



International Summit

AUTOMOTIVE INTERIOR 2022

CO-LOCATED WITH
INTUITIVE VEHICLES
HUMAN FACTORS-HMI-UX

September 28-29, 2022 | AREA3 | Frankfurt am Main, Germany

Hosted by:



RedCabin would like to thank previous speakers, partners & sponsors:



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Here today in the yundai Motor Europe Technical Center GmbH on behalf of the entire Hyundai Motor Company, I am extremely grateful to welcome you to the **RedCabin Automotive Interior Summit 2022 co-located with the Intuitive Vehicles-Human Factors-HMI-UX Summit.**

We are delighted to host this summit. We are especially looking forward to spending the next few days together. I am certain that we will have many **valuable discussions, exchanges and also establish new connections and hopefully consensus** on the many foreseen changes and needs in Automotive Interior. The automotive environment is changing rapidly which requires extremely quick adaptations. We all strive to **enhance our customers experiences**, and to better

fit with their lifestyles, interests and values and the ways they interact with our products. We will all need to create new concepts and services to better fulfill our customer's needs and to create new opportunities. This is the key for **Leading future mobility and developing the right smart mobility solutions.**






This summit with the coming together of automotive enthusiasts and the presentation of new technological innovations, will give us a platform to **create new mutual opportunities and to revolutionize the interior of our future vehicles.**

We look forward to seeing you!

Dr. Jae Woon Lee,

President Hyundai Motor Europe Technical Center GmbH

CONFIRMED SPEAKERS

<p>DR. JAE WOON LEE President</p>		<p>GERT-DIETER TUZAR Senior Expert Ux/HMI <i>Forvia</i></p>		<p>RICHARD CHUNG Center Chief, Interior Space Visioneering Center <i>Toyota Boshoku</i></p>	
<p>STEPHANE RINGENBACH Head of Department – Vehicle Development Division/Body</p>		<p>JIM NICHOLAS CEO <i>Uniphy Ltd</i></p>		<p>FRANCOIS FARION Renault Design Color & Materials Director <i>Groupe Renault</i></p>	
<p>NICO MUNKLER Group Manager Hyundai Interior/ Hyundai European Design Center</p>		<p>ANDREA HEES Director Global Product & Program Management xBU <i>Yanfeng Technology</i></p>		<p>DR. SUSANNE FROHRIEP R&D Senior Manager Global Ergonomics, Usability & Design</p>	
<p>ROLF VERHOEVEN Group Manager HMETC Body Interior <i>Hyundai Motor Europe Technical Center GmbH</i></p>		<p>DR. CLAIRE WHITE Visual Ergonomics Technical Specialist <i>Formerly of Arrival</i></p>		<p>DR. MARCO REDWITZ Director R&D Electronics Advanced Development <i>GRAMMER AG</i></p>	
<p>BYUNG SEOK KONG Research Fellow Interior Research Lab (Body Tech Center) <i>Hyundai Motor Group (Namyang/Korea)</i></p>					

For further information, sponsorship or delegate registration please contact:

Erutode Rume, erutode.rume@redcabin.de | Office: +49 30 99 40 489 16 | Mobile: +49 173 187 993 6



CONFIRMED SPEAKERS

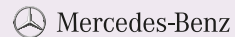
ALEXANDER POZZI

Sr. Manager AIT Interiors
Supernal



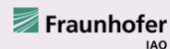
MATTHIAS POHL

Senior Project Manager
Advanced Engineering Interior
Integration UI/UX
Mercedes-Benz AG



SEBASTIAN STEGMÜLLER

Director for Mobility and
Information Systems
Fraunhofer IAO



KARL HARTUNG

Business Development Manager
ELeather



JO STENUIT

Director Design
Mazda Motor Europe GmbH



REGIS LANTIN

HMI Expert for Powertrain
and Electrified Vehicle
Stellantis



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ELeather is the pioneer of engineered leather. Its revolutionary process transforms unused leather into advanced materials while achieving a significantly lower environmental footprint.

ELeather reduces waste, increases performance, and enables brands to create extraordinary products and memorable customer experiences, while improving sustainability. Born in the UK, ELeather has grown to supply industries ranging from transport to footwear, across the world. It's leather, evolved."

Check out eleathergroup.com for more information.



From additive manufacturing, injection molded technologies and wide integration processes, we have been providing our automotive customers from more than 30 years with all our know-how, empowering sustainable and innovative products based in polymers.

SOPLAST is a family owned company, based in Portugal with offices in Paris and Berlin, and we will be presenting at the Automotive Interior Summit 2022 a patent pending technology applied for the first time in car interior functions, such as steering, HMI interface and seat functions.

Unictwo interior car concept is all about unifying electronic, plastic and fabric in one functional free form and highly stretchable surface for next generation in-car experience. Together, we can create the solutions of tomorrow.

