal 06 DM-i wagon is a new plug-in hybrid estate that expands the company's Ocean Series lineup. It keeps the 'Ocean' styling while enhancing versatility with a longer rear section for increased cargo space.



Embracing BYD's 'Ocean Aesthetics', the cabin features flowing lines and a minimalist layout, creating a serene driving environment. A prominent curved OLED touchscreen serves as the central hub for connectivity, infotainment, and driver assistance systems, enhancing user interaction.



A big sunroof floods the interior with natural light, contributing to an airy and open ambiance.

High-quality materials are used throughout the cabin, offering a premium tactile experience and elevating overall comfort and ergonomically designed seats provide ample support, ensuring comfort during extended journeys.



BYD 07 DM-I

BYD also announced plans to put up thousands of new charging stations across China. This initiative aims to bolster the domestic EV infrastructure and support BYD's expansion into international markets)

Nio highlighted luxury and innovation by showcasing the interiors of their three brands: Nio, Onvo, and Firefly. Here's a focused look at the interior features of their latest models:



The Nio ET9 stands out with its ultra-luxurious four-seat configuration, emphasizing comfort and advanced technology. It features a full-length executive center console crafted from a single piece of sycamore wood, housing features like fold-out tables with vanity mirrors, wireless chargers, and a 10-liter temperature-controlled drawer. A 4D digital cockpit, that synchronizes seat movements with media content.



There are Nappa leather seats with 14-layer foam construction, heating, ventilation, a 16-point hot stone massage, and customizable fragrance systems. Seats recline up to 135°, with leg and armrest heating.

A 48-inch 5K OLED screen spans the dashboard, complemented by a 15.6-inch center screen and dual 14.5-inch HDR rear screens. An AR head-up display provides additional driving information.



ALyra sound system with 35 speakers delivers 2,800 W of audio power, featuring Dolby Atmos compatibility and active noise cancellation. Its SkyRide Suspension is an intelligent chassis system integrating steer-by-wire, rear-wheel steering, and full active suspension.





The Onvo L90 caters to families seeking spaciousness and practicality, with ample cabin space to accommodate family needs, intuitive controls and storage solutions to enhance daily usability. The L90 emphasizes passenger comfort with ergonomic seating and climate control systems.



The first model in Nio's Firefly sub-brand offers a premium experience in a compact form: a modern dashboard with horizontal center screen and a minimalist design, aligning with Nio's design language. Advanced safety includes nine airbags, including dual-chamber units and curtain airbags extending to the rear seats. Versatile storage involves a 92-liter trunk with drainage, and a rear cargo area expandable to 1,250 liters with fold-flat seats. The cabin also features twenty-seven storage compartments designed to accommodate various daily travel needs.

The new model comes equipped with Nio's proprietary smart operating system, including the Lumo voice assistant capable of understanding complex commands. A 256-color ambient lighting system, 7.1 Dolby surround sound, and a custom 'Forest Morning' scent enhance the in-car environment.

Nio announced also the international launch of the Firefly brand, targeting 16 markets, including the Netherlands, Norway, and Costa Rica, focusing on compact smart EVs for urban mobility.

Xpeng unveiled significant updates to their vehicle lineup, emphasizing advancements in AI-driven technology and lower prices. The refreshed G6, a midsize electric SUV, debuted with over 80 improvements. The interior has a 10.25-inch digital instrument cluster and a 15.6-inch infotainment display powered by Qualcomm.



The interiors feature a minimalist design with a large central touchscreen and streamlined controls, a spacious front seating area with premium materials and a panoramic sunroof.

Xpeng introduced their proprietary Turing AI smart driving system, now standard across all G6 and G9 models. This system enables assisted autonomous driving on public roads without relying on lidar, instead using millimeter-wave radars and cameras.

Their experimental flying car, the AeroHT Voyager X2, drew significant attention.



The automaker also revealed plans to enter 60 international markets by 2025, aiming to revamp their product lineup to cater to global market needs.



Lynk & Co unveiled their flagship SUV, the 900, and showcased their latest innovations and design philosophies. The 900 is a premium PHEV SUV designed to compete in the large SUV segment.



