



Agenda

International Summit

# AUTOMOTIVE INTERIOR 2021

CO-LOCATED WITH  
INTUITIVE VEHICLES  
HUMAN FACTORS-HMI-UX

27-28 September 2021 | DAS LIEBIG | Aachen, Germany

Hosted by: **ika** Institute for  
Automotive  
Engineering

**RWTHAACHEN**  
UNIVERSITY

in partnership with: **fka**

RedCabin would like to thank previous speakers, partners & sponsors:



Media Partner: **AUTOMOTIVE  
INTERIORS  
WORLD**



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As the transport industry evolves, the importance of collaboration and open, honest discussions between all stakeholders grows. As a **leading summit provider in the aircraft and railway interior market**, RedCabin is excited to expand its portfolio in Automotive Interior and Intuitive Vehicles-Human Factors-HMI-UX. After successfully hosted the Intuitive Vehicles Summit 2020 last year in partnership with Visteon and Borgward Group AG, **we received tremendous feedback from our delegates** that intuitive vehicles cannot be separated from automotive interior applications.

This year we are honored to **welcome ika Aachen University in partnership with fka as the host** of our two special summits, Automotive Interior co-located with Intuitive Vehicles-Human Factors-HMI-UX. Major OEMs, designers, and suppliers have already confirmed. Our delegates and partners will have a chance to **understand future trends of Automotive Interior and Intuitive Vehicles-Human Factors-HMI-UX, meet with decision makers, and enjoy our special evening networking reception at the ika RWTH Aachen University.**

With limited space available, contact [andreas.wibowo@redcabin.de](mailto:andreas.wibowo@redcabin.de) for Automotive Interior and [erutode.rume@redcabin.de](mailto:erutode.rume@redcabin.de) for Intuitive Vehicles-Human Factors-HMI-UX.

## CONFIRMED SPEAKERS AND GUESTS

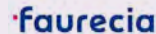
### HAN HENDRIKS

CTO Yanfeng Technology, Tech Center  
*Yanfeng International*



### ANDREAS WLASAK

Vice President Industrial Design  
*Faurecia*



### JAIME MORENO

CEO & Founder  
*mormedi*



### DR. NICO DEPNER

Head of Vehicle Concepts, Body & Interior  
*fka GmbH*



### ANDREI TURCAN

Senior Manager Engineering  
Interior - Mover  
*e.GO MOOVE GmbH*



### UNIV.-PROF. DR.-ING. LUTZ ECKSTEIN

*ika, RWTH Aachen University*

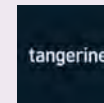


### CHRISTOPHER BROCKMEIER M. SC.

Manager Research Area Vehicle  
Concepts & HMI  
*ika, RWTH Aachen University*

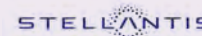
### MATT ROUND

Chief Creative Officer  
*Tangerine*



### MICHAEL DEBONNET

HMI Physical Ergonomics Expert  
*Stellantis*



### DR.-ING CLAUS DORRER

Senior Manager Products, Concepts,  
Implementation User Interaction  
*BMW Group*



### DR. EIKE SCHMIDT

Human Centered Technologies  
*Ford Research & Advanced  
Engineering Europe*



### AMKO LEENARTS

Design Director  
*Ford of Europe*

### RAINER GRUENEN

Ergonomic Consultant  
*Arrival Ltd., UK*



### DR. SUSANNE FROHRIEP

R&D Senior Manager  
Global Ergonomics, Usability & Design



### DR. MARCO REDWITZ

Director R&D Electronics  
Advanced Development  
*GRAMMER AG*



# AUTOMOTIVE INTERIOR 2021

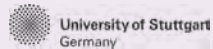
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## CONFIRMED SPEAKERS AND GUESTS

### PROF. DR.-ING. WOLFRAM REMLINGER

Head of Interior Design  
Engineering  
Institute for Engineering Design  
and Industrial Design



### MIRIAM SCHÄFFER

Research Associate  
University of Stuttgart

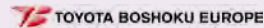
### FIRAT TAPTI

Senior Engineer R&D Interior  
Hyundai Motor Europe  
Technical Center GmbH



### KLAUS TUPUSCHIES

Senior General Manager R&D  
Toyota Boshoku Europe



### CIRO PIERMATTEO

Global Technical Marketing  
Automotive Interior  
Covestro



### MARC ZANTINGE

Sales & Marcom Manager Europe  
Reell Precision Manufacturing  
Netherlands BV



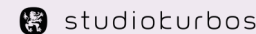
### DR. JAN-PETER KRÄMER

Lead UX/UI Prototyping  
Toolchain  
Mercedes-Benz AG



### BENJAMIN NAWKA (DIPL. DES.)

New Business Management  
studiokurbos GmbH



### WILLIAM FRANKE

Design Manager  
AUNDE Group



### JENS RÖNNEFAHRT

Advanced Engineering  
ISRINGHAUSEN GmbH & Co. KG  
(Member of AUNDE Group)

