



when technology matters

Innovations in Automotive Cockpits 2016



*Source: Mitsubishi



*Source: Peugeot



Source: Citroen



Source: Ford

December 7, 2016

Sheraton Grand Pune Bund Garden Hotel
Pune, India

Register On-line at www.itbgroup.com

Conference Agenda - December 7, 2016

8:30 a.m. Registration and Morning Networking Exhibits Open

9:30 a.m. Welcome and Opening Remarks
*Dr. Joel Kopinsky, Managing Director
The ITB Group (U.S.A.)*

9:40 a.m. Special Address
Customer Perceived Quality
*Raval Dharmesh, Deputy General Manager
Mahindra & Mahindra (India)*
Customers are like butterflies – colorful, playful and unfaithful and OEMs have to understand them to attract and retain them. Customer perceived quality (CPQ) is a concept that everybody intuitively understands, but it is difficult to define. Yet great efforts, intelligent direction and skillful execution are employed to achieve desired results. This presentation will discuss how Mahindra is working on CPQ initiatives to create a “wow feeling” for the customer.

Surface Innovations

10:10 a.m. Solutions for Automotive Cockpits
*Thangarathnavel M, Head of Marketing and
Business Development, Specialty Films
Covestro (India)*
Covestro Specialty Films develop innovative and functionalized polycarbonate films to meet the challenging expectations driven by automotive interior design trends. This presentation will briefly discuss these trends and Covestro’s product offerings.

10:35 a.m. New Innovations in Covering Materials for Automotive Interior Trims
*John Millea, Director, Research and
Business Development
Haartz Corporation (U.S.A.)*
The continued growth in the use of TPO cover stock materials has led to advances/improvements in part designs (more complex shapes), emissions, chemical resistance and scratch/scuff/mar. This presentation focuses on Haartz Corporation’s product offerings and expertise in serving this market.

11:00 a.m. Antiglare Surfaces for Automotive Cockpit Interiors - How to Make Display Surfaces More Readable Within Vehicle Interiors
*Kevin O’Hara, Global Automotive FIM
Business Manager
MacDermid Autotype (U.K.)*
The presentation will discuss the difference between antiglare and antireflection

characteristics as well as quantification of antiglare performance and its relationship with other optical properties. The delivery of antiglare surfaces via film insert molding technology will be highlighted and illustrated with examples.

11:25 a.m. Mid-Morning Break

Light Weighting, Green Initiatives and Connected Cars

11:55 a.m. Solutions for Automotive Interiors
*Dr. Jitendra Kapadia, Technical
Development, Performance Materials
BASF (India)*
Engineering plastics and polyurethane solutions have been used for various applications in the vehicle cockpit. This presentation will showcase high performance materials with innovative technologies to improve vehicle performance by light weighting, improving NVH performance, space management and comfort.

12:20 p.m. Get Green without Paint: Molded-in-Metallic Engineering Resins for Appearance Applications
*Ravindra Marudkar, Corporate Account
Manager
Celanese (India)*
New engineering resins have been developed which eliminate the need for painting and can achieve desired metallic appearances right out of the mold. This talk explores these resins as a way to get green, both environmentally and with a lower cost.

12:45 p.m. KEYNOTE PRESENTATION
Trends in Automotive Cockpits – The Indian Market
*Ritesh Agrawal, General Manager,
Strategic Sourcing
Mahindra & Mahindra (India)*
In India, consumers’ preference for rich interiors has led to enhancements in cockpit design. This presentation focuses on key trends for styling and designing of cockpits and standards adopted to reduce cost.

1:15 p.m. Lunch

2:15 p.m. Secure Connected Cars and ADAS
Ashok Chandak, Senior Director of Global Sales and Marketing
NXP Semiconductors (India)
The presentation will focus on evolving applications in automotive cockpits for a secured connected car. ADAS and autonomous driving, secure vehicle architecture, infotainment and instrument clusters will be discussed.

