

automotive interiors EXPO 2018

★ NOVI ★ ★ MICHIGAN ★

CO-LOCATED WITH



**510+ EXHIBITORS
IN TOTAL!**

THE CAR AND TRUCK INTERIOR DESIGN, COMPONENT AND PRODUCTION SHOWCASE

OCTOBER 23, 24, 25, 2018

THE SUBURBAN COLLECTION SHOWPLACE, NOVI, MI, USA

**DOUBLE THE SIZE OF LAST YEAR'S
SHOW...AND GROWING!**

Featuring
100+
exhibitors



**REGISTER NOW
FOR YOUR FREE
BADGE/PASS!**



WWW.AUTOMOTIVE-INTERIORS-EXPO.COM/DETROIT

REASONS TO ATTEND

- **Convenience:** See over 100 exhibitors specializing in every aspect of automotive interior design, production and supply – all under one roof!
- **Value:** Your [free entry pass](#) also provides unrestricted access to a further three leading automotive events: Automotive Testing Expo, Autonomous Vehicle Technology Expo and Engine Expo, with over 510 exhibitors in total.
- **Knowledge:** Share insights and best practice from industry experts speaking at the [free-to-attend Innovation & Design Forum](#); and the [Autonomous Vehicle Interior Design & Technology Symposium](#) (rates apply).
- **Networking:** Fantastic networking and meetings opportunities with exhibitors, visitors and speakers who are all exclusively involved in designing and producing interiors, interior components and subsystems. Plus enjoy the exhibitor hall drinks party.

Novi – the place to be in October!

★ NOVI ★ ★ MICHIGAN ★

AUTOMOTIVE INTERIORS EXPO 2018

MANY OF THE INDUSTRY'S LEADING NAMES WILL BE
SHOWCASING THEIR LATEST INNOVATIONS IN NOVI ON
OCTOBER 23-25 FOR AUTOMOTIVE INTERIORS EXPO 2018

P3

WHAT TO SEE AT THIS YEAR'S SHOW

A look at some of the latest
and most exciting interior
products, technologies and
developments from exhibitors
who will be in attendance

P8

AUTONOMOUS VEHICLE INTERIOR DESIGN & TECHNOLOGY SYMPOSIUM

Exclusively dedicated to the
study of future interior design

P10

FANTASTIC NEIGHBORING SHOWS!

Take advantage of three
complementary shows being
held concurrently, with over
510 exhibitors in total

There's no better place to experience the industry's latest and greatest products, developments and technologies than at Automotive Interiors Expo in Novi, Michigan. Over 100 exhibitors from countries around the world will be in attendance to demonstrate, discuss and debut advances in everything from materials and finishes to lighting, printed electronics, manufacturing processes and much more.

Visitors will get the chance to see cutting-edge technology and feel products found in vehicles from almost every car maker in the world today, as well as the opportunity to discover breakthrough innovations and concepts destined for the cabins of tomorrow.

Textures and specialty finishes are a strong theme of this year's show, with many exhibitors presenting high-performance

materials for sound-damping and weight-saving solutions, as well as intelligent surfaces enabling a new generation of HMI and lighting possibilities.

The show is a must-visit for Tier 1 and Tier 2 suppliers, as well as for design teams from car manufacturers wanting to keep up with the exciting world of vehicle interiors.

Elsewhere, Automotive Interiors Expo will be held alongside the free-to-attend Automotive Testing and Engine Expo. Plus, visitors will have the chance to listen to insightful and inspiring presentations addressing the subject of autonomous vehicle interior design at a dedicated symposium held over two days during the expo.

With the biggest line-up of exhibitors ever at Automotive Interiors Expo, Novi, Michigan, the extensive offering is not to be missed!

PRODUCT AREAS INCLUDE:

Masterbatching and plastics compounding | Plastic injection and plastic molded components | Foams and shape-forming materials | Yarns and threads | Sewing and stitching machines | Fabrics, cloths and liners | Decorative textiles | Non-wovens | Acoustical materials | Etching and surface finishing | Laser marking, etching and surface precision painting | Seats and seat subassemblies | Tapes and webbings | Anti-creak tape | Lighting and light technology | Natural moldable fibres | Hot-stamping foils | Film insert molding | Prototyping | Interliner materials | Chrome-look plastics | Styrenic components and finishes

TORQUE TECHNOLOGY

Reell

Booth A114

Torque technology can play an important role in improving the quality, comfort and safety of modern vehicles. For positioning interior components, Reell's ReellTorq technology has been used for headrests, center consoles, floor storage lids and video displays. The company is also releasing the TI-160 – the latest addition to the popular TI-100 series of torque inserts. It is designed to press-fit into a variety of materials, and features a molded, glass-filled nylon package configuration with 360° of rotation.



