

AUTOMOTIVE INTERIOR 2023

JUNE 13 – 14, 2023 | BAD NAUHEIM, GERMANY

TUESDAY, JUNE 13, 2023

9.00 am **Welcome and conference introduction**
Katharina Röder, Automotive Circle, DE

9.15 am **KEYNOTE**
HMI or no HMI: The future of humans and displays in electric vehicles
Dr. Peter Rössger, beyond HMI, DE

COCKPIT CONCEPTS AND DESIGN TRENDS

10.00 am **Automotive Augmented Reality: From Systems to Integration**
Prof. Dr. Karlheinz Blankenbach, Pforzheim University, DE

10.30 am **Austral cockpit and its display**
Isabelle Pimort, Hervé Drezet, Groupe Renault, FR

11.00 am ☕ **Coffee & Contacts and**
 👥 **Meet the speakers**

11.30 am **Dimensional Variation Analysis Model Integration for Instrument Panel**
Gülce Kurtoğlu İşbilir, Ayşegül Yılmaz, Ford Otosan, TR

12.00 pm **The interior design of the new Lotus Eletre**
N.N., Lotus Tech Innovation Centre GmbH, DE

12.45 pm 🍴 **Lunch break and**
 👥 **Meet the speakers**

14.00 pm **Factors influencing the interior of automated vehicles**
Prof. Dr. Wolfram Remlinger, University of Stuttgart, DE

14.30 pm **Usability study in EV interior using flexible buck**
Jeongmin Yun, Hyundai Motor Company, KR

⚙️ GET IN AND TRY OUT

15.00 pm **Cockpit Clinic: All participants are invited to test and evaluate the HMI concept of current series vehicles**

TAKE A SEAT, PLEASE – SEATING COMFORT AND CONCEPTS

16.00 pm **Vehicle seat comfort and design based on scientific experiments**
Prof. Dr. Peter Vink, Delft University of Technology, NL

16.30 pm **Development of good touch feel TailorFit material for Interior based on human science**
Motohiko Kuroda, Nissan Motor Co.,Ltd, JP

17.15 pm **Smart Seat – A gamified activation via patented sensor system**
Dr. René Wegner, Headis, DE

17.45 pm **End of day 1**

18.30 pm **Networking Night**



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WEDNESDAY, JUNE 14, 2023

8.45 am **Antimicrobial equipment – application examples in the automotive industry and implications for shared community concepts**

Markus Hefter, Polygiene Group, DE

REDUCTIVE ENGINEERING

9.15 am **Less can be more: the reduce design approach**

Eva Fortmann, Ford-Werke GmbH, DE

9.45 am  **WORLD CAFE: Reductive Engineering**

10.45 am  **Coffee & Contacts and**

 **Meet the speakers**

11.15 am **Presentation of workshop results**

INTERIOR DESIGN

11.30 am **Stellantis presentation**

NN, Stellantis, DE

12.00 am **Creating a new user experience by enabling a new spatial experience**

*Dr. Michael Fraunhofer, Audi AG;
Christopher Peters, RWTH Aachen, DE*

12.30 pm **Detection and consideration of personality traits in the context of ergonomic vehicle design**

Dr. Philipp Pomiersky, University of Stuttgart, DE

13.00 pm  **Lunch break and**

 **Meet the speakers**

SUSTAINABLE INTERIORS

14.15 pm **Consumers' Sustainability Values and Expectations Towards Vehicles**

Dr. Andreas Haslbeck, Yanfeng, DE

14.45 pm **Ways to develop sustainable interior materials**

Patrick Kirchler, imat-uve gmbh, DE

15.15 pm **Noble Sustainability**

Stefan Kusin, Wollsdorf Leather, AT

15.45 pm **Conclusion and Farewell**

Katharina Röder, Automotive Circle, DE

16.00 pm **End of Conference**



YOUR CONTACT

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CONFERENCE VENUE

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CONFERENCE FEE

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