Interior features include a spacious 2+2+2 seating layout, a 30-inch 6K central display powered by the Qualcomm and a minimalist two-spoke steering wheel.

The vehicle supports features like navigate on autopilot (NOA) for both highways and urban roads. Second-row seats capable of 180° rotation, enhancing passenger comfort and connectivity. Innovative storage compartments, including a slide-out fridge accessible from the second row.

Beyond the vehicle launch, Lynk & Co's booth, themed "Urban Playground," showcased the brand's commitment to innovation and user engagement.

The booth's unique design earned it both the Muse Award and the French Design Award.

Lynk & Co merged with sister brand Zeekr in February 2025, forming the Zeekr Group. This merger aims to expand their global footprint, with plans to establish over 200 overseas stores by the end of the year, focusing on Europe, the Middle East, and East Asia.

Geely's Zeekr brand launched the 9X SUV, with a 400-km electric-only range, positioning it competitively against full EVs. This move aligns with China's growing demand for long-range hybrid vehicles.





The **Geely Galaxy Starship 7 EM-i** was shown, as well. The dashboard architecture mirrors that of the E5 and e.MAS 7, but introduces a more symmetrical center console and revised HVAC vent placement. Multifunction controls and HVAC buttons have been repositioned lower down for improved ergonomics.

Changan's premium EV sub-brand, **Deepal**, unveiled their flagship model, the S09, marking its entry into the high-end NEV market. This full-size, six-seat SUV is designed to compete with established models like the Li Auto L9 and Aito M9.



The cabin features an AR-HUD from Huawei, a 15.6-inch OLED central touchscreen, and a 21.3-inch ceiling-mounted 3K screen for rear passengers. The front and second-row seats offer heating, ventilation, and eight-point massage functions. There's a 10-liter refrigerated storage compartment and a movable center tunnel for enhanced passenger comfort.

The **Leapmotor B01** made its world debut at the 2025 Shanghai Auto Show as a sleek, tech-forward compact electric sedan. Positioned as a value-oriented alternative to models like the Tesla Model 3, it combines modern design, advanced technology, and competitive pricing.



The cabin boasts 88 per cent soft-touch materials, with color options in purple or grey, featuring cloud-textured leather and chrome accents.

A 14.6-inch, 2.5K touchscreen powered by Qualcomm serves as the central control unit, supporting over-the-air updates. Heated and ventilated front seats are standard across all trims and a 256-color ambient lighting system enhances the cabin's atmosphere.

Aion



Aion showed their latest robotaxi.



Seres introduced the **AITO M8**, developed in cooperation with Huawei, expanding the brand's lineup to four models. The company emphasized their 'Intelligent Safety ecosystem', aiming to redefine luxury mobility with a focus on safety and smart features. Seres also announced partnerships with distributors from the UAE, Bahrain, Azerbaijan, Armenia, and Mongolia, signaling global expansion efforts.

The **Voyah** Dreamer Shanhe is a luxury electric MPV, emphasizing the brand's focus on intelligent and premium electric mobility.

The **Hongqi** Tiangong 06 is a luxury SUV, and Hongqi announced a target of 500,000 vehicle sales in 2025, with half expected to come from new energy vehicles.



GAC showcased models like the **Trumpchi M8 Qiankun PHEV** and the **Trumpchi Xiangwang S9**, highlighting their advancements in hybrid and electric vehicle technologies.



Chery introduced the **Fulwin A9** and **Tiggo 9 L**, focusing on expanding their electric vehicle lineup.

Great Wall Motor presented the **Inest 4.0** concept and the **Shanghai Cannon Hi4-T**, emphasizing their focus on intelligent and sustainable mobility solutions.



Volkswagen showed (from left) the concept vehicles ID.EVO (with Anhui), ID.AURA (with FAW) and ID.ERA (with SAIC).



AUDI E CONCEPT (AUDI IMAGE)

Audi used Shanghai for five world-premieres and a China-exclusive sub-brand, without the four rings. Audi is sending a clear signal: legacy is not a constraint, relevance is the priority.