**Register now
for your free pass!**

PLUS FREE ACCESS

to three parallel automotive exhibitions with over 510 exhibiting companies in total and three free-to-attend forums all in the same venue!

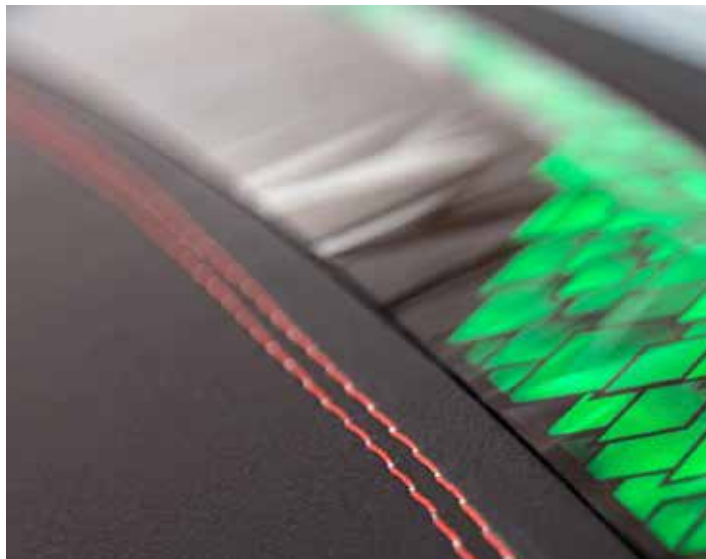
PLASTIC WITH THE FEEL OF METAL

Oerlikon Balzers

Booth A326

The desire to create plastic products that not only look and feel like metal but also have similar durability and protective qualities has created various solutions, one of which is ePD technology. Created by Oerlikon Balzers, the surface technology not only provides the glossy look of metal – the most popular being chromium – but also meets the high protective characteristics that a coating needs to offer.





Integrating touch and light

Kurz Transfer Products

Booth A516

At Automotive Interiors Expo 2018 Kurz will have live demonstrations and will also showcase decorated interior components that feature integrations of capacitive touch sensors used in front of display elements for high optical resolution and transparency requirements. Award-winning backlit designs will also be exhibited with unique patterns or features that come to life when illuminated. Sample parts will also be on display decorated via traditional hot-stamp application in various shades of shiny and matte metals.

IMPROVING COMPOSITES

Beaulieu

Booth A218

Beaulieu will be looking to wow the crowd with UltraLink – its solution to improving the mechanical, thermal or functional properties of a composite. UltraLink uses polyolefin staple fibers that have been engineered over the last two years to meet the increasingly challenging requirements for automotive materials. The first UltraLink generation was introduced to reduce the weight of door panels, load floors and parcel shelves

without compromising performance and cost. In its latest composition, the UltraLink fiber helps to meet the hydrophobic requirements for exterior textile composite materials like wheel arc liners and underbody shields.



SAMPLING NOISE DAMPING PRODUCTS

Bechem

Booth A506

Bechem's noise damping sample kit is a great way to find the right lubricant product to fix friction and noise issues. Try out the firm's collection of industry-approved products aimed at solving the toughest friction and noise issues while maintaining multi-substrate compatibility. The lubricant expert is also displaying greases and pastes, lubricating oils and anti-friction coatings to process fluids for a range of metalworking operations.

MATERIAL STRENGTH

Carbon Auto Interiors

Booth A310

Be sure to take a look at Carbon's Epoxy (EPX) 82 – a high-resolution, high-strength engineering material that offers a superb solution for creating complex designs, producing high-quality parts at scale, or reducing lead time and speeding up go-to-market. It is a durable material with excellent heat-deflection range, impact strength and mechanical properties that are compatible with lightly glass-filled thermoplastics. This makes it ideal for applications requiring a balance of strength, toughness and thermal-cycling durability such as for automotive connectors, brackets and housings.