SPONSORS



SEKISUI CHEMICAL Selected as One of the 100 Most Sustainable Corporations in the World for the Fifth Time.

SEKISUI EUROPE B.V. All European SEKISUI companies are part of the SEKISUI CHEMICAL Group, headquartered in Tokyo and Osaka.

Located in Roermond, the European regional headquarters of the SEKISUI CHEMICAL Group, SEKISUI EUROPE B.V., acts as the connection point between Japan and Europe. SEKISUI in Europe is able to look back on more than 50 years of experience. Customers benefit from efficient and sustainable solutions – solutions that are based on a partnership-oriented approach and reliable services.

As a group of 9 companies employing around 1000 people, SEKISUI in Europe combines internal strengths to look beyond: The ultimate aim is to develop outstanding solutions that will help improve people's lives – in Europe and all over the world.

The automotive industry achieves improved comfort, safety, durability and fuel efficiencies with products from SEKISUI in Europe. The product range includes components for automotive interiors, exteriors and electronics.



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WHAT YOU WILL EXPERIENCE ON SITE

WHO IS WHO

Get in touch with other experts before the conference starts. Take a look at the business cards and photos while enjoying your first conversational and networking experience.

AUDIENCE Q&A

Interact with conference speakers and moderators to ensure all of your questions are answered during these sessions.

PANEL DISCUSSION

Benefit from deeper insights by attending panel discussions. Share your ideas and thoughts with peers and receive feedback from dedicated industry experts in this interactive session.

INTERACTIVE WORKING GROUPS

Get an in-depth approach to these hands-on themes. Discuss, brainstorm, elaborate and work together in this interactive session. Tutorials and workshops are also an excellent chance to interact at this perceived as the, go-to' place for knowledge, best practice and credible solutions.

NETWORKING RECEPTION

RedCabin invites our delegates to enjoy an informal evening get-together with speakers and peers at the Hyundai Motor Europe Technical Center GmbH. Discuss the outcome of the first summit day and expand your network in a relaxed environment.



WHAT OUR PAST DELEGATES EXPERIENCED

„Well organized & very interesting lectures.”
Hyundai Motor Group

„The organization and the location was very good.”
Daimler

„Excellent cross-industry discussion.
Relevant presentations. Engaging Workshops.”
General Motors

„Great mix of experts & companies.
Great Balance between theory and action.”
Borgward Group AG

„Great content, excellent audience, very nice venue,
very good organization and an absolutely impressive tour
at the RWTH Aachen University.”
Altia

„Perfect opportunity to get a better understanding and
further learning about the future of the technology.”
Jaguar Land Rover Ltd.

„All participants discussed openly and were interested to
learn from each others experiences. The atmosphere was
very pleasant and (conference) – user friendly.”
Geely Auto Technical Deutschland GmbH

„Well mixture of presentations & working groups.”
Visteon

„I liked the presentation variety. Also the initial Meet and Greet
3 minutes speed date was a very good network strategy.”
Hyundai Mobis North America

„Great presentations with great content. Very inspiring and
insightful workshops.”
Aselsan

„Many interesting conversations and interactive design.”
IKA RWTH Aachen University

„Very interesting and well prepared with a lot of content
that helps companies to evolve for the future.”
Seristudio S.p.A



SUMMIT DAY 1 | WEDNESDAY, 28 September 2022

08:00 REGISTRATION

JOINT SESSION

with Intuitive Vehicles – Human Factors – HMI – UX Summit

08:45 Welcome note by RedCabin and summit chairpersons

Stephane Ringenbach – Head of Department – Vehicle Development Division/Body, *Hyundai Motor Europe Technical Center GmbH*

Dr. Susanne Frohriep – R&D Senior Manager Global Ergonomics, Usability & Design, *GRAMMER AG*

09:05 Opening speech

by Hyundai Motor Europe Technical Center GmbH

Dr. Jae Woon Lee – President, *Hyundai Motor Europe Technical Center GmbH*

09:15 Insights to latest interior developments of Hyundai Prophecy

Optimistic future vision, Living space, Emotion of driving, Interface Innovation

Nico Munkler – Group Manager Hyundai Interior/Hyundai European Design Center, *Hyundai Motor Europe Technical Center GmbH*

09:45 Toyota Boshoku's latest Interior space concept for 2030 rideshare concept

Richard Chung – Center Chief, Interior Space Visioneering Center, *Toyota Boshoku*





SUMMIT DAY 1 | WEDNESDAY, 28 September 2022

10:15 Hyundai future mobility vision – Evolution from car through PBV towards UAM

- Supernal activities: Introducing the 1st steps in the UK with the Urban Airport event & Farnborough model
- Interior definition: Customer, performance and regulation needs
- Presentation of Farnborough demonstrator and interior features (ECO leather, interior lighting etc.)

