

Grammer at Auto Shanghai 2021: Inspirations for interior solutions of the future

- *Grammer identifies four fields of innovation for automotive interiors from the megatrends*
- *Grammer Concept Pure focuses on individualization, comfort and variability*
- *Grammer uses Auto Shanghai for intensive exchange with customers in the world's largest growth market*

Grammer AG, April 8, 2021 – How will we drive, how will we move tomorrow? How will automotive interiors change? Grammer AG, one of the world's leading manufacturers of premium car interior and operating systems, will be providing inspirations for answers to these questions at Auto Shanghai 2021 from April 19 to 28. The focus of the trade show presentation in Hall 1.2H will be the Pure interior concept developed by Grammer, as well as solution ideas for the four innovation fields of Living Space, Functional Upgrade, Premium Comfort and Sustainability.

"With our Pure concept, we are addressing the most important future trends for modern vehicle interiors and will be presenting product ideas and application scenarios for premium automobiles at the trade show in China," says Thorsten Seehars, CEO of Grammer AG. "For us, Auto Shanghai will be a platform to start an intensive exchange with existing and potential customers about the requirements of future mobility solutions in China. We also want to position Grammer as an innovative development partner in the world's largest growth market."

At Auto Shanghai 2021, Grammer will present its Pure concept via video and displays to illustrate different use cases and user needs. A series of innovative exhibits will also make the Pure approach and the four Grammer innovation fields derived from it – Living Space, Functional Upgrade, Premium Comfort and Sustainability – very tangible: One exhibit, for example, shows the potential of 3D-molded glass with innovative functionalities in premium surfaces. The Sliding Console offers highly flexible storage and design options. With the Audio Headrest, Grammer brings new sound and communication options into play – and finally presents console modules and air ducts that are sustainably produced from recycled materials.

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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.