Leveraging Resources in India for Pre-Development of Automotive Cockpits

2:40 p.m. Wide Scope of 3D Printing and Prototyping in Automotive Cockpits - Success Stories
Swapnil Sansare, CEO & Founder
Divide by Zero Technologies (India)
Success stories for consoles, gear shifter boxes, mirrors and cockpit components and how major automotive OEMs are using 3-D printing in-house to increase their design efficiency and reduce time to market will be discussed.

3:05 p.m. Latest Simulation Technology to Eliminate Interior Surface Problems
Nick Chang, Country Manager
Moldex3D (India)
This topic focuses on how CAE simulation technology could help predict common surface defects including stress marks, flow marks and tiger stripes.

3:30 p.m. Afternoon Break

Design Innovations and Engineering Challenges

4:00 p.m. Trends in Fastening for Automotive Interiors
Dr. Nachiket Thakur, General Manager R&D
A. Raymond (India)
Solutions through bonding and fastening for automotive interiors will be discussed. Optimization of part design, material selection, ergonomic consideration during assembly, safety critical applications, passenger compartment NVH optimization and advancement in mounting techniques for connected car peripherals will be covered in this presentation.

4:25 p.m. Floor Console Cup Holder with Rotary Door - Design and Innovation
M. Rajesh Kumar, Lead Engineer, Body Interiors Engineering
Ford Motor Company (India)
The main challenge for the modern cup-holder design is to accommodate the different container size requirements for various markets. In this presentation, some of the measures taken by Ford to meet quality with robust design requirements for customer delight will be demonstrated.

4:50 p.m. Challenges and Solutions in Development and Manufacturing of Automotive Cockpits
P.C. Jayan, Director Engineering
IAC International (India)
Cockpit modules developed and manufactured by IAC provide a solution designed and engineered with a complete integration and customer friendly solution which improves the craftsmanship, style, safety and various function including comfort and convenience. The presentation will cover details of design, engineering, packaging criteria, product development phase, validation and testing. A discussion of trends leading to innovations in cockpits will also be provided.

5:15 p.m. Indian Aesthetics Reincarnated in Vehicle Interiors
Sandeep Varma, Founder Director and
Rohit Bhandari, Lead Designer
Studio34 Designart (India)
Cues on textures, colors, materials, HMI and ergonomics to facilitate interior design that speaks to the Indian values for the Indian consumer will be discussed.

5:40 p.m. Closing Remarks
Automotive Interior Challenges - Technology and Business
Raj Chokhawala, Business Development Manager
The ITB Group (India)
This presentation will focus on macro trends and the factors that drive the changes in the global automotive cockpit market. Key styling and design trends for the new age cockpits which requires technology adaptation for integration of electronics, mass reduction, autonomous driving, and connectivity will be addressed.

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Wednesday, December 7, 2016

Sheraton Grand Pune Bund Garden Hotel (formerly Le Méridien Pune)
Raja Bahadur Mill Rd, Sangamvadi, Pune, Maharashtra 411001, India

Register to Attend at www.itbgroup.com

\$250.00 (USD) per person

ITB Consulting Services

Developing / Implementing Strategic Vision

- Creating sustainable value
- Identify appropriate activities - product / customer portfolio optimization
- Globalization strategy
- Technology selection

Technology Feasibility Analysis

- Voice of the customer
- Market trends
- Competitive environment
- Apparent value

Capitalizing on Legislative Trends

- Fuel consumption & GHG developments
- Safety
- Emissions (exhaust and evaporative)

Optimizing Customer Base & Product Portfolios

- Value proposition (what and how products are offered)
- Resource optimization
- Customer portfolio
- Identify threats & opportunities

Leveraging Opportunities in the Competitor and Supply Base Arenas

- Competitor analysis
- Supply base optimization
- Make and buy decisions
- Tier One or Two positioning (tiering strategy)

Creating New Relationships

- M & A - target identification, due diligence & implementation assistance
- Technology licensing
- Product partnering
- Consortiums



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