Alexander Pozzi – Sr. Manager AIT Interiors, *Supernal*

10:45 NETWORKING COFFEE BREAK

AUTOMOTIVE INTERIOR SUMMIT

11:15 MBUX Hyperscreen revealed – creating the largest automotive infotainment screen on the market

One year ago, Mercedes-Benz introduced the all-new battery-electric luxury saloon EQS and EQE, featuring the futuristic MBUX Hyperscreen as a highlight in the interior.

Contrary to a conventional cockpit layout consisting of individual screens like instrument cluster and central information display, the iconic MBUX Hyperscreen combines those displays plus a dedicated one for the passenger behind a big curved cover glass reaching across the whole dashboard.

An introduction into the history and primary vision of this revolutionary cockpit product will be given, followed by a review of the different requirements to be fulfilled when aiming at large automotive infotainment screen integrations. To underline the challenges to be faced when significantly scaling-up a display system in size some examples will be given in which special care to detail was necessary during the development period.

Matthias Pohl – Senior Project Manager Advanced Engineering Interior Integration UI/UX, *Mercedes-Benz AG*

11:45 Presentation on Bodycolors

Francois Farion – Renault Design Color & Materials Director, *Groupe Renault*

12:15 Time to act is now: the road to sustainable luxury

- Historic perspective of luxury in interiors
- The new age of sustainable luxury
- What role does luxury play in the race against climate change?
- To achieve future targets, we must act today.

Karl Hartung – Business Development Manager, *ELeather*

12:45 NETWORKING LUNCH BREAK

Interactive session: WORKING GROUPS

*The audience will be divided into two groups.
Each group will attend each interactive working group.*

SUMMIT DAY 1 | WEDNESDAY, 28 September 2022

WORKING GROUP – 1

13:45 Circular economy proof interior design on the example of a lightweight center console

Topics to discuss:

- Scope of circular economy design
- Status quo of sustainable design processes
- Sustainability strategies for the product definition
- Hurdles and problems to be solved regarding to the different life cycle stages of products
- Design approaches for a sustainable center console
- Transfer to general recommendations for future interior design

HOSTED BY: **Sebastian Stegmüller** – Director for Mobility and Information Systems, *Fraunhofer IAO*

WORKING GROUP – 2

13:45 Future Interiors – the influence of (highly) automated driving on requirements and usability of automotive interiors

HOSTED BY: **Dr. Marco Redwitz** – Director R&D Electronics Advanced Development, *GRAMMER AG*

Dr. Susanne Frohriep – R&D Senior Manager Global Ergonomics, Usability & Design, *GRAMMER AG*

15:45 NETWORKING COFFEE BREAK





SUMMIT DAY 1 | WEDNESDAY, 28 September 2022

16:15 RESULTS

Each moderator of the interactive working group is presenting the outcome of their working group.

16:35 CLOSING REMARKS BY SUMMIT CHAIRWOMEN

Dr. Susanne Frohriep – R&D Senior Manager Global Ergonomics, Usability & Design, GRAMMER AG

17:00 ONE-WAY BUSTRANSPORT

Bustransport to Hyundai Motor Europe Technical Center GmbH

EVENING NETWORKING RECEPTION

Enjoy an informal evening get-together at the Hyundai Motor Europe Technical Center GmbH, Hyundai-Platz, 65428 Rüsselsheim am Main

