

22&23
SEPTEMBER, 2026
DETROIT



WHAT'S COMING IN VEHICLE INTERIORS?



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During the Beijing auto show last April, specialists noticed the exterior design sameness across numerous brands and makers, and wondered if this means exterior design is losing importance.

Conversely, there was intensely competitive focus on every aspect of the interior, and great diversity across brands and makers. Materials quality, comfort, infotainment, user experience and wellbeing, and row-2 luxury, to name a few. Cars are being designed less as third spaces and more as second homes, while increasingly capable driving automation and human-driver assistant technology (ADAS) mean occupants have more time and cognitive space to relax and things other than drive.

Is this trend apply also in USA?

This is what we will discuss during our first DVN Interior workshop in September 22 & 23 in Detroit. The workshop will explore innovations in:

- Interior electronics & smart surfaces
- Haptics & smart cockpits
- Displays & HMI/UX
- Interior lighting
- CMF
- Seating
- Sustainability & circularity

Panel discussions will grapple with important ideas, including:

- How to increase development and decision speed (takeaways from China-speed benchmarking)?
- How to leverage and benefit from AI?
- What's next after screens?
- What's the right balance between digital and physical controls?
- Sustainability as an early-stage decision framework, not as a downstream tradeoff

Opportunities are open for presenters and exhibitors.

For speaking and exhibition opportunities, contact:

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