Interior News

Huawei HarmonyOS Cockpit 5 in Voyah Free SUV

INTERIOR NEWS



VOYAH FREE (VOYAH IMAGE)

Huawei was very much present in most cockpits at Auto Shanghai. They just launched the ADS 4.0 and HarmonyOS Space 5 smart driving solutions, and it looks like the Voyah Free SUV will be the first commercial application. Voyah is a Dongfeng brand.

The Free is one of the world's first models to use Huawei ADS 4.0. Apart from the upgraded autonomous driving system, the car will also use the HarmonyOS Cockpit Space 5 software for a seamless driving experience.

In parallel, Toyota and Huawei are teaming up to develop their first joint venture car, the bZ7, using the HarmonyOS cockpit solution.

Huawei has partnered with many global automobile makers like Dongfeng Honda, Nissan, BMW, and now Toyota. These collaborations are helping the Chinese tech giant to expand its smart automotive solutions business on home turf.

Li Hui, the General Manager of Toyota China, said: "To deliver cars that people want in China, we need Chinese brains and hands involved in development."

According to Toyota, the HarmonyOS cockpit can power up the smart car more effectively. Cockpit systems are those techs that control windows, ACs, and seat positions via the touch screen in the smart car.

Antolin Tech for Sustainable Interiors

INTERIOR NEWS



ANTOLIN IN SHANGHAI RENDERING - IMAGE ANTOLIN

Antolin presented at the Shanghai Auto Show, a complete value proposition focused on sustainability, technology integration and user experience. At the show, the company showcased its latest developments in lighting, electronics, HMI and decorative surfaces.

For more than 22 years, Antolin has been committed to its Chinese customers, forging strong partnerships and providing innovative solutions tailored to the local market, where it operates with 24 industrial plants and four commercial offices.

As Cristina Blanco, CEO of Antolin, describes: "It's an honor to participate once again in the Shanghai Auto Show, reaffirming the commitment to our long-standing presence in China. In addition to the most advanced technology, we have the broadest and most comprehensive offering in the sector, offering smart, integrated, and sustainable solutions."

Among the main innovations that Antolin is presenting in Shanghai:

SUNRISE: a cockpit concept that redefines user experience and sets a new milestone in our strategy for high value-added HMI solutions. Technologies and controls appear on demand when needed. Co-developed with our partner, VIA optronics, the Sunrise Cockpit delivers a seamless transition between manual and autonomous driving, enhancing the in-cabin experience.

OnBoardUX is a visionary collaboration between Antolin and Saint-Gobain Sekurit, that merges complete door trim and smart glazing technologies with a color-changing decorative surface, thanks to E Ink technology, and smart storage functions.

ELIS: Antolin's unique interpretation of "Emotional Lighting". Antolin's proprietary image recognition algorithm identifies attention-grabbing colors in the external environment and translates them into dynamic ambient lighting for an immersive in-cabin experience. ELIS adapts in real time to the surroundings and creates an immersive in-cabin experience.

E Ink integration results in customizable surfaces through the seamless synergy between E Ink technology and Antolin's decorative expertise. This technology uses electronically controlled color particles to create responsive surfaces, offering limitless personalization and functionality, such as displaying warnings or notifications. The solution is energy-efficient by design, with stable effects that do not consume power.

3D Smart Surface, developed in collaboration with the company Uniphy. This surface offers precise responses to every touch and gesture, with adaptive pressure control for more intuitive user interaction.

Overhead function: Antolin presented new proposals ranging from the use of recycled materials to the integration of advanced lighting solutions.

The exhibit also featured a collection of premium films and surfaces developed with strategic partner Walter Pack.

Antolin's participation in the Auto Show coincides with the 75th anniversary celebration of Antolin, founded in 1950 in a small workshop in Burgos, Spain. Today, with a presence in 25 countries and a team of 22,000 professionals, the company continues to be guided by the values that defined its beginnings: vision, dedication, innovation, and commitment to people, society, and the planet.