### PETER BOLTEN

Director Development & Sales  
AUNDE Achter & Ebels GmbH

### PROF. DR. ANDREA UPMANN

Professor for Vehicle  
Interior  
University of Applied Sciences Aachen







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## WHAT YOU WILL EXPERIENCE ON SITE

### KEYNOTE SPEECH

Get to know in-depth knowledge, listen and learn from car manufacturers, seat suppliers, interior suppliers and HMI experts.

### INTERACTIVE PANEL DISCUSSION AND AUDIENCE Q&A

Interact with our panelists, and ensure that all of your questions are answered during these sessions.

### INTERACTIVE WORKING GROUP

Get an in-depth approach to these hands-on themes. Discuss, brainstorm, elaborate and work together in this interactive session. Tutorials and workshops are also an excellent chance to interact at this perceived as the 'go-to' place for knowledge, best practice and credible solutions.

### SPEED NETWORKING

Break the ice and get to know your industry peers in these fast-paced one-to-one meetings. Greet each participant in this series of brief exchanges and share your professional background.

### EVENING NETWORKING RECEPTION

RedCabin invites our delegates to an exclusive evening networking reception at Aachen University test drive facility.

**For sponsorship such as exhibition, logo display, evening event sponsoring and speaking, please contact:**

Andreas Wibowo, [andreas.wibowo@redcabin.de](mailto:andreas.wibowo@redcabin.de) | Office: +49 30 99 40 489 11 | Mobile: +49 162 256 738 2



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## SPONSORS



**NEVEON** *NEVEON. The Future of Foam.* NEVEON is a leading global integrated foam group that offers **outstanding polyurethane flexible and composite foams** for a huge range of applications, from the comfort segment through the transportation sector to a limitless variety of specialty applications. As part of Greiner, NEVEON combines the expertise of Eurofoam, aerospace, MULTIf foam, Perfoam, PURTEC, and Unifoam in one single organization. With a network of 62 locations in 17 countries, NEVEON guarantees customer proximity, the quickest possible delivery times and highest levels of quality. For more information check out [neveon.com](http://neveon.com).



**REELL** Reell is an employee owned, global company that provides **high-quality innovative solutions** to transmit torque, control angular position and protect delicate components from excessive force. Combining the world's most precisely controlled torque technology with the industry's most experienced engineering team, Reell provides a perfect product fit in customer applications. Reell's patented technology is widely used in the consumer electronics, automotive, aircraft interiors, medical technology, workstation furniture, kiosk/data terminals, and architectural lighting industries. Reell engineers work with airline and automotive manufacturers and their Tier 1 and Tier 2 suppliers to develop precision engineered solutions to use Reell torque technology to improve the quality, comfort and safety of their vehicles. Reell automation expertise develops methods to manufacture in high volume and control product quality to world class standards. Our global manufacturing can deliver product where it is needed. **Interior applications include:** Position control of armrests, headrests, center console lids, meal trays, video displays, and cargo bins.

## SPONSORS



Covestro is the largest **supplier of polycarbonate** worldwide, addressing pressing challenges and developing high-tech solutions used in many areas of daily life. We serve a range of applications in the automotive industry including interior & exterior elements, lighting, seating, ePowertrain and electric vehicle battery packaging, using dedicated raw materials for coatings and adhesives, thermoplastics, foams, films, composites and more.



**OBE Kinematics** A family company associated to the Hettich Group, founded almost 60 years ago in Aizarnazabal, a small town in the Basque Country (Spain). OBE Kinematics is a business experienced in mechanisms with the focus on **generating comfort, ergonomics and versatility** through solutions for applications and spaces. It therefore works with specialised engineering based on a cross-cutting concept enabling it to offer the complete process: from technical development to industrialisation, production and logistics. OBE Kinematics, Powered by Hettich, is a business specialising in simple and complex kinematics for markets such as furniture, household appliances and the automotive sector, cross-cutting these sectors where the extensive know-how of the Hettich group consolidates its market proposal. For more information check out [obekinematics.com](http://obekinematics.com).



