



Technology transformation

Keeping user experience at the heart of innovation

CEE AF 2019, Budapest Nov, 21st
Ivan Kebisek, Eng. Director YFAI





International Leading Automotive Supplier



Established in 1936 in Shanghai, Yanfeng produces automotive parts since 1978.



Focusing on intelligent cabin and lightweight technology, Yanfeng supports automakers to explore future mobile spaces and provide leading cabin solutions.

Sales Revenue in 2018

19.6 B. USD

Global Employees

68,000

R&D

7,000+

Global Automotive Supplier Ranking

16

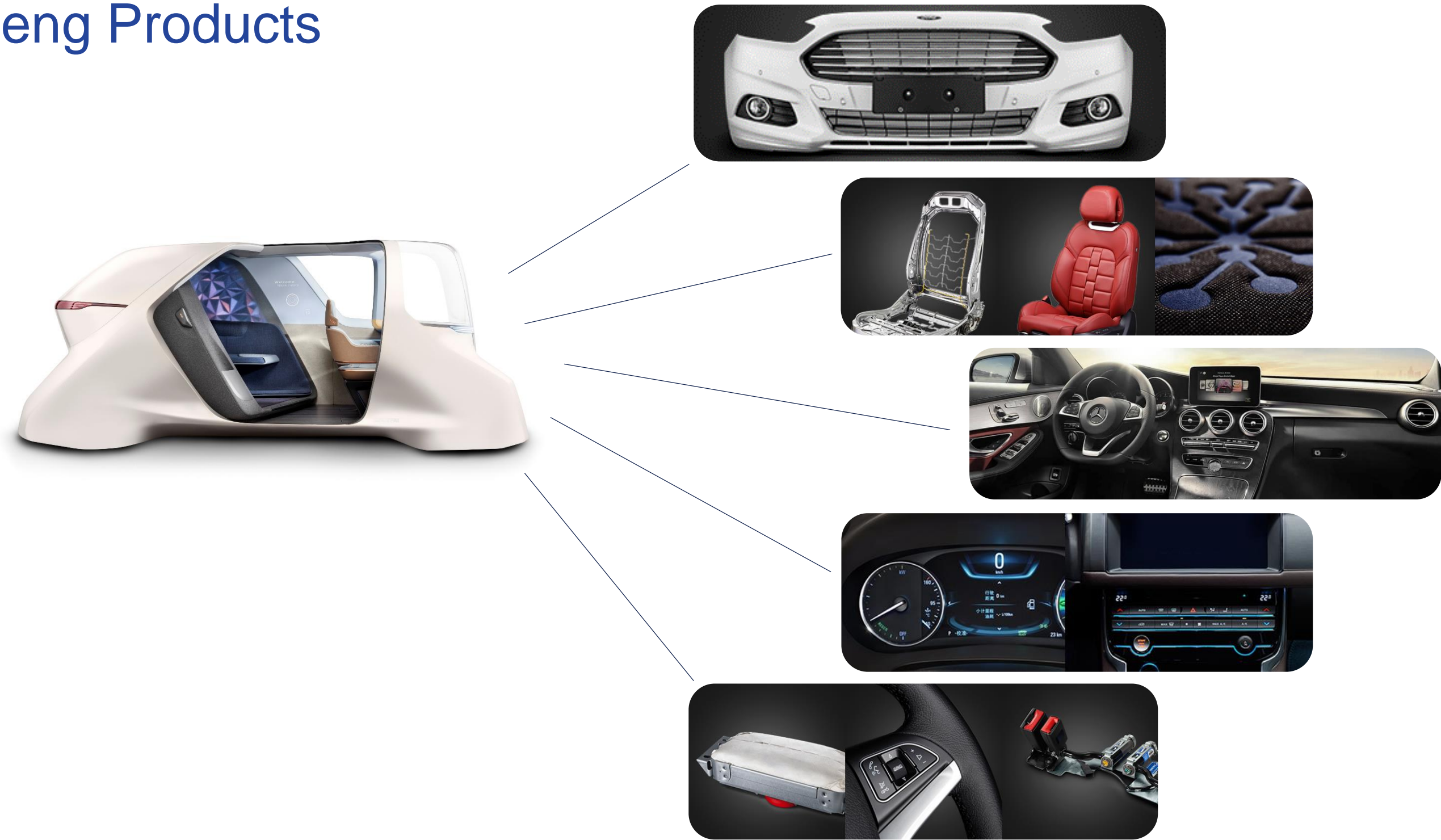
Global Footprints

240+

Technical R&D Centers

13

Yanfeng Products



YANFENG AUTOMOTIVE INTERIORS – part of Yanfeng family

- **Yanfeng Automotive Interiors (YFAI) is the global leader in automotive interiors. YFAI is redefining how people relax, work and play in their vehicle interiors today and decades from now.**
- Headquartered in Shanghai
114 manufacturing and technical centers in 20 countries
- More than 33,000 employees globally
- Established in 2015, Yanfeng Automotive Interiors is a joint venture between Yanfeng Automotive Trim Systems Co., Ltd, a wholly owned subsidiary of Huayu Automotive Systems Co., Ltd. (HASCO), the component group of SAIC Motor Corporation Limited (SAIC Motor), and Adient, the global leader in automotive seating (former Johnson Controls seating business) .



Yan 延 + Feng 锋 = Yanfeng.