FLOCK FOR ALL APPLICATIONS

American Flock Association

Booth A122

From decorative elements to high-tech applications, flock is being increasingly used in the automotive industry because it is ideal for reducing noise and adding a luxurious touch. The American Flock Association is at Automotive Interiors Expo 2018 with conventional flocked items as well as concept parts. It will demonstrate how today's flocked parts can be custom designed to meet a variety of specifications.

**REGISTER NOW
TO GET YOUR
FREE ENTRY
CODE!**





Duality creates interior opportunities

Proell

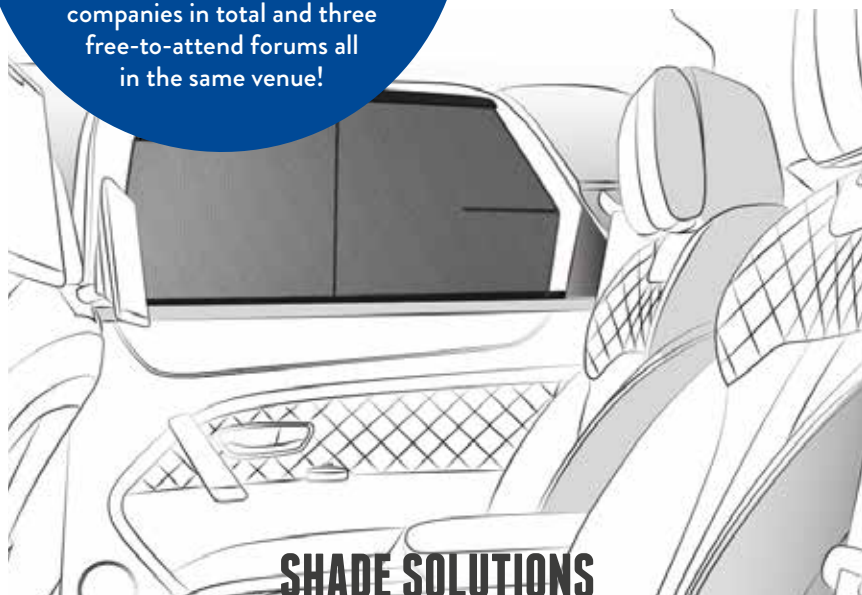
Booth A116

Due to the development of chemical- and abrasion-resistant dual-cure screen printing lacquers, PC films can now be decorated on both surfaces, making matte, gloss, 3D effects and special dual designs possible. At Proell's booth, visitors will be able to see a number of components made using the company's 'dual design' technique, including haptic aluminum brush effects, realistic wood grain and stone. These newly developed IMD/FIM parts create numerous possibilities for the future of automotive interior solutions, such as designs for use at night where functional symbols, which have been integrated with printed electronics, light up.

Register now
for your free pass!

PLUS FREE ACCESS

to three parallel automotive exhibitions with over 510 exhibiting companies in total and three free-to-attend forums all in the same venue!



SHADE SOLUTIONS

Macauto

Booth A324

Keeping sun glare out of the cabin is not only a matter of safety but also helps enhance passenger comfort. Macauto USA has been developing products to perform this task, and its range of sunshades for roofs and windows, wind deflectors, divider nets and luggage cover systems is designed to keep sunlight out of a car. Macauto's sunshades for roof systems, for instance, feature side-guiding systems, brushed aluminum profiles and 100% light blocking. Side window shades have been designed with manual and electric options, and rear window shades are manufactured with either an electric c-pillar integrated guided rail system or a scissor-arm electric rear window design.



CHROME PLATING ON PATTERNED SURFACES

Taiyo Technology

Booth A518

The demand for new aesthetics in car interiors is evolving quickly as new design and HMI concepts continue to emerge. Taiyo Technology is showing off its latest technique for achieving chrome plating on unique surface patterns, which allows for more customization and detail while maintaining the touch and feel that only chrome can offer. Together with the company's newest black chrome color and other surface techniques, the method is capable of creating truly luxurious finishes that are cheaper and lighter than even aluminum.



VINYL AND BEYOND

Nakan

Booth A210

Nakan, a company specializing in vinyl specialty compounds, is a big presence in the automotive interior space having proudly equipped more than 10 million automotive interiors and counting. The company has sites in Europe, North America and Asia, and its vinyl compounds are dedicated to the production of interior soft skins for instrument panels, door panels, consoles, gloveboxes and armrests. Equipped with in-mold painting technology for production of two-tone soft skins, and specialty inks combined with six-axis robotic printer technology for ultimate customization of 3D-shaped soft trims, Nakan also boasts a new molded synthetic leather 'cut and sew' technology for customization of door panels, seats and dashboards.



