

DISCUSSION DOCUMENT

Developing & Evolving Cockpit Systems

For the Future Driving

Jul. 2022

Confidential







Briefing for Speaker



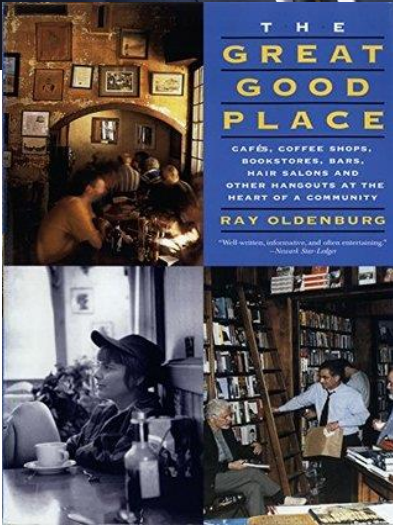
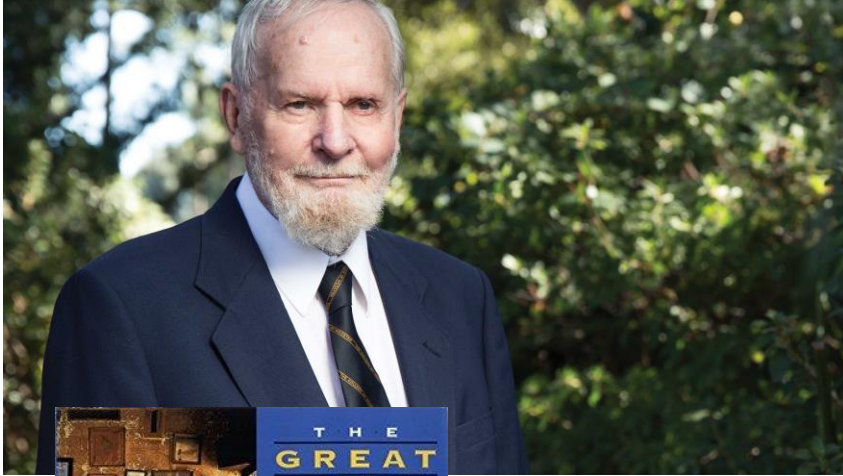
David HUANG

- Director, Strategy, Marketing and Partnership, Faurecia Seating China
- Author of Best-selling Book <Intelligent driving> and <Open Innovation>

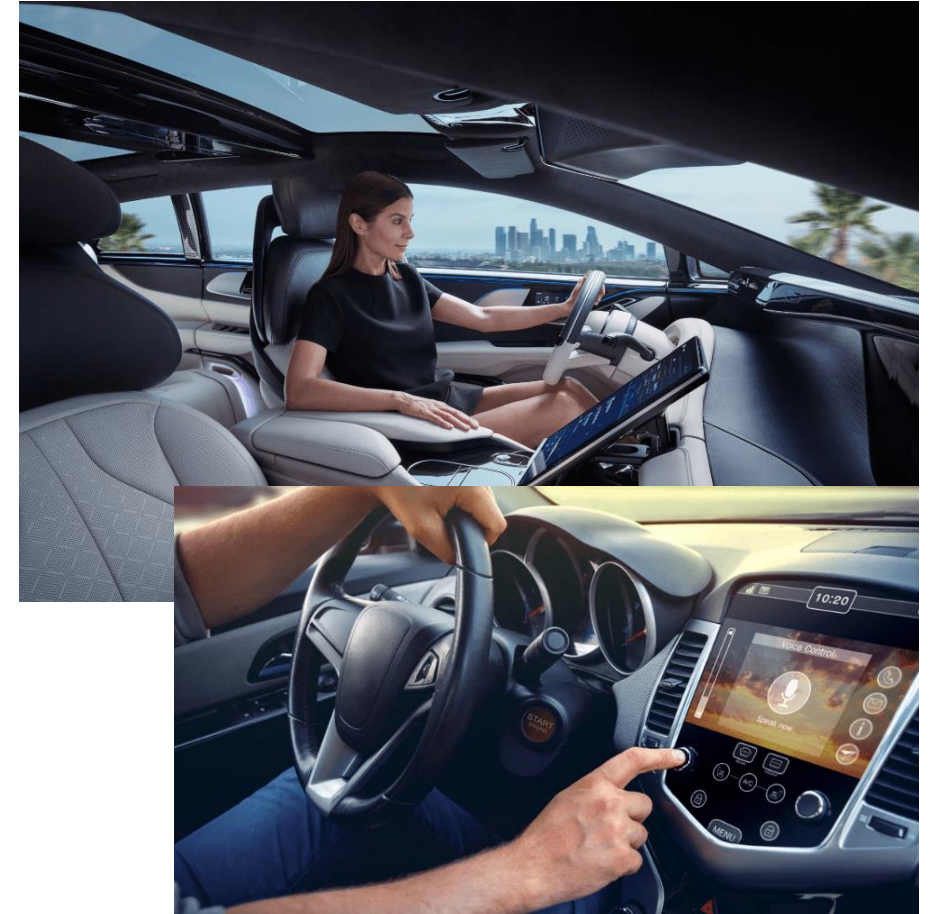
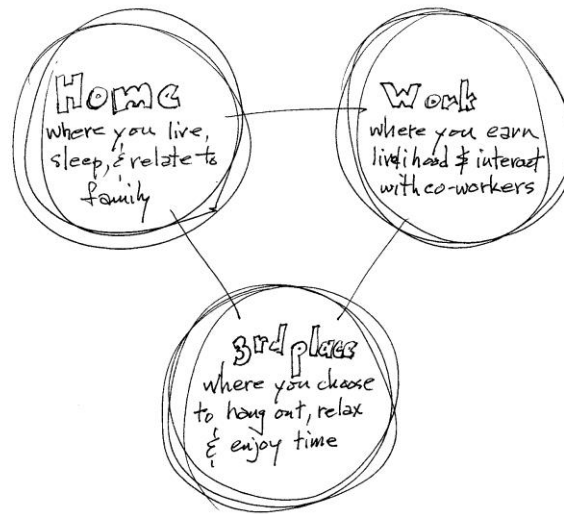
Evolving to meet demands from Policy & China Customers' needs