**castwerk** A company associated to the Hettich Group and based in Frankenberg in northern Hesse. castwerk powered by Hettich **produces magnesium components** for the automotive and e-mobility sectors. The core competencies include housings for electronical applications, displays and gears as well as gearwheel applications made of magnesium. These are manufactured using hot chamber die casting and Thixomolding technologies. For more information check out [castwerk.hettich.com](http://castwerk.hettich.com).

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## PARTNER



As part of **RWTH Aachen University**, the **Institute for Automotive Engineering (ika)** researches the complete vehicle including its systems and their interactions. From the initial idea to innovative component and system concepts to vehicle prototypes, the Institute's staff actively design solutions for tomorrow's mobility. To this end, we work together in public and bilateral projects with and for manufacturers and suppliers with an automotive focus to ensure that future mobility will continue to be safe, efficient and attractive.

Our team is divided into six research areas: Vehicle Concepts & HMI, Vehicle Structures, Vehicle Dynamics & Acoustics, Energy Management & Drivetrains, Vehicle Intelligence & Automated Driving and Traffic Psychology & Acceptance. With this broad spectrum of competences, we cover all areas of the motor vehicle with more than 300 employees.



For 40 years, **fka** provides customized engineering solutions for the complete vehicle. Our creative and interdisciplinary 160-strong team is inspired by a passion for safe, sustainable and user-centric mobility.

Through **close cooperation with RWTH Aachen University**, **fka** ensures the rapid transfer of the latest research results into innovative products. We provide agile concept development, design, prototyping and evaluation from a single source.

## MEDIA PARTNER



From the latest developments in smart surfaces and cutting edge materials, through to the best user experiences and innovations, **Automotive Interiors World** is one of the industry's leading digital publications exclusively focused on current and future technologies relevant to the **automotive interiors sector and Intuitive Vehicles – Human Factors – HMI – UX**.

Discover the new approaches, innovations, products and solutions set to shape next-generation vehicles, as well as the opportunities and challenges offered by increased vehicle autonomy and ever more sophisticated consumers, via exclusive features, the latest news, opinion and indepth analysis of key industry trends.

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## WHAT OUR PAST DELEGATES EXPERIENCED

„Great topics and very valuable delegates.“

**Deutsche Bahn**

„The organization and the location was very good.“

**Daimler**

„Excellent cross-industry discussion.  
Relevant presentations. Engaging Workshops.“

**General Motors**

„Great mix of experts & companies.  
Great Balance between theory and action.“

**Borgward Group AG**

„Great audience, very focused presentations & workshops.“

**Altia**

„All participants discussed openly and were interested to learn from each others experiences. The atmosphere was very pleasant and (conference) – user friendly.“

**Geely Auto Technical Deutschland GmbH**

„Perfect opportunity to get a better understanding and further learning about the future of the technology.“

**Jaguar Land Rover Ltd.**

„I liked the presentation variety. Also the initial Meet and Greet 3 minutes speed date was a very good network strategy.“

**Hyundai Mobis North America**

„Well mixture of presentations & working groups.“

**Visteon**

„Many interesting conversations and interactive design.“

**IKA RWTH Aachen University**

„Versatile program with speeches and interactive modules.  
International/interdisciplinary audience.“

**Designworks A BMW Group Company**





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## CONFERENCE DAY 1 | MONDAY 27 SEPTEMBER 2021

### 08:15 REGISTRATION

#### 08:45 RedCabin and chairperson's welcome

**Simone Lange** – Program Director Automotive, *RedCabin*

Chairperson AUTOMOTIVE INTERIOR:

**Dr. Susanne Frohriep** – R&D Senior Manager Global Ergonomics, Usability & Design, *GRAMMER AG*

Chairperson INTUITIVE VEHICLES:

**Prof. Dr. Stefan Becker** – Director Science/UX, Allround Team GmbH & Honorary Professor, *Hochschule Ruhr-West (HRW) University of Applied Science Bottrop*

### PASSENGER AND DRIVER EXPERIENCE

*Joint session with Intuitive Vehicles – Human Factors – HMI – UX*

#### 09:00 KEYNOTE PRESENTATION: Next level of driving experience

**Univ.-Prof. Dr.-Ing. Lutz Eckstein** – *ika, RWTH Aachen*

#### 09:30 The new BMW iDrive – Highlights & benefits

- Modern interior with a new generation of UI/UX
- Personal relationship and natural dialogue between user and vehicle
- Optimum support for the driver and intelligent functions