First semi-transparent polyamide

BASF Corporation

Booth A526

Innovations in composites are always welcomed by the automotive interiors industry, and BASF will be displaying two new products for injection molding at Automotive Interiors Expo. Ultramid Vision is the first semi-transparent polyamide that allows light to pass through largely unhindered, making it ideal wherever a visual check, illumination or light design is required. Ultramid Deep Gloss is a specialty polyamide that combines the chemical resistance of semi-crystalline polyamides with the high gloss and depth of view of amorphous plastics.

GRILLE PRODUCTION

Vestatec

Booth A522

Vestatec Automotive Engineering's loudspeaker grille production process allows considerable design freedom compared with traditional pre-perforated sheet materials. For example, the innovative combination of processes used to produce the Vestatec Speaker Grille allows designers and engineers to explore avenues of grille design that perfectly incorporate both the vehicle and the sound system.

REGISTER NOW TO GET YOUR FREE ENTRY CODE



GETTING RID OF GLARE

MacDermid Enthone Industrial Solutions

Booth A514

Today's consumers expect a smooth, high-quality finish from in-car interior trim and decorative parts. To satisfy demand, XtraForm Antiglare from MacDermid Enthone Industrial Solutions is a new, formable, hard-coated polycarbonate film with an antiglare textured finish. It is shaped while still formable before the UV curing process to harden it, resulting in a film with good environmental, chemical, scratch and UV resistance. Offering low-haze and low-gloss optics, XtraForm Antiglare has a unique coating that disperses reflection and is available in various gauges and gloss ranges.

GREEN CHROME

IHI Hauzer Techno Coating

Booth A434

IHI Hauzer is setting new environmentally friendly standards in chrome finishing with its new Chromatipic system, which reduces the extensive and unsustainable chemical process involved in traditional methods. Chromatipic consists of a UV-cured lacquer basecoat with PVD coating on top, so no lacquer top coat is needed. Providing a completely different approach compared with traditional paint and PVD technologies, Chromatipic claims to offer many advantages over plating on plastics. Examples will be on display at Automotive Interiors Expo 2018 in Novi.



DEMONSTRATING HIGH-PRESSURE THERMOFORMING

Niebling

Booth A214

Niebling is exhibiting its latest developments for OEMs looking to create functional integration in decorative parts such as in-mold or injection-molded electronics, or retain high-gloss surfaces with excellent scratch resistance and perfect graphics positioning. The German manufacturer of forming equipment and tools is presenting 3D-formed automotive interior parts produced on its precise high-pressure thermoforming machines. Due to its high automation level and short cycle times, this technology is suitable for large-volume mass production, making it a favorite among European car makers.

Laminating with texture

Inabata

Booth A406

A problem with lamination has always been the inability to use embossed or textured films, as the process always irons them flat. TOM – an innovative lamination method developed jointly by Inabata and Fu-Se – allows embossed films to retain their desired texture, and also enables chroming, carbon-fiber, high-gloss finishes, 3D imaging and holographic images. TOM is a dual-vacuum system that does not put physical pressure on the film during lamination. It has been developed for short and high-capacity runs in the automotive industry.



ENHANCING FINISHES

Lacks

Booth A501

To enhance the look and feel of vehicle interior finishes, Plastic Plate's technologies provide a distinct mix of chromes, real metal hues and textures. Plastic Plate specializes in the design, engineering and manufacturing aspects of product development, making it an ideal partner for auto makers who want to simplify processes and push the boundaries of distinction through innovation. Don't miss the opportunity to see Plastic Plate's full array of finish technologies on display at this year's show.



ADVANCED NON-WOVENS

Sandler AG

Booth A112

High-performance absorber non-wovens are required in many areas of a vehicle, but it is essential to find materials that are lightweight and feature excellent sound absorption. Sawasorb Premium Exterior Shadow is the latest in Sandler's range of high-performance absorber non-wovens. The advanced product line combines high acoustic efficiency and lightweight construction, making it ideal for exterior applications such as wheel house liners, bumpers and underbody shields.