Translated from Chinese, “Yan 延” means inheriting and developing and “Feng 锋” means pioneer or leader.

*The name builds on our history and the strength of the Yanfeng brand. It was created by a merger of two factories in 1978, with the mission to create an industrial pioneer and leader in the Chinese auto industry
So the name reflects strong heritage and pioneering spirit.*

Global Market Share

Door Panels

13%



Instrument Panels

10%



Consoles

7%



Cockpit Systems

5%



Market share by volume

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A complete product portfolio with forward looking strategies



CORE PRODUCTS

- Instrument Panels / Cockpits
- Door Panels
- Floor Consoles
- Overhead Consoles



PRODUCT ADJACENCIES

- Decorative Trim
- Ambient Lighting
- Air Vents
- Overhead Console – extension of core



NEW PRODUCT TECHNOLOGIES

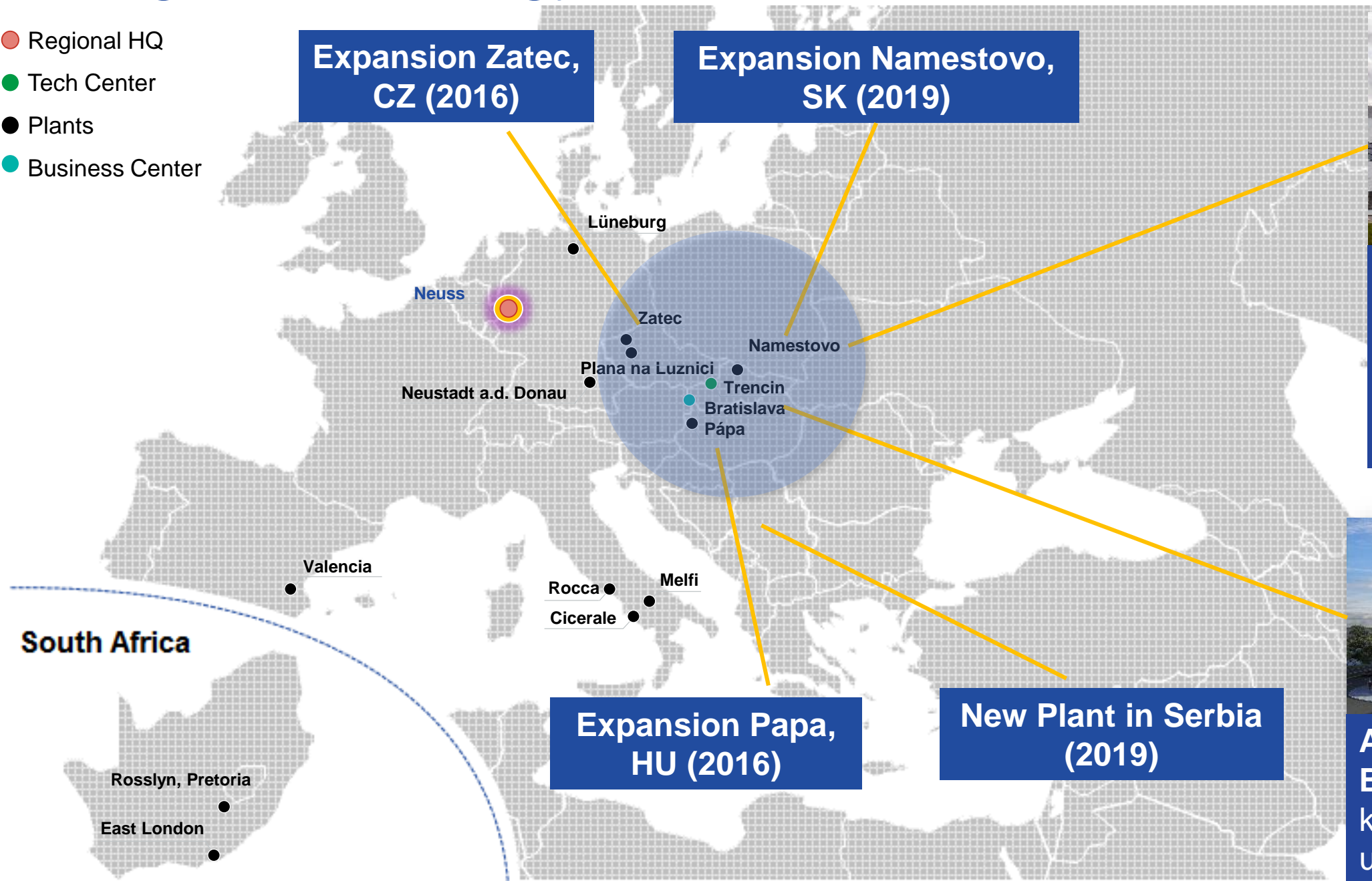
- Smart Interior Surfaces
- Adaptive Interiors
- Lightweight Solutions
- Advanced Manufacturing



TOTAL INTERIOR INTEGRATOR

Central Eastern Europe continues to be a corner stone for YFAI growth strategy and investments

- Regional HQ
- Tech Center
- Plants
- Business Center



Technical Center Trencin, SK (2020)
Expansion of Testing Laboratory in one of the largest Technology centers in Slovakia's automotive industry



Automotive Business Center Bratislava (2016), SK houses key central functions and is set up for further growth

A seamless Global Engineering network with 7000 experts in 13 locations



Experience in Motion

. Yanfeng engineering team take advantage of global synergy to provide **24-hour** uninterrupted professional and efficient solutions for the global automotive manufacturers. With complete capabilities including engineering and software development, design, and test validation.

