

## Auto Shanghai 2021: Grammer unveils smart interior innovations for premium automobiles

- *Grammer continues to consistently expand its presence in China*
- *Pure concept presents interior ideas for future usage scenarios*
- *Clear positioning as innovative development partner for Chinese customers*

**Grammer AG, April 20, 2021** – Inspiration for premium interiors of tomorrow: Grammer AG, one of the world's leading manufacturers of high-quality interior components and operating systems, will present product ideas and application scenarios for future vehicle interiors at Auto Shanghai 2021 from April 19 to 28. The focus will be on the Pure concept developed by Grammer: it outlines various challenges and use cases and leads to the solution approaches of the four Grammer innovation fields Living Space, Functional Upgrade, Premium Comfort, and Sustainability.

"The trade show appearance at Auto Shanghai is another consistent step for Grammer to expand our presence in the world's largest growth market," says Thorsten Seehars, CEO of Grammer AG. "With our Pure concept study, we are addressing the most important future trends for modern vehicle interiors in premium automobiles. The product ideas derived from it are an ideal starting point for launching an intensive exchange with existing and potential customers about the requirements of future mobility solutions in China."

Following another positive sales performance of the company in fiscal year 2020, the Chinese market is of great importance to Grammer in both the automotive and commercial vehicles product segments. With a total of eight production and logistics locations as well as three R&D centers, Grammer has established an excellent base for expanding its customer portfolio in the Asia-Pacific region. "We are therefore using Auto Shanghai as a platform to position ourselves more strongly as an innovative development partner for Chinese OEMs and first-tier suppliers," adds Seehars.

Grammer has derived four areas of innovation from the global megatrends - including autonomous driving, connectivity, shared mobility/mobility-as-a-service (MaaS) and e-mobility – for tomorrow's requirements: Living Space, Functional Upgrade, Premium Comfort, and Sustainability. Product developments for vehicle

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interiors focus on these four areas, supplemented by input from trend analyses, user surveys and customer discussions. The Grammer Pure interior concept provides inspirations for how individualization, comfort, and variability can be implemented in tomorrow's mobility solutions.

### **3D glass for maximum design freedom**

In the innovation field of **Living Space**, Grammer is looking at future application scenarios for automotive interiors in the luxury segment. The approach of the Pure concept here: Interior becomes a living, relaxation or working space and reflects this through innovative materials in an attractive ambience. At Auto Shanghai, Grammer will be showcasing an innovation made of **3D glass**. A novel forming process can be used to create three-dimensional modules of glass that fit seamlessly into elegant cockpit architectures. Glass combines the advantages of maximum resistance with the properties of a premium surface that can also take on haptic operating functions thanks to special grinding techniques. The use of light, color, and decorative effects as well as the possibility to integrate branding elements offer a wide range of new, attractive design options. In addition to the high degree of design freedom, glass is also impressive when it comes to sustainability: it can be separated by type and recycled.

### **Movable center console with plenty of storage space**

In the **Functional Upgrade** innovation field, the focus is on new functionalities for interior components or smart enhancements to existing operating concepts. With the Pure concept, Grammer is pursuing the goal of making interiors more variable and adapting them to the individual needs of passengers. The related exhibit at the Shanghai show is the **Sliding Console** – a two-part center console on a rail system. It consists of a sliding, multi-adjustable comfort armrest and a generous storage compartment that can also be freely moved. The storage system offers individual partitioning and design options, for example with ambient lighting or the integration of a safety compartment with privacy shielding. Thanks to their flexible positioning, the armrest and storage compartment can always be used where they are needed, while at the same time freeing up space elsewhere.

### **New sound and communication functions**

The **Premium Comfort** innovation area is all about relaxed and pleasant driving at the highest level. The Grammer Pure concept uses ambient lighting, air management and new sound and communication options, among other things, to enhance the feeling of comfort in autonomous premium vehicles. As part of its partnership with audio specialist Harman International Industries, Grammer is

working on new audio functions for automotive interiors, which will be shown at Auto Shanghai in an initial development stage as the **Audio Headrest**. The headrest with integrated microphone and speakers aims to provide a trouble-free, individually tailored audio experience for all occupants. In the future, for example, drivers will be able to receive navigation information or calls directly on the headrest's loudspeakers and communicate with rear seat passengers. Noise cancellation is also possible, as is the setting of individual sound and volume profiles for each passenger.

#### **Lightweight construction and resource-saving materials**

In the fourth innovation field, **Sustainability**, Grammer focuses on sustainable materials, processes, and products. On its path to becoming a "Green Company," the company has set its sights on conserving resources, reducing energy consumption and – very specifically – cutting CO<sub>2</sub> emissions by at least 50 percent by 2030. But that's not all: On the product side, Grammer is working on **lightweight solutions** as well as on the use of **sustainable, recyclable materials**. One focus here is on organic or recycled raw materials, which are made usable for various interior application fields through new production methods. At the trade fair in Shanghai, Grammer will be showcasing an example of a lightweight construction application for air ducts that uses a novel manufacturing process and cellulose-based fiber materials.

#### **About Grammer AG**

Grammer AG, headquartered in Ursensollen, Germany, is active in two business segments: Grammer develops and supplies high-quality interior and operating systems as well as innovative thermoplastic components for the global automotive industry. For trucks, trains, buses, and off-road vehicles, Grammer is a full-service provider of driver and passenger seats. Currently, Grammer AG employs around 14,000 people in 20 countries worldwide, with sales of around 1.7 billion euros in 2020. Grammer shares are listed in the Prime Standard and traded on the Munich and Frankfurt stock exchanges as well as via the Xetra electronic trading system.