PRESS, PINCH AND INJECTION

R+S Automotive

Booth A222

Pressing, pinching and injection (PPI) is a technique combining three processes to create car interior components. R+S Automotive claims its sophisticated PPI technology is especially suitable for natural-fiber interior parts such as rear package trays, door side panels and luggage covers. PPI allows the use of renewable materials or natural fibers, and can lower the overall weight of parts compared with other materials. Due to the use of common thermoplastics, no adhesives are required.



**Register now
for your free pass!**

PLUS FREE ACCESS

to three parallel automotive exhibitions with over 510 exhibiting companies in total and three free-to-attend forums all in the same venue!

LIGHTENING THE LOAD FLOOR

UFP Technologies

Booth A226

Load floors are weight-carrying components that require strength as well as high-quality aesthetics. FirmaLite load floors from UFP have a patent-pending combination of heat-resistant materials including polypropylene, glass-fiber composites and natural fibers to create load floors and other components that keep cargo secure during journeys. Compared with a heavier paper honeycomb composite load floor, FirmaLite boasts reduced deflection rate and superior mechanical strength. It does not require any urethane sprays, which means greater product consistency and added durability.



BOOK YOUR PASS NOW! RATES APPLY -
SEE WEBSITE FOR DETAILS

**Autonomous Vehicle
INTERIOR DESIGN & TECHNOLOGY
SYMPOSIUM, NOVI, MICHIGAN**

AUTONOMOUS VEHICLE INTERIOR DESIGN & TECHNOLOGY SYMPOSIUM

RATES APPLY - SEE WEBSITE FOR DETAILS!

**Held October 23-24 alongside Automotive Interiors Expo,
at The Suburban Collection Showplace, the symposium is
the place to discuss next-gen interior design issues**

Autonomous and driverless vehicle
technology presents automotive designers
and vehicle manufacturers with a completely
new and radical approach to the way in which
vehicle interiors are designed and operate. New
technology will allow passengers to spend less
time driving and more time doing other things,
which could radically change the way consumers
make their buying decisions.

To facilitate this transition, Autonomous
Vehicle Interior Design & Technology
Symposium will bring together automotive
design teams from OEMs and design companies,

Tier 1 and Tier 2 suppliers, electronics
specialists, in-car entertainment companies,
interior safety experts, materials companies,
and many others involved in the future of
automotive and passenger vehicle interiors.

The two-day event is dedicated to the
study of future interior design, innovative
seating configuration, ergonomics, control
systems and HMI, in-car entertainment and
connectivity, onboard wellness and safety, as
well as discussing interior opportunities and
challenges brought about by increased
vehicle autonomy.



**REGISTER
ONLINE NOW TO
RESERVE YOUR
PLACE!**

EDITOR'S TOP PICKS!

TUESDAY OCTOBER 23

ENGINEERING SOFTWARE FOR DESIGN OF FUTURE TRANSPORTATION INTERIORS

Ed Bernardon, VP strategic automotive initiatives, Siemens

As engineering emphasis shifts from exterior styling and drivetrain to interior design, comfort and convenience, the tools that interior decorators and stylists use today will meld with those of mechanical, electrical and software engineers. New disciplines in the shadows today, such as comfort engineering or user experience engineering, will play a greater role. Trade-offs between these disciplines will need to be considered, along with more familiar areas like performance, manufacturability and cost.

WEDNESDAY OCTOBER 24

INFO AND TECH OVERLOAD: INCREASED SAFETY OR INCREASED CONFUSION?

**Colin Goldsmith, managing partner - engineering solutions,
P3 North America**

Complex features in vehicles continue to be added and adopted at a rapid pace. Advanced visualizations and new icons are being introduced every model year with limited standardization. New safety features require increased levels of driver and dealer education to ensure they are understood and used properly. Designers and engineers need to consider the complex user experience that exists in vehicles today and deliver clear and usable solutions to consumers. This presentation will focus on technical and strategic recommendations to improve the user experience in today's vehicles in addition to the interiors of tomorrow.

DAY 1 TUESDAY OCTOBER 23

AUTOMATED VEHICLES – ONE SIZE DOES NOT FIT ALL

**Kristin Kolodge, executive director driver
interaction and HMI, J.D. Power**

Integrating the consumer into the product development process for new mobility solutions, including automated vehicles, will be critical to creating a successful product introduction. But what do US consumers want compared with those in China or Germany? This session explores J.D. Power's latest global consumer research surrounding automated vehicles.