YFAI Technical Center in Trenčín, Slovakia

Yanfeng Automotive Interiors – Technical Center Trenčín

Important Part of YF Global Engineering community, Located in Slovakia
Operating on space of appr. 6.000 m², 3.000 m² of this space belongs to testing laboratory

Core Products

- Instrument Panels
- Door Panels
- Floor consoles



Established as part of JCI in 2004, YFAI from 2015



Located in West Part of Slovakia, Trenčín



One Legal Entity in Slovakia together with Business

Center in Bratislava and Production in Namestovo



160+ employees



Core Competencies:

- Product Development
- Product Validation – Testing
- Eng. Systems
- Material Data Management





Introduction Yanfeng Technology



Yanfeng's Strategic Transformation

One Yanfeng

Stronger alignment of Yanfeng's divisions around our smart cabin vision and operating synergies

Leading Global Automotive Supplier

Starting with interiors (YFAI) globalizing all of Yanfeng's technologies (electronics/ safety/seats/...)

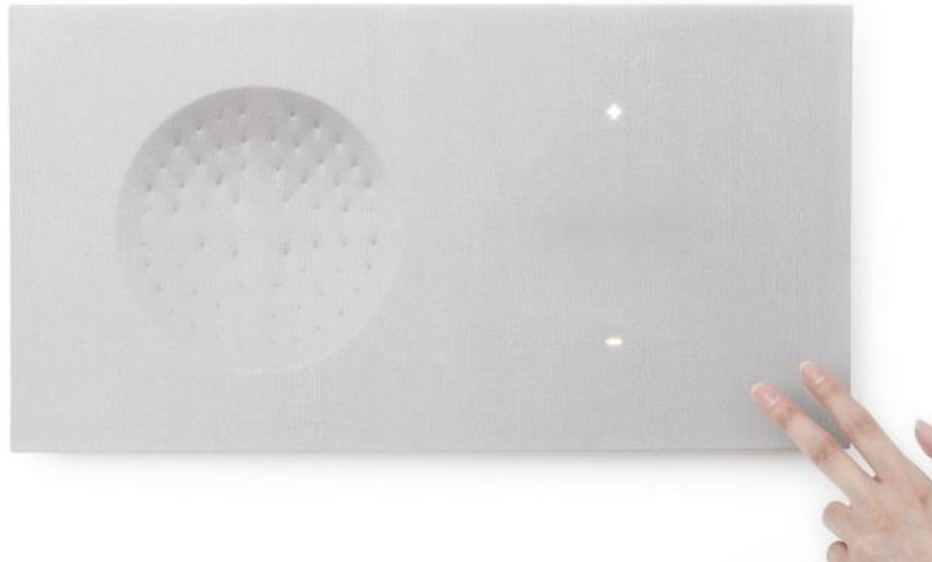
Human Centric Technology Leadership In Smart Cabin and Sustainable Solutions

Recently established Yanfeng Technology (YFT) to align and integrate all group's R&D activities



