

# AUTOMOTIVE INTERIOR 2023

JUNE 13-14, 2023 | BAD NAUHEIM / GERMANY

## TUESDAY, JUNE 13, 2023

- 9.00 am** **Welcome and conference introduction**  
*Katharina Röder, Automotive Circle, DE*
- 9.15 am** **KEYNOTE**  
**HMI or no HMI: The future of humans and displays in electric vehicles**  
*Dr. Peter Rössger, beyond HMI, DE*
- COCKPIT CONCEPTS AND DESIGN TRENDS**
- 10.00 am** **Automotive Augmented Reality: From Systems to Integration**  
*Prof. Dr. Karlheinz Blankenbach, Pforzheim University, DE*
- 10.30 am** **Austral cockpit and its display**  
*Isabelle Pimort, Hervé Drezet, Groupe Renault, FR*
- 11.00 am** ☕ **Coffee & Contacts + 👤 Meet the speakers**
- 11.30 am** **Dimensional Variation Analysis Model Integration for Instrument Panel**  
*Gülce Kurtoğlu İşbilir, Ayşegül Yılmaz, Ford Otosan, TR*
- 12.00 pm** **The interior design of the new Lotus Eletre**  
*Serino Angelotti, Jan Parakenings, Lotus Tech Innovation Centre GmbH, DE*
- 12.45 pm** 🍴 **Lunch break + 👤 Meet the speakers**
- 2.00 pm** **Factors influencing the interior of automated vehicles**  
*Prof. Dr. Wolfram Remlinger, University of Stuttgart, DE*
- 2.30 pm** **Usability study in EV interior using flexible buck**  
*Jeongmin Yun, Hyundai Motor Company, KR*
- 3.00 pm** ⚙️ **GET IN AND TRY OUT**  
**Cockpit Clinic: All participants are invited to test and evaluate the HMI concept of current series vehicles**
- TAKE A SEAT, PLEASE – SEATING COMFORT AND CONCEPTS**
- 4.00 pm** **Vehicle seat comfort and design based on scientific experiments**  
*Prof. Dr. Peter Vink, Delft University of Technology, NL*
- 4.30 pm** **Development of good touch feel TailorFit material for Interior based on human science**  
*Motohiko Kuroda, Nissan Motor Co.,Ltd, JP*
- 5.15 pm** **Smart Seat – A gamified activation via patented sensor system**  
*Dr. René Wegner, Lukas Rheinheimer, Headis GmbH, DE*
- 5.45 pm** **Get Together @ Exhibition Area**
- 6.30 pm** **Networking Night**  
*Joint walk to the Tapas Restaurant ZWO (Frankfurter Str. 70a, 61231 Bad Nauheim)*

## WEDNESDAY, JUNE 14, 2023

- 9.00 am** **Antimicrobial equipment – application examples in the automotive industry and implications for shared community concepts**  
*India Hanspal, Polygiene, GB*
- REDUCTIVE ENGINEERING**
- 9.30 am** **Less can be more: the reductive design approach**  
*Eva Fortmann, Ford-Werke GmbH, DE*
- 10.00 am** ⚙️ **WORLD CAFE: Reductive Engineering**
- 11.00 am** ☕ **Coffee & Contacts + 👤 Meet the speakers**
- 11.30 am** **Presentation of workshop results**
- INTERIOR DESIGN**
- 11.45 am** **Creating a new user experience by enabling a new spatial experience**  
*Dr. Michael Fraunhofer, Audi AG; Christopher Peters, RWTH Aachen, DE*
- 12.15 pm** **Detection and consideration of personality traits in the context of ergonomic vehicle design**  
*Dr. Philipp Pomiersky, University of Stuttgart, DE*
- 12.45 pm** 🍴 **Lunch break + 👤 Meet the speakers**
- SUSTAINABLE INTERIORS**
- 2.00 pm** **Consumers' Sustainability Values and Expectations Towards Vehicles**  
*Dr. Andreas Haslbeck, Yanfeng, DE*
- 2.30 pm** **Ways to develop sustainable interior materials**  
*Patrick Kirchler, imat-uve gmbh, DE*
- 3.00 pm** **Noble Sustainability**  
*Stefan Kusin, Wollsdorf Leather, AT*
- 3.30 pm** **Conclusion and Farewell**  
*Katharina Röder, Automotive Circle, DE*
- 3.45 pm** **End of Conference**
- SEE YOU NEXT YEAR AGAIN FROM JUNE 25-26, 2024 IN BAD NAUHEIM!**

*Subject to change (Status as of June 6, 2023)*

FIND MORE INFORMATION AT  
[WWW.AUTOMOTIVE-CIRCLE.COM](http://WWW.AUTOMOTIVE-CIRCLE.COM)