17:30 *Visitor Registration*

18:00 Opening Speech

Dr. Jae Woon Lee – President, Hyundai Motor Europe Technical Center GmbH

18:05 Welcome Presentation

David Labrosse – Department Head PPL, Hyundai Motor Europe Technical Center GmbH

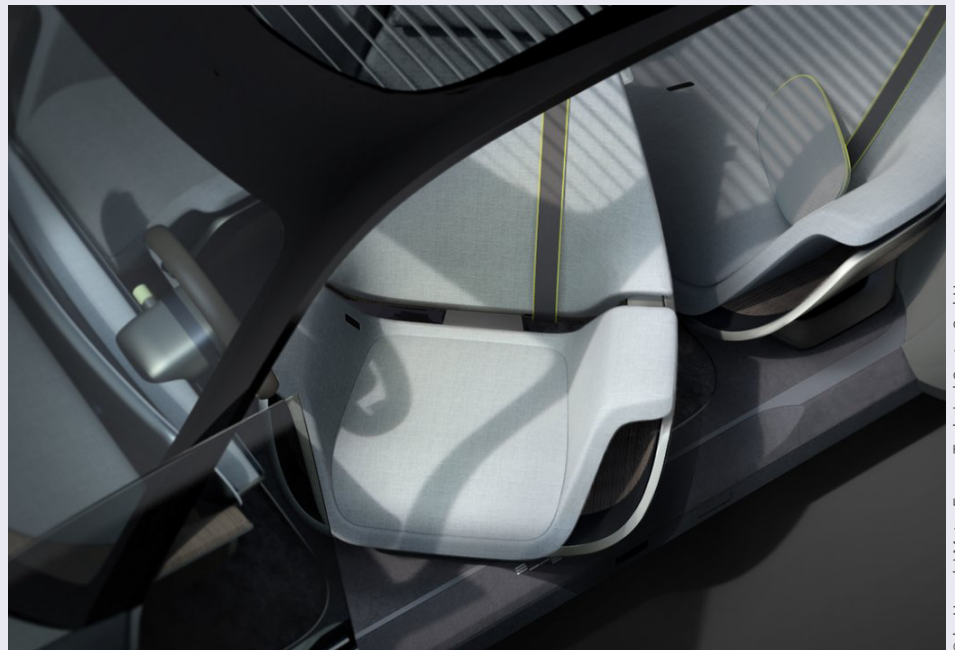
18:20 Presentation HYUNDAI IONIQ 6

Zdenek Borysek – Manager Interior Design, Hyundai Motor Europe Technical Center GmbH

Emilie Grimm – Designer, Hyundai Motor Europe Technical Center GmbH

18:35 Get together with exhibition of technology (Fuel Cell, EGMP etc.)

END OF SUMMIT DAY 1



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SUMMIT DAY 2 | THURSDAY, 29 September 2022

08:30 REGISTRATION

JOINT SESSION

with Intuitive Vehicles – Human Factors – HMI – UX Summit

08:45 Welcome note by summit chairperson

Stephane Ringenbach – Head of Department – Vehicle Development Division/Body, *Hyundai Motor Europe Technical Center GmbH*

09:00 User experience in EV interior using driving simulator

Analysis of the effect of interior specifications, layout, and shape on driving sensibility (1. motion sickness, 2. driving safety, 3. convenience, etc.) in customer scenarios that have a high impact on driving conditions

Byung Seok Kong – Research Fellow Interior Research Lab (Body Tech Center), *Hyundai Motor Group (Namyang/Korea)*

09:30 Sustainability made attractive: Faurecia's latest interior concept

Gert-Dieter Tuzar – Senior Expert Ux/HMI, *Forvia*

10:00 Designing a more comfortable ride on passenger cars – Future In-Car Experience

Andrea Hees – Director Global Product & Program Management xBU, *Yanfeng Technology*

10:30 NETWORKING COFFEE BREAK

AUTOMOTIVE INTERIOR SUMMIT

11:00 Mazda interiors – where Japanese craftsmanship meets the latest technologies

Jo Stenuit – Director Design, *Mazda Motor Europe GmbH*

11:30 HMI adaptation for electrified vehicle on a multi energy platform, manage constraints to provide the best user experience

Regis Lantin – HMI Expert for Powertrain and Electrified Vehicle, *Stellantis*

12:00 NETWORKING LUNCH BREAK

Interactive session: WORKING GROUPS

*The audience will be divided into two groups.
Each group will attend each interactive working group.*

WORKING GROUP – 1

13:30 Vehicle Interior Reflections

In this workshop we will explore all sources of reflection in the vehicle (glare from trim, veiling reflections into the windscreen, daylight reflections on displays and night time reflections from illuminated components/displays) and strategies to address them.

HOSTED BY: **Dr. Claire White** – Visual Ergonomics Technical Specialist, *formerly of Arrival*



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SUMMIT DAY 2 | THURSDAY, 29 September 2022

WORKING GROUP – 2

13:30 Interior of the future

HOSTED BY: **Rolf Verhoeven** – Group Manager HMETC Body Interior, *Hyundai Motor Europe Technical Center GmbH*

15:30 NETWORKING COFFEE BREAK

16:00 RESULTS

Each moderator of the interactive working group is presenting the outcome of their Working Group.

16:20 CLOSING REMARKS BY SUMMIT CHAIRPERSONS

Dr. Susanne Frohriep – R&D Senior Manager Global Ergonomics, Usability & Design, *GRAMMER AG*

Stephane Ringenbach – Head of Department – Vehicle Development Division/Body, *Hyundai Motor Europe Technical Center GmbH*

16:30 END OF SUMMIT





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INVESTMENT PER DELEGATE

DATE	2 DAY CONFERENCE INVESTEMENT
ORIGINAL INVESTMENT	2.995 €

VENUE SUMMIT DAY 1 & DAY 2

area3
Hans Strothoff Platz 1 | 63303 Dreieich | Germany

EVENING NETWORKING RECEPTION SUMMIT DAY 1

Hyundai Motor Europe Technical Center GmbH
Hyundai-Platz | 65428 Rüsselsheim am Main
Germany

FOR FURTHER INFORMATION, SPONSORSHIP OR DELEGATE REGISTRATION PLEASE CONTACT:

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