Our View on Trends that matter most

Technology Trends – Human Centric

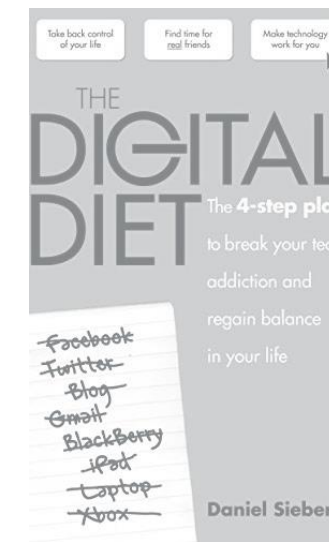


New ways of data input

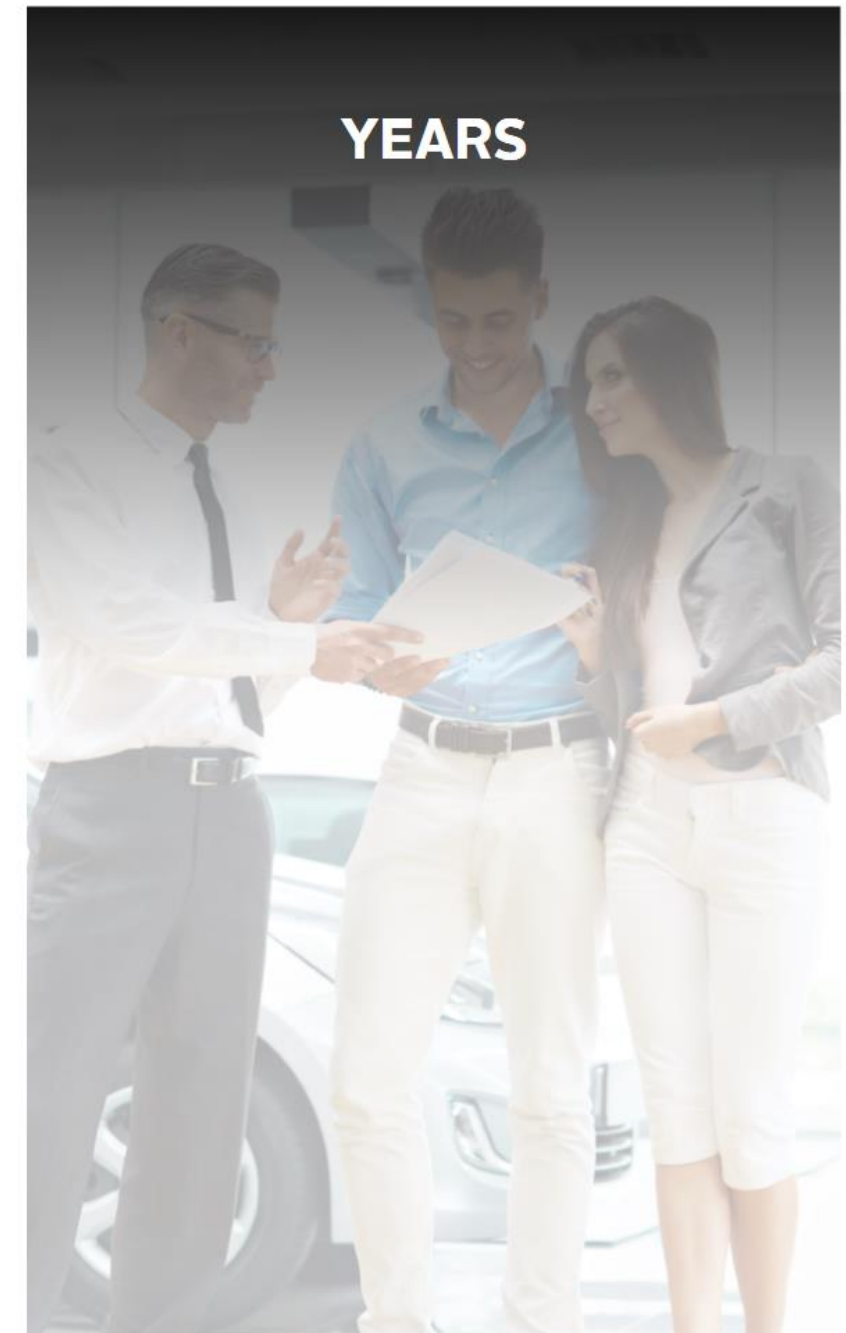
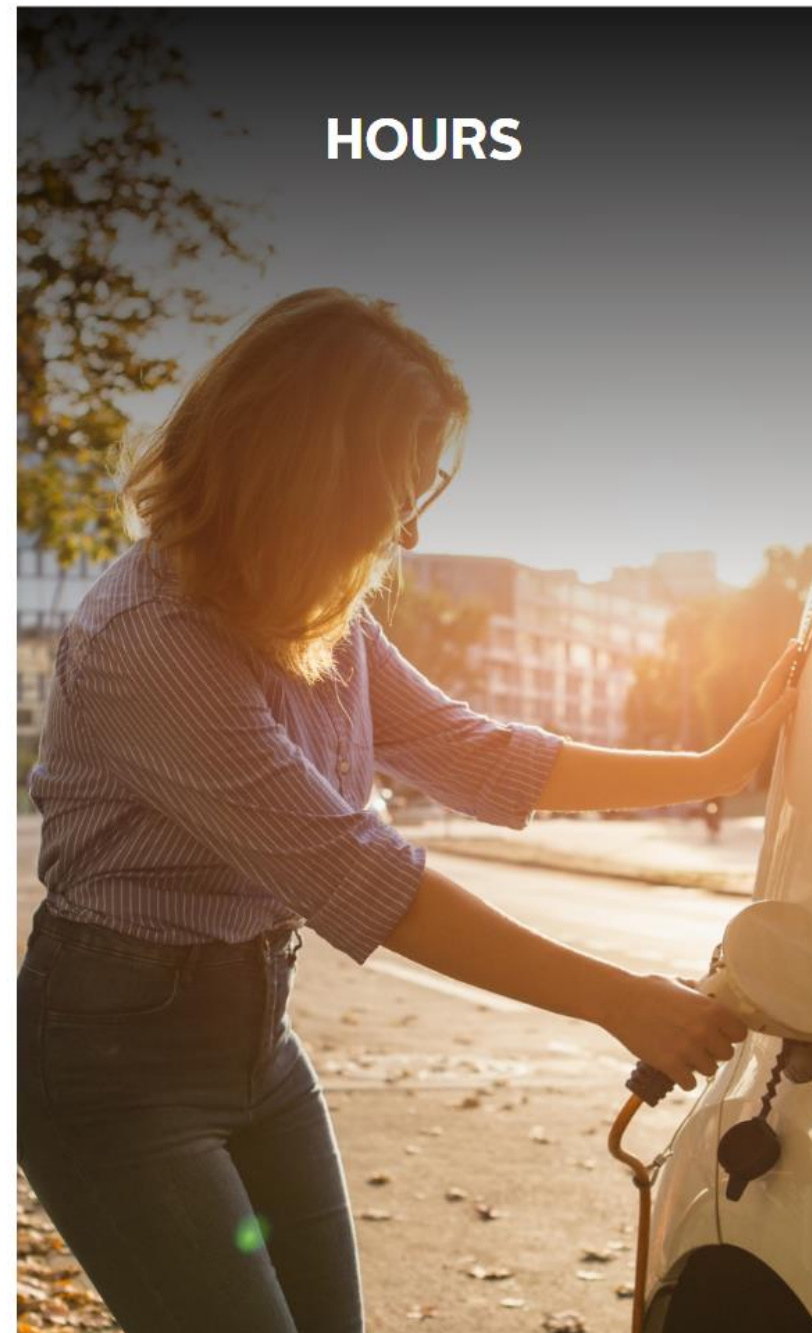