Forvia's Saphir Masterpiece

INTERIOR NEWS



FORVIA IMAGES

Combining expertise from their Faurecia and Hella divisions, Forvia presented safe, high-performance, sustainable and cost-effective UX innovations



Forvia's latest masterpiece is a demonstrator called the Saphir. This midsize low-body car integrates innovations, offering affordable and attractive solutions for comfort, efficiency, and freedom on every journey. It addresses key evolutions of in-car experiences with new design approach and new car usages. It is a concentration of new technologies for interiors, seating, and electronics:

AirVision: An image projection system with an intuitive gaze-control interaction, allowing drivers to select options by looking at them, minimizing distraction and keeping hands on the wheel.

Next-Generation Transparent Door Technology: An advanced projection technology providing real-time external visibility and alerting passengers to hazards while enabling dynamic ambient lighting and information displays for drivers and passengers.



Sustainable materials and unique process capabilities leveraging end-to-end ecosystem (NFPP/ natural fiber-reinforced composites compression, Ecorium, Auraloop, NAFILEAN by Materi'Act).

Safe 45: a driver's seat that can recline up to 45° while driving – with a view to future safety regulations. Integrated occupant monitoring system that triggers warnings using vibrations and sounds in the event of unsafe positions or behaviors.

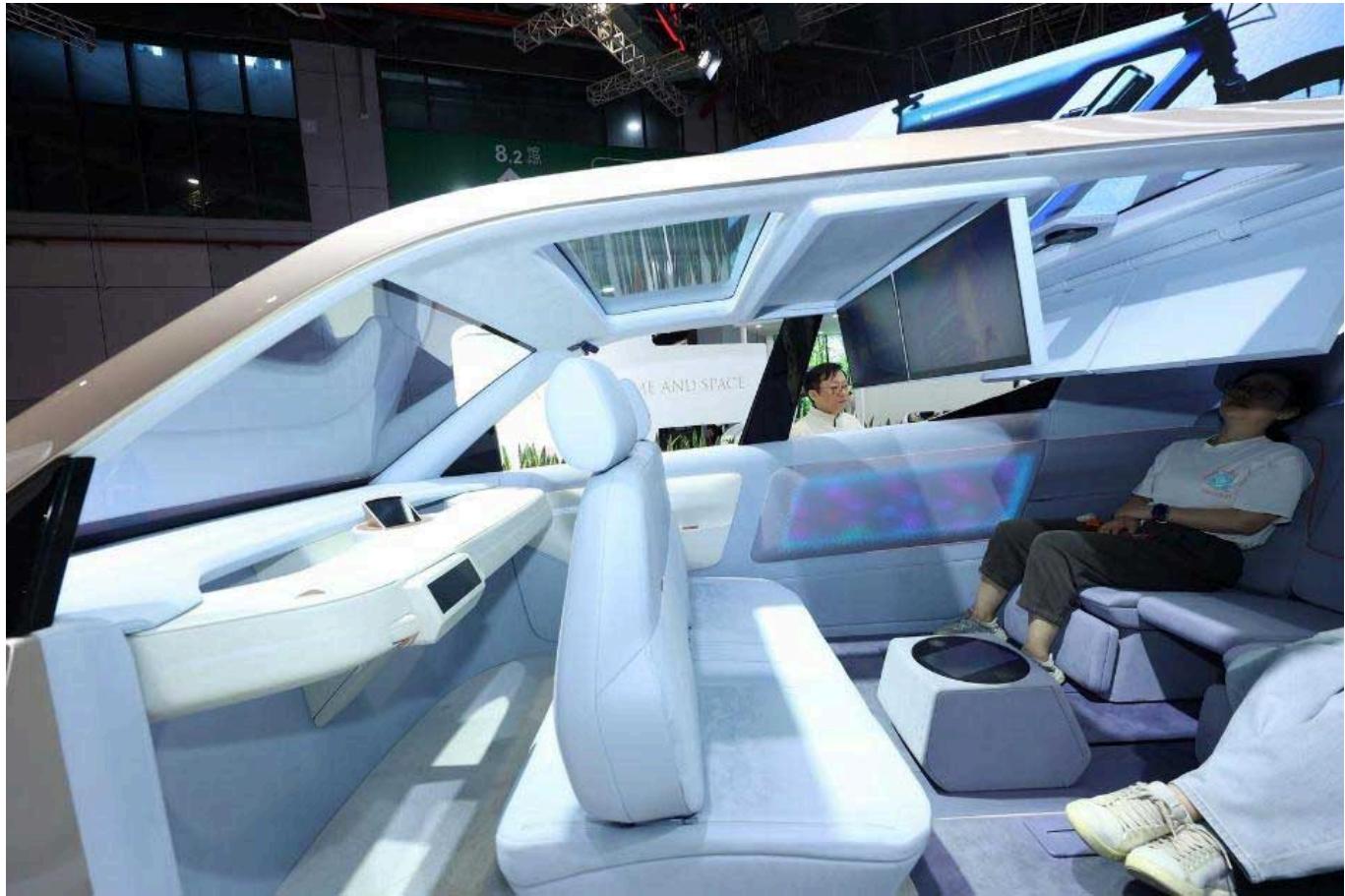
Forvia's Auto Shanghai 2025 program also includes innovations tailored to Chinese automakers and car-buyer preferences, including:

- Safe 60 Seat for maximum safety in a more relaxed position
- 3D Zen Massage Seat for a premium home massage chair experience
- Transformer seat that adjusts to the occupant's body and travel conditions
- Modular instrument panel and on-demand center console.

And also electronics, with the Skyline pillar-to-pillar display (projecting alerts onto the windshield), Kids Care (to entertain kids during a journey) Electric fuse iConF (configurable electronic fuse that enables significant reduction of the wiring harness), Radar ForWave7e (addition to the 77 GHz radar family)

Comfort and Sustainability from Toyota Boshoku

INTERIOR NEWS



DVN IMAGES

Toyota Boshoku exhibited at Auto Shanghai 2025, under the theme 'ReSpire: Beyond the Expectation'. The supplier presented advanced products and technologies focused on comfort and environmental sustainability. The exhibits showcased innovative interior concepts for future mobility, particularly in anticipation of autonomous driving.

World Premiere of "MX OASIS", Vehicle Interior Concept Mockup

Based on the concept of "an interior like a living room where you can be yourself," this mockup proposes a comfortable and highly customizable interior space that adapts to a variety of lifestyles and situations. Key features developed in collaboration with leading Chinese companies include:

Posture-Linked Display (co-developed with Lenovo)

Sensors detect the passenger's posture and automatically adjust the display to the optimal viewing angle based on the passenger's line of sight.



Aerial Display with Voice Recognition (developed with Easpeed Technology and ThunderSoft)

An AI assistant character is projected via an aerial display*, enabling intuitive voice-controlled interaction with the vehicle's systems.

Health Monitoring System (developed with Quantum Digital Health Limited)

Integrated cameras and seat sensors measure metrics such as heart rate variability, breathing frequency, and blood oxygen saturation in real time, providing passengers with insights into their current health condition.

Door trim illumination (developed with Huaqin Technology)

It enhanced open feel and music-linked lighting. To make rear passengers feel more fun to drive than before.

Continental Brands as Aumovio, Shows Innovations in China

INTERIOR NEWS



CONTINENTAL IMAGES

Continental presented a new automotive-biz name, Aumovio, and new systems at Auto Shanghai for connected vehicles, driver assistance, and alternative drives. The focus was on scalable architectures, intelligent sensor technology and market-specific mobility solutions.

Continental showed a wide range of new technologies and system solutions under the motto Advancing Mobility from Road to Cloud, including High-performance computers (HPC) and zone control units (ZCU), designed to enable scalable, cross-domain architectures.

The new AD-Cockpit HPC integration platform, which combines cluster, infotainment and driver assistance functions on a single system-on-chip, plays a central role in this. According to Continental, the overriding aim of these solutions is to reduce development costs and accelerate market launch.

The Central Light Computer realizes scalable and premium lighting control via the software-defined way. It processes vehicle signals to control basic and high-definition light actuators, interactive social displays, dynamic interior ambient light actuators and near-field projectors. The laser-beam scanning based projection system enables 360-degree high-definition dynamic projections around the vehicle, displaying information like navigation guidance, safety alerts and personalized driver messages onto the ground – even in color.