SUCCESSFUL DISPLAY INTEGRATION IN AUTONOMOUS VEHICLES

**Dr Vyacheslav Birman, lighting technology
expert, Continental Automotive**

This presentation will explore the possible illumination environments in AVs, which will include clear/tinted/non-transparent windows. It will outline the most suitable display technology, plus the locations, positions and size. It will also cover optical parameters, including viewing angle and luminescence for multiple seating positions, and will also consider other illumination and how this affects screen usage.

FUTURE VEHICLE CONCEPTS FOR AUTONOMOUS DRIVING

Olaf Preissner, head of UX automotive, Luxoft

The automotive industry is changing. Autonomous driving is pushing car makers to change their messaging focus from function to a new experience in the car, emphasizing the comfort of the passenger. As a result, the car will be a very different place to be in the future. The presentation will discuss new ways in which owners could one day interact with their vehicles.

**REGISTER
ONLINE NOW TO
RESERVE YOUR
PLACE!**

DAY 2 WEDNESDAY OCTOBER 24

HIGHLY ACCURATE REFERENCE SYSTEM FOR VALIDATION OF DRIVER MONITORING

**Heiko Ruth, head of system department,
CMORE Automotive**

With the combination of HMI interfaces featuring functions such as augmented reality and 3D displays alongside autonomous driving on SAE Level 3, driver monitoring is becoming increasingly important. With C.REF – a reference and ground truth block set for test and validation of several KPIs – CMORE has wide experience with forward-looking ADAS sensors. With the new C.REF Gaze and C.REF Head block set, two new functions in the reference block sets for interior observation have been developed. These block sets give the development team of a DMS system a new dimension of accuracy within the whole development process.

ONE PASS – ACCESS ALL THREE EVENTS!

**OVER 90 SPEAKERS
PLUS MANY MORE EXHIBITORS
TO SEE AT THE ADJOINING
AUTONOMOUS VEHICLE
TECHNOLOGY EXPO!**

**Autonomous Vehicle
INTERIOR DESIGN & TECHNOLOGY
SYMPOSIUM, NOVI, MICHIGAN**

**Autonomous Vehicle
TEST & DEVELOPMENT
Symposium, Novi, Michigan**

**Autonomous Vehicle
SAFETY REGULATION
WORLD CONGRESS**

THE AUTOMOTIVE COCOON AND THE IOT

**Dr Dominique Massonié, head of innovation
and incubation (Europe), Elektrobit
Automotive**

Research indicates that by 2030, billions of devices will be connected to the internet. The car will be one such device. This is a future where new technologies will play a significant role in shaping the car. This is a future where artificial intelligence will create ever-evolving user experiences. The presentation will focus on the roadmap for the future, including how in-car interfaces can be designed to deliver experiences that are specific to the user, tools and technologies required to create these interfaces, and the roles usage-, user- and context-specific information will play in interface design.

AUTOMOTIVE HMI DESIGN CONSIDERATIONS FOR MEETING ISO 26262 SAFETY REQUIREMENTS

**Patrick Shelly, senior solutions architect,
Altia Inc**

With the proliferation of larger TFT displays for instrument cluster applications in vehicle cockpits, we see a move toward fully digital, reconfigurable graphical instrument clusters. In addition to more dynamic content including graphical needles and gauges and the introduction of 3D artifacts, we also see the elimination of separate circuitry and LEDs to host telltales, instead placing telltale graphical icons directly on the display. Relocation of the telltales has a dramatic impact on hardware and software architectures, and the design processes employed. This presentation will explore the impact of this newly imposed safety requirement and propose strategies to help meet these requirements.

**GO ONLINE TO
BOOK YOUR PASS!**

3-DAY PASS\$1,895+ VAT

2-DAY PASS.....\$1,695+ VAT

EXHIBITION PLAN

**FOR MORE INFORMATION**

Contact: Jason Sullivan, UKi Media & Events, Abinger House, Church Street, Dorking, Surrey, RH4 1DF, UK

Tel: +44 1306 743744 Email: jason.sullivan@ukimediaevents.com

If you wish to unsubscribe from receiving marketing material from us please email datachanges@ukimediaevents.com. For more information about our GDPR-compliant privacy policy, please visit www.ukimediaevents.com/policies.php#privacy. You can also write to UKi Media & Events, Abinger House, Church Street, Dorking, RH4 1DF, UK to unsubscribe from receiving marketing material or request a copy of our privacy policy.