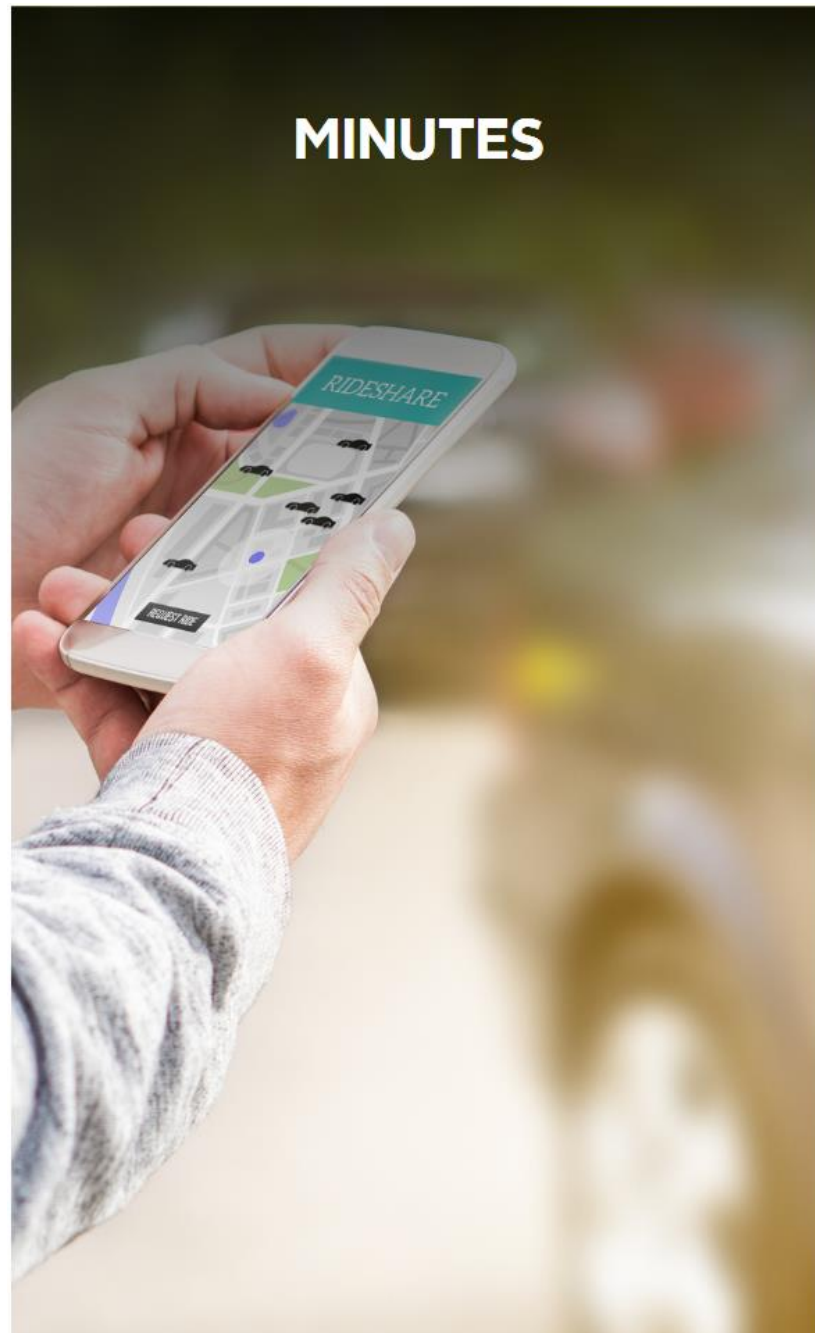
Emotion and human behavior reading becomes more powerful due to machine learning. Machines will rely on direct human interaction less and less to provide suitable solutions.