Mega Trends and Triggers	Descriptions	Impacts to Auto players	... to Cockpit players
<ul style="list-style-type: none"> > Reduce Greenhouse Gas Emissions > CO2 Neutral 	<ul style="list-style-type: none"> - China's 2060 Carbon Neutrality Target - China's energy system and economy are currently reliant on coal (WRI 41.6% Power and Heating; 23.2% Manufacture and Construction; 7.5% Transportation) 	<p>Accelerate the development of NEV to meet requirements from policies and regulations.</p> 	<ul style="list-style-type: none"> - Seating structures to meet requirements on Low H-Point - New materials application to balance safety and Lightweight
<ul style="list-style-type: none"> > Family Size and Social Impacts > Third-Child Policy 	<ul style="list-style-type: none"> - "Third-child" policy announced in 2021, supporting policies following up in the past months (Education, Real Estates...) 	<p>Growing attention to the interior spaces, components, comfort and wellness</p> 	<ul style="list-style-type: none"> - Interior spaces, 2nd / 3rd row comfort getting more crucial - Connections between rows together with Individual comfort
<ul style="list-style-type: none"> > Mobile Internet / "New Infrastructure" > Digitalization 	<ul style="list-style-type: none"> - Accelerating the digital transforming ("14th FYP, 2035) - "New Infrastructure" incl. 5G, AI, IoT, Data Center; Integration of Informatization and Industrialization 	<p>Main purchasing power open to accept new technology and digital features</p> 	<ul style="list-style-type: none"> - Being part of the Cockpit HMI, with more developing feature (OTA / SOD services)
<ul style="list-style-type: none"> > Developing Economic and Social Progress > Cultural Confidence 	<ul style="list-style-type: none"> - Growing confidence on the Chinese culture and domestic brands - Surge in young consumers' interest in "Guochao" 	<p>Developing interest and on "Made in China" and Chinese design/features</p> 	<ul style="list-style-type: none"> - Chinese design (pattern, color materials) and features (Karaoke) - Seating as the unique selling point for Chinese brands

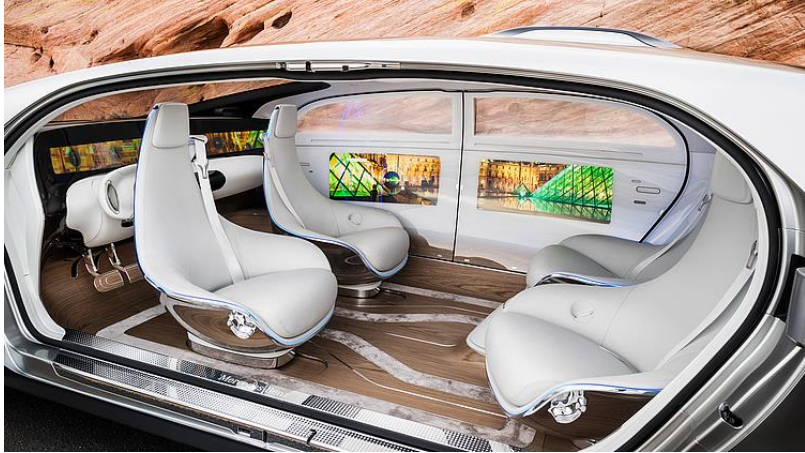
Connection: “Third Place” and “Cockpit of Future”



Ray Oldenburg



Three Paths to transforming “Cockpit of Future” to “Third Place”



Space & Personalization

Case: Mercedes-Benz F105

*Main Challenge: flexible scenarios
switching & personalized layout*



User Friendly & HMI

Case: Alexa (Ford), Nomi (NIO)

*Main Challenge: intuitive & natural
interaction*



Connectivity & Service

Case: AITO M5

*Main Challenge: computing
power & algorithm*

Forecast on Future Trend for “Cockpit of Future” to “Third Place”

Space & Personalization

Main Challenge: flexible scenarios switching & personalized layout

Comfortable seat and interior parts



Multi scenario fusion



personalization



User Friendly & HMI

Main Challenge: intuitive & natural interaction

Visual - Physical interaction



Multi modality interaction



Natural interaction



Connectivity & Service

Main Challenge: computing power & algorithm

No service or Passive service



DMS/OMS
Vehicle-home interconnection



Active service
V2X

