



**AUTO
MOTIVE
CIRCLE**

AGENDA

JUN 25 – 26

AUTOMOTIVE INTERIORS 2024

MONDAY | JUNE 24

6.00 – 7.00 pm **Welcome Get Together**

TUESDAY | JUNE 25

9.00 am **Welcome and conference introduction**
Andrea Huber, Automotive Circle, DE

9.15 am **IMPULSE**
“Digital Dressing – Light as a Brand Factor”
Jochen Werner, Oliver Arzer-Andujare, Airbus Operations GmbH, DE

CONCEPTS AND TRENDS

9.45 am **How To Build Brands and Win Customers from Passenger-To Commercial Vehicles Through Inside-Out Thinking**
Benjamin Nawka, Daimler Trucks, DE

10.15 am **The role of design in shaping a sustainable future for commercial vehicles**
Koorosh Shojaei, Quantron AG, DE

10.45 am **Coffee & Contacts**

11.15 am **Future Smart Cabin User Experience**
Andrea Hees, Yanfeng, DE

11.45 am **FlexiSteer – Functions of the future**
Barbara Goldstein, Jannes Buthmann, Edag Engineering GmbH, DE

12.15 am **Quality Assurance in Automotive Interiors: The Crucial Role of Machine Vision for Automatic Inspection**
Juan Carlos Garcia, Eines Vision Systems, FR

12.45 pm **INTERACTIVE**
Creating the Interior of the Future – functional, attractive, cost-effective: What do we have to do? What’s necessary? Time for your ideas and impulses!

1.15 pm **Lunch & Contacts**

HUMAN MACHINE INTERFACE

2.15 pm **The Colourful Void**
Rainer Gruenen, Rainer Gruenen Consulting, DE

2.45 pm **Comfort Control Interior Trends: Today and Tomorrow**
Marco Ludwig, Kostal Automobil Elektrik GmbH & Co. KG, DE

3.15 pm **Designing the in-vehicle audio experience**
Alexander Wodrich, why do birds GmbH, DE

3.45 pm **Coffee & Contacts**

4.15 pm **Lancia Y Cockpit**
Klaus-Peter Eckhardt, Stellantis, DE

4.45 pm **Multisensory experiences: choreographed sensory environments to stimulate emotions, facilitate behaviour and enhance functionality**
Scott King, Full Fathom Ltd, UK

5.15 pm **Adaptive seating based on biomechanics and personal preference**
Prof. Peter Vink, TU Delft, Faculty of Industrial design engineering, NL

5.45 pm **Get Together @ Exhibition Area**

6.30 pm **Networking Night**
with BBQ under the Arcades of the Hotel Dolce

* All times in CEST (UTC+2)
Conference program is subject to change
Status as of: June 18, 2024

REGISTER NOW!

www.automotive-circle.com



AUTOMOTIVE INTERIORS 2024

Conference venue: Hotel DOLCE Bad Nauheim
Elvis-Presley-Platz 1 | DE-61231 Bad Nauheim
www.dolcebadnauheim.com

Your contact: Jeanette Timmer
Senior Event Manager | Automotive Circle
T +49 511 9910-378 | jeanette.timmer@vincentz.net
automotive-circle.com





**AUTO
MOTIVE
CIRCLE**

AGENDA

JUN 25 – 26

AUTOMOTIVE INTERIORS 2024

WEDNESDAY | JUNE 26

COMFORT & FUNCTIONALITY

- 8.00 am Interior of the NIO ET5T**
Philipp Fromme, NIO, DE
- 8.30 am Highlights of the new Ford Explorer Interior Development**
Werner Jakobs, Torsten Voigt, Ford-Werke GmbH, DE
- 9.00 am Interior of Alfa Romeo Junior**
Klaus-Peter Eckhardt, Stellantis, DE
- 9.30 am COCKPIT CLINIC**
All participants are invited to test and evaluate current production vehicles, which will be exhibited on site, under certain aspects.
- 10.30 am Thoughtful High Quality Feeling of Japan Kei car SAKURA interior**
Tomoharu Kato, Nissan Motor Co. Ltd, JP
- 11.00 am New Renault 5 and how the seat support the EV transition**
Isabelle Pimort, Philippe Souville, Renault Group, FR
- 11.30 am A new front seats mounting system for a quantum leap in interiors design: SeatBridge**
Claudio Buccini, SB-Sintec, IT
- 12.00 pm Relaxing in an automotive interior**
Thomas Dillinger, Adient, DE

12.30 pm Lunch & Contacts

SUSTAINABILITY AND MATERIALS

- 1.30 pm Plastics Recycling in the Scope of Sustainability**
Rolf Verhoeven, Hyundai Motor Europe Technical Center GmbH, DE
- 2.00 pm Car interior as a driver for shaping the circular future of automotive industry**
Ciro Gaudino, Autoneum Management AG, CH

2.30 pm Functional aluminium for automotive interior design
Milan Wilhelm Krumbe, Alanod, DE

3.00 pm Airbag weakening of textile-covered interior parts
David Mattha, Jenoptik Automatisierungstechnik GmbH, DE

3.30 pm End of the conference

* All times in CEST (UTC+2)
Conference program is subject to change
Status as of: June 18, 2024

REGISTER NOW!

www.automotive-circle.com



AUTOMOTIVE INTERIORS 2024

Conference fee:

Standard 2.195 € | All prices plus 19% German VAT

Registration and Terms & Conditions at www.automotive-circle.com