With the In2Visible Overhead Console and advanced lighting solutions, Continental demonstrated approaches for improved HMI. The overhead console combines actuators and sensors invisibly behind functional. The Central Light Computer controls lighting functions based on vehicle signals. A window projection enables personalized information to be displayed on the side glass.

The Window Projection transforms the side window into an exterior display, capable of showing users personalized content, such as their favorite sports team, charging status and trip information. The projection, which is visible from the outside,

impresses by displaying the content in extremely high resolution directly on the windowpane. Invisible Biometrics Sensing Display combines secure authentication, advanced safety, health and wellbeing – all integrated invisibly behind an OLED display. With the camera integrated behind the display, it enables new designs and increases user acceptance.

Boréas Technologies' Haptic Module in Nio ET9

INTERIOR NEWS



BOREAS TECHNOLOGIES IMAGE

Nio has integrated Boréas Technologies' automotive haptic module into the TUI Bar, the touch area in the Nio ET9 offering highly responsive, tactile feedback in an automotive infotainment system.

Nio's TUI Bar supports a three-zone design, with the left and right zones controlling the driver and passenger Skyline screens respectively, while the middle zone interacts with the ICS central control screen. Drivers and passengers can use the central control screen in a variety of ways, such as adjusting the progress of songs, selecting media and controlling the volume. The TUI Bar also supports tapping for rewind or fast-forward, as well as different functionality for up to three-finger usage.

"The Nio ET9's TUI Bar touch area is a benchmark achievement in user interface design," said Felix Wu, head of digital space experience team and expert, experience manager in digital product experience department, Nio. "Enabled by Boréas' automotive haptic module, it's an ultra-responsive, richly textured platform that enhances the overall feeling of luxury."

"Instead of using older LRA technology, which produces a mushy tactile sensation at best, Nio's TUI Bar uses Boréas' piezo haptic technology to best advantage, rendering crisp and reassuring touch feedback that rapidly confirms driver-selected functionality through an elegant touch interface," added Wu.

Dongfeng Nammi 06 is Shockingly Inexpensive

INTERIOR NEWS



The Dongfeng Nammi 06 compact electric crossover became available for order in China, with a starting price of C¥89,900 (USD \$12,320). It will rival the BYD Yuan Up (Atto 2) in the local market. Later, the Nammi 06 will enter global markets.



sits behind the two-spoke oval steering wheel. The Nammi 06's center tunnel has a hidden compartment and a wireless charging pad. There are six speakers. Upper trim levels offer heated, ventilated, and massaged seats.

Nammi is a mainstream brand under Dongfeng focused on manufacturing small electric vehicles. The current model line comprises three models: Nammi 01, Nammi Box, and Nammi EX1.

Dimensions of the Nammi 06 are 4,306 × 1,868 × 1,645 mm with a wheelbase of 2,715 mm. That makes it 4 mm shorter, 38 mm wider, and 30 mm higher than the BYD Yuan Up. The Dongfeng car offers up to 500 liters of trunk space.

The car's interior has minimalistic styling. Its center console contains a 12.8-inch main screen and an 8.8-inch thin instrument cluster. The gear selector

Xpeng X9 is Spaceship for the Road

INTERIOR NEWS



XPENG IMAGES



The Xpeng X9 is a large-capacity van in XL format: 5.30 meters long, with a wheelbase of almost 3.20 meters and seven seats.

Highlights include dual-chamber air suspension, all-wheel steering, and two reclining seats in the middle with access to a 10-liter refrigerator. Fresh air is not blown through the interior via the usual nozzles, but "rains" out of the roof like an air curtain from thousands of micro-nozzles.

As a special feature, passengers in the rear enjoy the same comfort on electrically adjustable and air-conditioned seats as in the second row. The maker says there's more legroom than in the second row of a Mercedes GLE. The rear seats can be pushbutton-lowered into the floor, providing space for up to five bicycles.

The onboard electrical system of the X9 is also designed for Vehicle-2-Load. Passengers can charge laptops or connect other consumers during a break via a 230V power supply. In view of the output power of five kW, the system should not even be brought to its knees by an electric barbecue.

Xpeng packs in pretty much everything that should make long journeys comfortable. A streaming and gaming-capable entertainment system with 23 loudspeakers and a huge screen that folds out of the roof, for example. To curb the play instinct of the kids in the rear, the entire system can be locked and only operated by voice from the driver's seat.