Silence is gold: Digital Dieting

Measure and reduce cognitive load, improve content and messages to become more relevant to the user and the environment and also quieter and simpler.



Societal Trends – Quality of Life – Connecting the dots



Societal Trends – Quality of Life

MINUTES

HOURS

YEARS

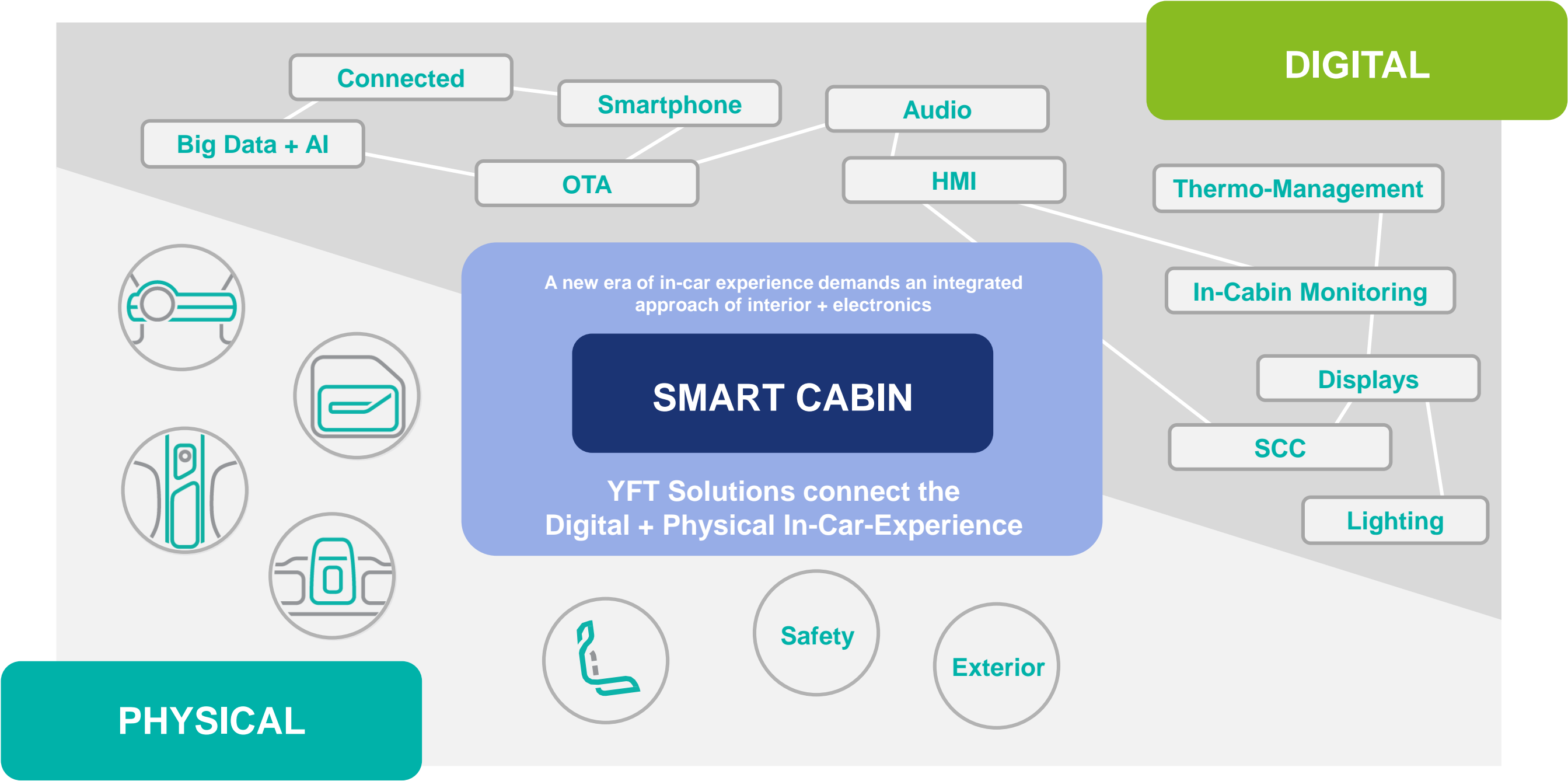


EXPERIENCE OVER POSSESSION

SMART CABIN

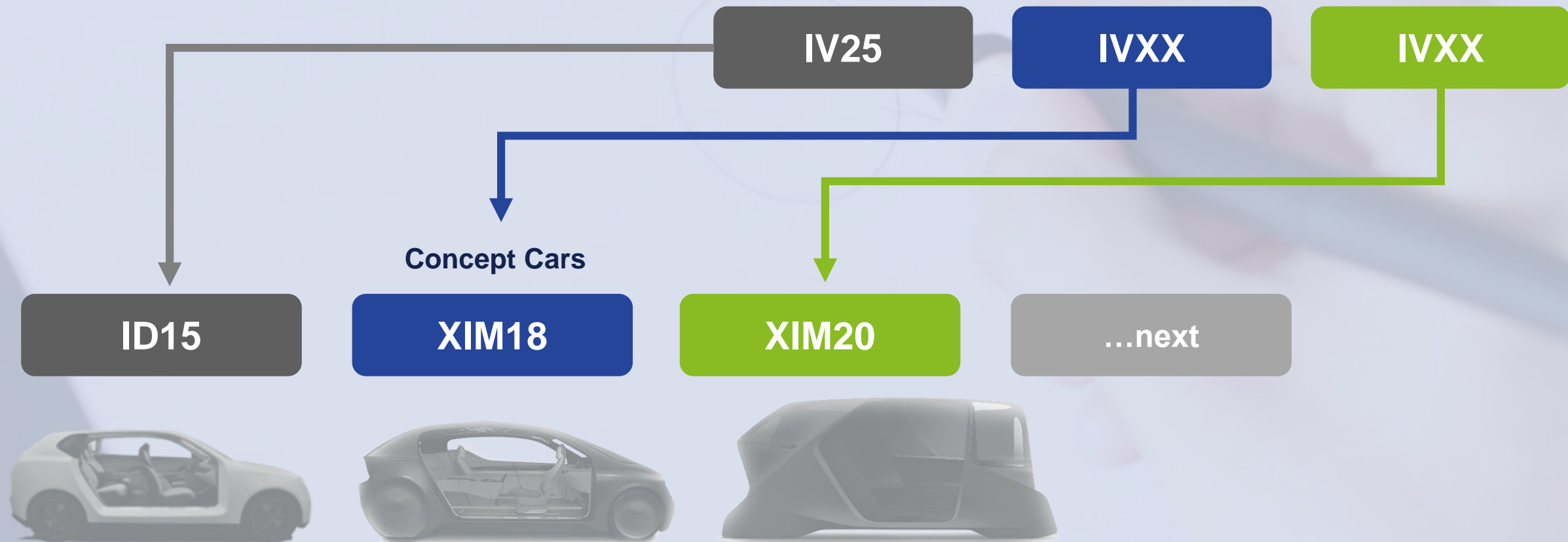


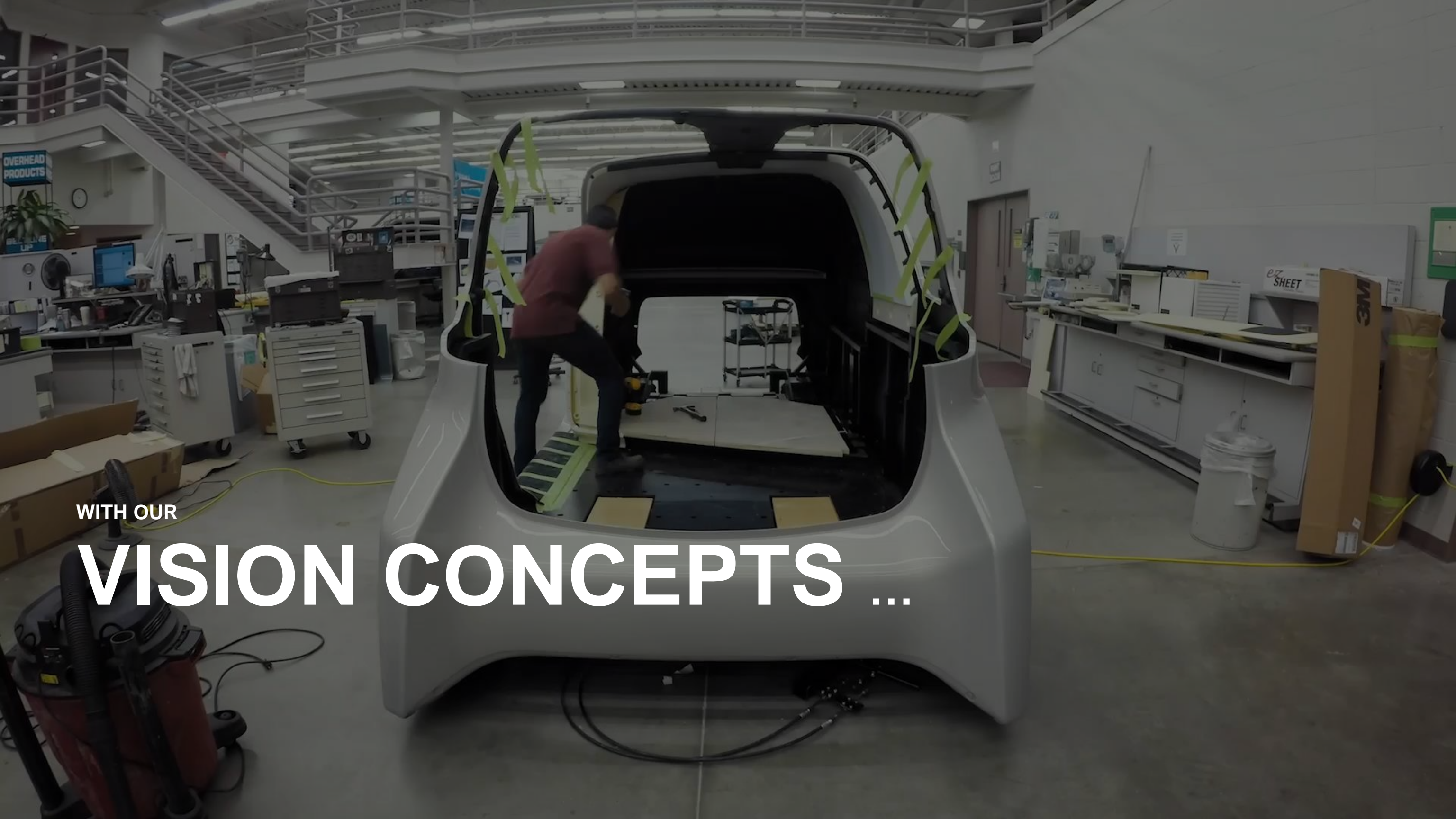
Smart Cabin Vision



The best way to predict the future is to create it.

Yanfeng Interior Vision Projects





WITH OUR

VISION CONCEPTS ...



... WE DEMONSTRATE

OUR FUTURE PRODUCTS AND TECHNOLOGIES

Steering wheel
retracts

A close-up, slightly blurred image of a hand reaching out from the left side towards the right. The hand is dark-skinned. The background is a warm, out-of-focus gradient of red and orange, suggesting a sunset or a fire. The overall mood is aspirational and forward-looking.

CREATE TOMORROW'S

ONBOARD EXPERIENCE

A close-up, low-angle shot of the interior of a futuristic vehicle. Two beige, sculptural seats with light blue cushions are visible. The seats have a modern, aerodynamic design with a thin copper-colored trim line. The floor is a light blue with a subtle grid pattern. The background shows a blurred view of a road and greenery through the car's windows.

ANTICIPATE

THE NEXT LIVING SPACE

A futuristic car interior with a large curved screen displaying a city street scene. The screen shows a blue car driving on a road with tall buildings in the background. The car's dashboard is made of wood and has a small logo in the center. Two seats are visible in the foreground.