**Dr.-Ing. Claus Dorrer** – Senior Manager Products, Concepts, Implementation User Interaction, *BMW Group*

#### 10:00 Seamless mobility – Meeting future interior needs on slim design, dynamic lighting & functional integration

**Ciro Piermatteo** – Global Technical Marketing Automotive Interior, *Covestro*

#### 10:30 Announcement by SEKISUI

### 10:35 NETWORKING COFFEE BREAK

#### 11:00 The language of lighting as means of signature, communication, personalization and design for premium and autonomous vehicle

**Klaus Tupuschies** – Senior General Manager R&D, *Toyota Boshoku Europe*

### Interactive session: PANEL DISCUSSION

#### 11:30 Influence in automotive seating design from markets outside automotive

MODERATOR: **Marc Zantinge** – Sales & Marcom Manager Europe, *Reell Precision Manufacturing Netherlands BV*

**Peter Bolten** – Director Development & Sales, *AUNDE Achter & Ebels GmbH*

**Andreas Wlasak** – Vice President Industrial Design, *Faurecia*

**Klaus Tupuschies** – Senior General Manager R&D, *Toyota Boshoku Europe*

**Benjamin Nawka (Dipl. Des.)** – New Business Management, *studiokurbos GmbH*





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## CONFERENCE DAY 1 | MONDAY 27 SEPTEMBER 2021

### 12:15 Definition of premium haptic signature applied to functional surfaces

- Methodology of premium signature approach
- Correlation of subjective perception vs. technical parameters
- Definition of best in class haptic perception

**Firat Tapti** – Senior Engineer R&D Interior, *Hyundai Motor Europe Technical Center GmbH*

### 13:00 NETWORKING LUNCH BREAK

### Interactive session: WORKING GROUPS

*The audience will be divided into three groups. Each group will attend all three interactive working groups.*

### WORKING GROUP – 1

### 14:15 Accelerate innovation for ergonomics and comfort

HOSTED BY: **Rainer Gruenen** – Ergonomic Consultant, *Arrival Ltd., UK*

### WORKING GROUP – 2

### 14:15 Steering wheel controls

- Why having controls on the steering wheel ?
- Easy to learn / Easy to use balance
- Technology bricks & future prospective

HOSTED BY: **Michael Debonnet** – HMI Physical Ergonomics Expert, *Stellantis*

### WORKING GROUP – 3

### 14:15 „Which changes to the interior of Level 4 vehicles will affect you?” – An interactive working meeting on the interior of self-driving vehicles

HOSTED BY: **Prof. Dr.-Ing. Wolfram Remlinger** – Head of Interior Design Engineering, Institute for Engineering Design and Industrial Design, *University of Stuttgart*

**Miriam Schäffer** – Research Associate, *University of Stuttgart*

### 16:15 NETWORKING COFFEE BREAK

### 16:45 CONTINUING WITH WORKING GROUPS 1, 2 AND 3

### 17:45 RESULTS

*Each moderator of the interactive working group is presenting the outcome of their session.*

### 18:15 CLOSING REMARKS BY DR. SUSANNE FROHRIEP

### 19:00 EVENING NETWORKING RECEPTION

*Exclusive evening networking reception at Aachen University test drive facility, but only for RedCabin and ika RWTH guest. To find out more on sponsorship representation associated with leading brands and stand out from the crowd please contact: [andreas.wibowo@redcabin.de](mailto:andreas.wibowo@redcabin.de)*

### END OF CONFERENCE DAY 1



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## CONFERENCE DAY 2 | TUESDAY 28 SEPTEMBER 2021

### 08:30 REGISTRATION

#### 09:00 Chairperson's welcome

**Simone Lange** – Program Director Automotive, *RedCabin*

Chairperson AUTOMOTIVE INTERIOR:

**Dr. Susanne Frohriep** – R&D Senior Manager Global Ergonomics, Usability & Design, *GRAMMER AG*

Chairperson INTUITIVE VEHICLES:

**Prof. Dr. Stefan Becker** – Director Science/UX, Allround Team GmbH & Honorary Professor, *Hochschule Ruhr-West (HRW) University of Applied Science Bottrop*

### PASSENGER AND DRIVER EXPERIENCE

*Joint session with Intuitive Vehicles – Human Factors – HMI – UX*

#### 09:15 How do we combine digital & physical features to create intuitive meaningful unique user experiences in the vehicle

**Han Hendriks** – CTO Yanfeng Technology, Tech Center, *Yanfeng International*

#### 09:45 Humanized technology

- Human centered design and architecture
- The car as the final retreat to disconnect
- Full integration of HMI and interior design