The Chinese rely on AI technology for the air-sprung chassis with nine centimetres of suspension travel. Among other things, it is intended to control the response behavior of the dampers. Artificial intelligence is also used in the vehicle's voice control and assistance system, which provides support when parking or in L^3 automated driving in highway mode, for example.

The Design Lounge

Mercedes' Futuristic Luxury Van Concept

THE DESIGN LOUNGE



The Vision V concept car was unveiled at Auto Shanghai 2025, and offers a first look at the top-end version in this new segment, which combines generous space with exclusivity and an immersive digital experience, and uses traditional craftsmanship with technology to deliver a holistic experience with a cocooning effect.

The Vision V introduces an open, lounge-inspired interior featuring a large, automatic 'portal' door on the right-hand side with an illuminated, retractable running board. An intelligent, switchable glass partition separates the 'Private Lounge' from the

driver's area and is also located in the floor slats and the windowpanes, offering customizable transparency for privacy or communication. The glass can be changed from transparent to opaque, either completely or in sections.

Traditionally crafted materials have been combined with hyper-modern, technical elements. White Nappa leather and white silk create a contrast with large decorative elements crafted from open-pore burr wood. Display cabinets, similar to an exclusive sideboard, are integrated into the dark wood trim along the side walls and framed by polished aluminum trim strips.

A game controller for racing games and one of 42 Dolby Atmos surround-sound speakers are also incorporated. Additional speakers, housed in round glass enclosures, are mounted on handmade design brackets that protrude from the side walls.

The center console between the two individual seats is a showcase of both form and function, and doubles as a display cabinet. It features a touchpad for operating the infotainment system and a fold-out table that, when extended, transforms into a chessboard. For ultimate convenience, the center console automatically adjusts to the respective seating position.

All-round ambient lighting, with strip lighting and a ceiling lamp, is designed to create an individualized and cozy living room-like environment, and a refined fragrance is housed in a polished aluminum bottle positioned behind the center console.

The Vison V also features a retractable 65-inch cinema screen, with split-screen functionality, housed beneath the floor. When passengers enter and the doors close, the screen rises from a console adorned with burr wood and Nappa leather.

Passengers can watch the display through these transparent floor slats, operated via the touchpad in the center console, as the screen extends out from under the floor and separates the Private Lounge from the cockpit.

Seven projectors integrated into the roof liner and floor expand the visual field, while the side windows function as additional projection surfaces, to create a dynamic 360° digital experience that is further enhanced by ambient lighting that adjusts to the rhythm of the music.



In Relax mode, a soothing landscape moves gently across the cinema screen accompanied by soft music, while passengers recline the seats. In Gaming mode, the car transforms into an entertainment hub offering games such as racing simulations. Work mode supports traditional office tools such as calendars and video calls, while a personal assistant structures routine tasks and prepares curated information. Shopping mode offers an interactive shopping experience with a virtual storefront. Discovery mode presents surround navigation on the 65in cinema screen using 3D game-engine graphics and augmented reality overlays to depict the vehicle's surroundings. And Karaoke mode offers an in-vehicle karaoke bar experience.



The cockpit delivers a state-of-the-art digital experience centered around a Superscreen with three screens extending from pillar to pillar. The user interface and user experience are tailored to individual preferences. Real-time graphics provide all essential information – from the dynamic virtual instrument cluster to surround navigation.



The first-class seats are reminiscent of lounge chairs, resting on polished aluminum bases. Crafted from highly flexible tubular cushions, they feature a futuristic design with polished aluminum clasps securing the individual cushion tubes. The electrically adjustable seats can recline into a comfortable flatbed position for relaxation.

GAC Hytec Earth: A New Shooting Brake Concept

THE DESIGN LOUNGE



GAC IMAGES

Bio-leather, natural wheat straw, and long-staple fibers combine with modern tech to blend design with recycled materials.