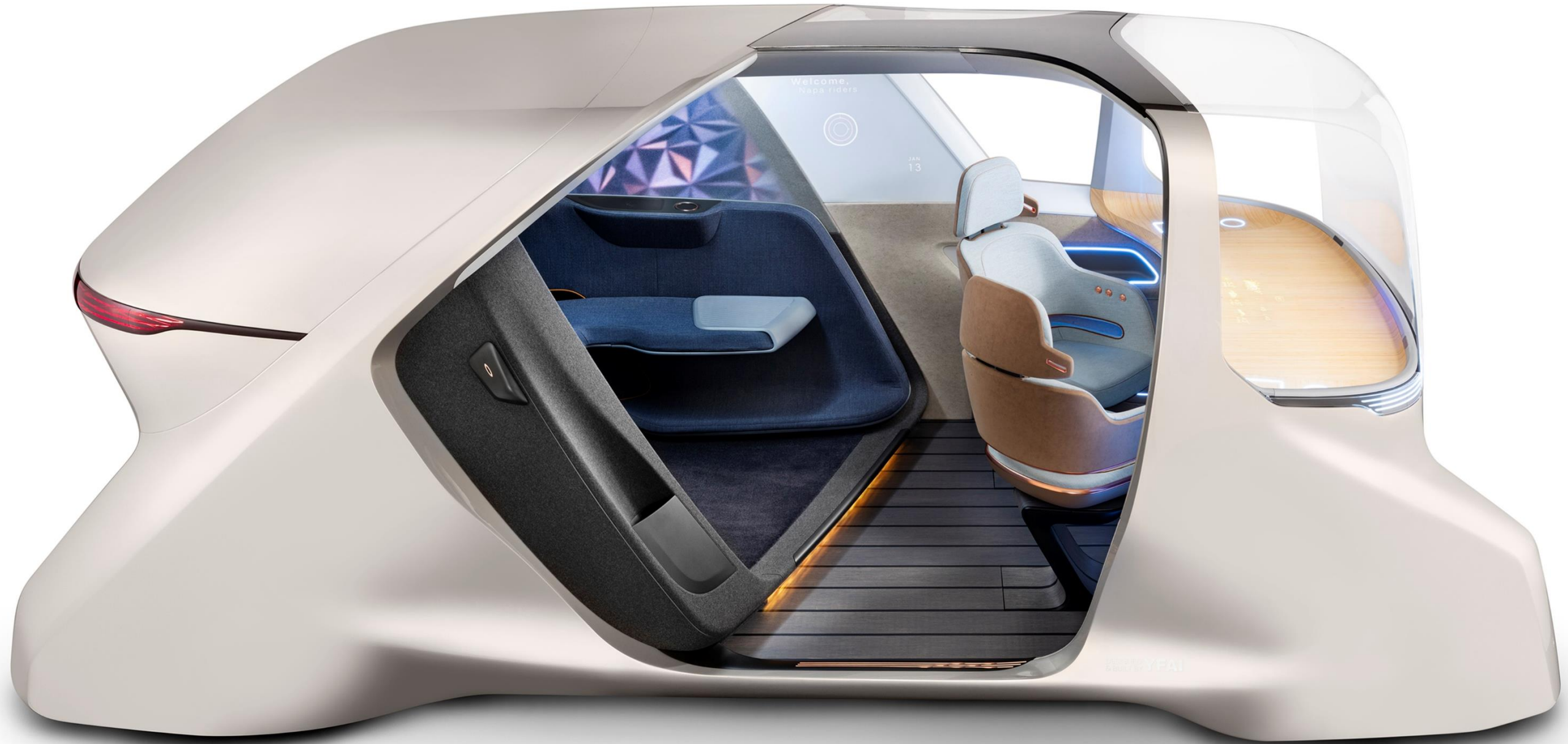
DRIVE CHANGE

FOR FUTURE MOBILITY GENERATIONS

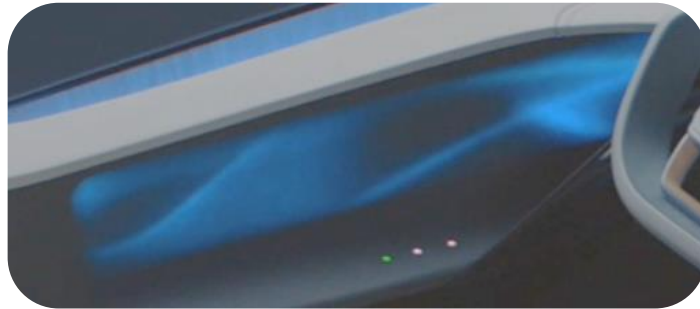
XIM20



XIM20



Yanfeng Smart Cabin Vision Summary



Seamless Integration of electronic functions

e.g. HMI, lighting, thermal, heated and cooled surfaces

Multi-modal HMI, AI assistance and OTA services



Personalized ambiances with adaptable, flexible layouts

e.g. moving seats, retractable tables, expandable storage to enable new in-car behaviors and tasks

Perfect choreography of increasing feature and functions

Parallel and in sequence, to avoid cognitive overload and create a truly unique and safe in-car experience



XiM20 – recognition by others



XiM20 wins Award of German Design Council in the Future, Mobility, and Parts category.



Smart Cabin demonstrator for a Rideshare Autonomous Vehicle awarded the most prestigious design recognition the company has received in its history



THANK YOU

