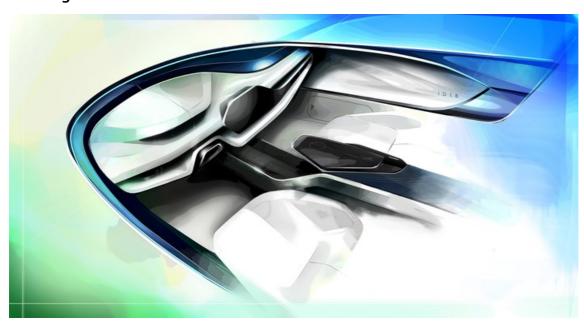


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## Yanfeng Automotive Interiors showcases the future of vehicle interiors



## Germany (ots) -

Global premiere of the new ID 16 concept car at the 2015 IAA

Yanfeng Automotive Interiors (YFAI) is set to be unveiled to a global audience at the 2015 International Motor Show (IAA) in Frankfurt. The new company is a joint venture between Yanfeng Automotive Trim Systems Co. and Johnson Controls, and is the world's leading supplier of automotive interiors. Both the company and its "Innovation Demonstrator 2016" (ID 16) concept car will make their world premiere at the IAA. With approximately 30 product innovations between predevelopment and series production, YFAI is creating a new experience for future vehicle generations in the concept car interior.

"We will make our debut as the world's leading interiors supplier at the IAA, and showcase our new product portfolio for the global market. This will be our first public appearance since the launch of the Yanfeng Automotive Interiors joint venture in July. We also will show our ID 16 concept car. It demonstrates our vision of driving in 2025, and showcases our global team's endless innovative capabilities and enthusiasm for the vehicle interior of the future," says Johannes Roters, chief executive officer, Yanfeng Automotive Interiors.

Practical interior innovations for greater driving comfort

Yanfeng Automotive Interiors combines numerous features in the ID 16 that make the future of driving come alive. The concept car features more than 30 product innovations and ready-to-market technologies that meet consumers' growing needs to utilize drive time comfortably and effectively as autonomous vehicles emerge in popularity. In the cockpit, YFAI demonstrates the potential for interior customization and differentiation. The interior of the ID 16 appeals to all the senses with the use of multi-colored LED ambient lighting. The high-quality appearance of the surfaces also extends to the instrument panel with well crafted leatherwrapping techniques. Here a new process has been applied for the first time, which enables direct back-foaming of leather- a first for the automotive industry.

The product developers at Yanfeng Automotive Interiors have applied more creativity to the door panel, by using a heated area to turn the surface of the armrest into a unique functional element, for example.

Well-designed storage concept optimizes storage space

Driven by the demand for smarter storage options in vehicle interiors, the ID 16 boasts a variable, central storage compartment in the floor console that can be individually configured. The development of this versatile storage space solution focuses on ergonomic operability, optimum use of the storage space available and reducing component complexity. This helps address OEMs' needs for lightweight solutions and reduces the weight of this console by 30 percent. The individual organization system ensures secure storage of important items that drivers may wish to have within easy reach en route, without taking up space in the passenger compartment.

"Our ID 16 concept satisfies modern-day consumer needs for design and comfort in the age of digital mobility. It also shows how we are focused on the future needs of autonomous driving. The ID 16 is our response to the growing demand in global automotive markets for sustainable, cost-effective premium solutions for the luxury segment - naturally with the goal of cascading our ideas across several vehicle segments," explains Han Hendriks, vice president Advanced Product Development &

Sales, Yanfeng Automotive Interiors. "At the same time, our innovations offer automakers new ways to differentiate their vehicle interiors and create a better overall driving experience for end consumers."

In addition to innovations in instrument panels, cockpits, floor consoles and overhead consoles, the company also is presenting door panels at the IAA, which, thanks to illuminated patterns on fabric or perforated leather, offer new and unique interior design options.

The Innovation Demonstrator 2016 will be unveiled to a global audience at a press conference on the second press day. The press conference will be held on Wednesday, 16 September 2015 at 10 a.m. at the company's booth (B 26) in Hall 5.1.

## **About Yanfeng Automotive Interiors**

Yanfeng Automotive Interiors is the world's leading supplier of instrument panels and cockpit systems, door panels, floor consoles and overhead consoles. Headquartered in Shanghai, the company has more than 90 manufacturing and technical centers in 17 countries and employs over 28,000 people globally. Established in 2015, Yanfeng Automotive Interiors is a joint venture between Yanfeng Automotive Trim Systems Co., Ltd, a wholly owned subsidiary of Huayu Automotive Systems Co., Ltd. (HASCO), the component group of SAIC Motor Corporation Limited (SAIC Motor), and Johnson Controls a global multi-industrial company. For more information, please visit www.YFAI.com.

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## Medieninhalte



The Innovation Demonstrator 2016 from Yanfeng Automotive Interiors features approximately 30 technologies and innovations - most of which are ready to market - that will improve automated driving comfort. Editorial use of this picture is free of charge. Please quote the source: "obs/Yanfeng Automotive Interiors"

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