News Mobility

VW Partners with Uber on Robotaxis

NEWS MOBILITY



VW IMAGE

Volkswagen Group of America, Moia, and American ride-hailing company Uber are partnering to introduce autonomous vehicles in the USA. From 2026, fully electric, self-driving versions of the ID.Buzz will initially be used in Los Angeles on the Uber platform. Testing of the vehicles will begin at the end of 2025.

Over the next ten years, Volkswagen plans to work with Uber to establish a fleet of several thousand ID.Buzz AD vans in US cities over the next ten years. The autonomous vehicles will initially be driven by safety drivers and will later — after regulatory approval — dispense with the human drivers altogether.

VW will be competing directly with Waymo in the future. The Google subsidiary offers robotaxi service with around 700 Jaguar iPace vehicles in Los Angeles, San Francisco, Austin, and Phoenix and now records 200,000 journeys per week. There are plans to expand the service to Atlanta and Miami soon, with Tokyo to follow in 2026. Waymo is also cooperating with Uber in Austin and, in future, Atlanta.

The technical basis for the project is provided by VW's mobility subsidiary Moia, which already operates a ride-sharing service in Hamburg and is developing the autonomous ID.Buzz AD. Moia contributes their integrated overall system, which combines vehicle and software for the operation of autonomous driving services, to the cooperation.

The high number of Waymo rides is being interpreted as increasing public acceptance. According to some studies, the autonomous cabs drive more conservatively; the journeys often take longer and are priced higher than those of conventional cabs.

However, the case of the GM subsidiary Cruise shows just how risky the investment could be. Initially on a par with Waymo, Cruise has since withdrawn completely after a serious accident - with losses running into billions.

General News

TactoTek, NBHX in IMSE Tech Pact in China

GENERAL NEWS



ILLUMINATED NBHX EMBLEM CREATED USING IMSE TECHNOLOGY (NBHX IMAGE)

TactoTek, and NBHX, Chinese experts in automotive interior decoration solutions, are collaborating to accelerate the application of IMSE technology in China's automotive industry. The partnership was officially launched at Auto Shanghai 2025.

IMSE technology integrates electronics into 3D injection-molded structures, enabling the creation of slimmer, lighter and more cost-effective components without compromising performance.

NBHX will apply TactoTek's IMSE technology, focusing on applications that showcase IMSE's design versatility and light performance. The partnership aims to address the increasing demand for integrated, aesthetically pleasing and cost-efficient solutions in vehicle interiors and exteriors.

One of the first IMSE applications to be introduced through the partnership is an illuminated NBHX emblem. This emblem demonstrates how advanced lighting, electronic integration and design aesthetics can be achieved in a single injection-molded part.

CEO Yan Sun says NBHX is "committed to delivering cutting-edge solutions that meet the evolving needs of our customers; integrating TactoTek's IMSE technology into our product line enables us to offer innovative features that enhance both functionality and design, setting new standards in the automotive industry."

Toyota, Waymo in AD Pact

GENERAL NEWS



Toyota and Waymo have preliminarily agreed to explore a collaboration focused on accelerating the development and deployment of autonomous driving technologies. Woven by Toyota will also join the potential collaboration as Toyota's strategic enabler.

The aim would be to combine their respective strengths to develop a new autonomous vehicle platform. In parallel, the companies will explore how to leverage Waymo's autonomous technology and Toyota's vehicle expertise to enhance next-generation personally-owned vehicles. The scope of the collaboration will continue to evolve through ongoing discussions.

Toyota has long advanced R&D in support of a zero-traffic-accident vision, guided by a three-pillar approach that integrates people, vehicles, and traffic infrastructure. Toyota Safety Sense (TSS) — a proprietary suite of advanced safety technologies. TSS reflects Toyota's belief that technologies have the greatest impact when they are made widely accessible. Through this new collaboration, the companies aim to further accelerate the development and adoption of driver assistance and automated driving technologies for POVs, with a continued focus on safety and peace of mind.

Waymo now serves more than a quarter of a million trips each week across the San Francisco Bay Area, Los Angeles, Phoenix, and Austin. Waymo is building a generalizable driver that can be applied to a variety of vehicle platforms and businesses over time. The company continues to scale up their commercial ride-hailing service, Waymo One, and through this strategic partnership will now begin to incorporate their technology into personally owned vehicles.