**Andreas Wlasak** – Vice President Industrial Design, *Faurecia*

### Interactive session: PANEL DISCUSSION

#### 10:15 How will future mobility shape interior design?

MODERATOR: **Christopher Brockmeier M. Sc.** – Manager Research Area Vehicle Concepts & HMI, *ika, RWTH Aachen University*

PANELISTS: **Amko Leenarts** – Design Director, *Ford of Europe*

**Andreas Wlasak** – Senior Vice President Industrial Design, *Faurecia*

**Han Hendriks** – CTO Yanfeng Technology, Tech Center, *Yanfeng International*

**Andrei Turcan** – Senior Manager Engineering Interior–Mover, *e.GO MOOVE GmbH*

### 10:45 NETWORKING COFFEE BREAK

#### 11:15 Carsickness: Global incidence, influencing factors and the role of predictability

**Dr. Eike Schmidt** – Human Centered Technologies, *Ford Research & Advanced Engineering Europe*

#### 11:45 Concept of autonomous vehicle interiors

- How do you interact with AV?
- Future trends and innovations on interior design particularly when drivers become passengers

## CONFERENCE DAY 2 | TUESDAY 28 SEPTEMBER 2021

- Relationships between design, space, passenger and driver experience

**Jaime Moreno** – CEO & Founder, *mormedi*

### CROSS INDUSTRY LEARNING & HOW TO COLLABORATE (OEMs, Suppliers & Tier1s)

#### 12:15 Great experiences fuel great brands

The concept of mobility is rapidly evolving and consumer expectations are shifting in this new landscape.

There was once a time when it was clear what a great automotive experience meant – vehicle performance – but now, as the context for driving changes, the experiences that fuel brands and meaningfully connect with customers will be different.

Matt will speak about how we can create great automotive experiences, sharing insights from experience collaborating with some of the world's leading mobility companies.

**Matt Round** – Chief Creative Officer, *Tangerine*

#### 12:45 NETWORKING LUNCH BREAK

#### Interactive sessions: WORKING GROUPS

*The audience will be divided into three groups. Each group will attend all three interactive working groups.*





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## CONFERENCE DAY 2 | TUESDAY 28 SEPTEMBER 2021

### WORKING GROUP – 1

#### 14:00 Future mobility – interior: Function, emotion & identity

An interactive workshop, using images reflecting current & future lifestyle and mobility trends to stimulate discussion & to visualise the emotional experience for interior solutions for future mobility compared with today.

HOSTED BY: **William Franke** – Design Manager, AUNDE Group

**Jens Rönnefahrt** – Advanced Engineering, ISRINGHAUSEN GmbH & Co. KG (Member of AUNDE Group)

SUPPORTED BY: **Peter Bolten** – Director Development & Sales, AUNDE Achter & Ebels GmbH

### WORKING GROUP – 2

#### 14:00 Innovation in automotive interior versus safety

HOSTED BY: **Dr. Susanne Frohriep** – R&D Senior Manager Global Ergonomics, Usability & Design, GRAMMER AG

**Dr. Marco Redwitz** – Global Director R&D Electronics, Director Advanced Development, GRAMMER AG

### WORKING GROUP – 3

#### 14:00 Sustainability in automotive interior

How sustainable is automotive interior materials. How can we as automotive interior experts help the planet to be green by reducing weight, recycling, and understanding products/ materials life cycle in automotive interior.

HOSTED BY: **Prof. Dr. Andrea Upmann** – Professor for Vehicle Interior, University of Applied Sciences Aachen

### 16:00 NETWORKING COFFEE BREAK

### 16:30 CONTINUING WITH WORKING GROUPS 1, 2 AND 3

### 17:45 RESULTS

*Each moderator of the interactive working group is presenting the outcome of their session.*

### 18:15 CLOSING REMARKS BY DR. SUSANNE FROHRIEP

### END OF CONFERENCE





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DATE	2 DAY CONFERENCE INVESTMENT
ORIGINAL INVESTMENT	2.995 € + VAT

## SUMMIT VENUE

**DAS LIEBIG**  
Liebigstraße 19  
52070 Aachen  
Germany



DAS LIEBIG

## EVENING NETWORKING RECEPTION

**ika | RWTH AACHEN UNIVERSITY**  
Steinbachstraße 7  
52074 Aachen  
Germany

## FOR FURTHER INFORMATION, SPONSORSHIP OPPORTUNITIES OR REGISTRATION PLEASE CONTACT:

Andreas Wibowo  
Director of Business Development  
E-Mail: [andreas.wibowo@redcabin.de](mailto:andreas.wibowo@redcabin.de)  
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