EXHIBITOR LIST

List updated August 2018

3Con | AES | American Flock Association | Argent International Inc | Atotech USA LLC | Automation Alley | Avery Dennison | BASF Corporation | Beaulieu Fibres International | BECHEM | Berry Global Inc | Bruno Associates | Calsonic Kansei North America | Carbon | CG Automation & Fixture Inc | Constellium Paris | Diamond Coatings | Dovercourt Finishing Group | Durkopp Adler | Edison Opto USA Corp | Emerald Corporation | Feintool U.S. Operations Inc | FET Engineering Inc | Freeman Schwabe Machinery LLC | FRIMO Inc | Gemini CAD Systems | Gemini Group Inc | GRAMMER AG | Greidenweis Maschinenbau GmbH & Co KG | GTO-Automotive | IHI Hauzer Techno Coating | Inabata America Corporation | Jowat Corporation | JUKI America Inc | KLEBCHÉMIE M. G. Becker GmbH & Co KG | KURZ Transfer Products | Lectra USA | Macauto USA Inc | MacDermid Enthone Industrial Solutions | Mactac | McCarthy Group | Mold-Tech | Muetze Textilband GmbH | Muller Textiles North America | Nagase American Corporation | NAKAN | Nanogate Jay Systems | NECAL Corporation | Niebling GmbH | Nolar Industries | Oerlikon Balzers Coating Germany GmbH | OPTIS North America Inc | Oshino Lamps America | Phillips-Medsize | Plasmatrete | Plastic Plate LLC | PLI PAK-LITE Inc | Premier International | Prochim SAS | Proell Inc | R + S Automotive USA LLC | Reell Precision Manufacturing Corporation | Roctool Inc | Royal Technologies Corp | Sandler AG | Seal Methods Inc | Serigraph | SING MAS ENTERPRISE CO LTD | Siteks Dis Ticaret ve Tekstil | Sunstar Engineering Americas Inc | Synergeering Group LLC | TAICA North America Corporation | Taiyo Technology of America Ltd | Technique Inc | TENOWO Inc | TESEO | UFP Technologies | Uniroyal Global Engineered Products Inc | Veco USA | Vergason Technology Inc | Vestatec Automotive Engineering | VisiSonics | W.S. Tyler | Walter Pack Group | Weber Manufacturing Technologies Inc | ZSK Stickmaschinen GmbH | Zund America Inc

VISIT THE FANTASTIC NEIGHBORING SHOWS! 510+ EXHIBITORS IN TOTAL!

Three complementary shows are being held concurrently with Automotive Interiors Expo in Novi:

Automotive Testing Expo North America attracts more than 300 exhibitors, showcasing the very latest test facilities, laboratory machinery, durability tools and many other testing technologies. Check out Halls A, B and C to see why the event is so popular. Meanwhile, at **Engine Expo North America** over 100 exhibitors will be presenting cutting-edge automotive powertrain design, production, components and technologies.

Finally, NEW for 2018, **Autonomous Vehicle Technology Expo North America** offers the chance for visitors to see exciting developments from leaders in the AV industry as well as no fewer than three symposiums, featuring 90+ speakers!

HOUSING INFORMATION

Book your reservation by October 1, 2018, to take advantage of the special rate offered to all Automotive Interiors Expo 2018 groups and attendees. Hotel rates and availability may be viewed online or by contacting the GCA, Automotive Interiors Expo's exclusive and official housing bureau for the show.

GCA is committed to providing a high-quality housing experience for its groups and attendees, and contracts for a room block to secure those housing needs.

Should you have any questions on housing or solicitations, please contact Automotive Interiors Expo's Housing Center at autoexponovi@gcahousing.com.

See www.automotive-interiors-expo.com/detroit and click 'Travel' for more information.

EXHIBITING THE LATEST VEHICLE INTERIOR TECHNOLOGIES AND SERVICES!

DOUBLE THE SIZE
OF LAST YEAR'S SHOW...
AND GROWING!

OCTOBER 23, 24, 25, 2018

THE SUBURBAN COLLECTION SHOWPLACE, NOVI, MI, USA

automotive
interiors
EXPO2018

★ NOVI ★

★ MICHIGAN ★

WWW.AUTOMOTIVE-INTERIORS-EXPO.COM/DETROIT