



Adapting to change  
and sustainability.



**What are the  
key drivers of  
change effecting  
the priorities in  
the automotive  
industry ?**



**Climate change**



**Health and safety**

**Resource scarcity**

**Demand for customization**



**Consumer demographic**

**Regulation**

**Appetite for Technology**

**Urbanisation**

**Digital Twin**



**Artificial Intelligence**

# The known trends in the automotive industry.

**Connected**

**Autonomous**

**Shared**

**Electric**

**The focus  
is shifting.**

**Connected**

**Autonomous**

**Shared**

**Electric**

**+**  
**Consumer  
experience**

**Sustainability**

**Sustainability  
has emerged**



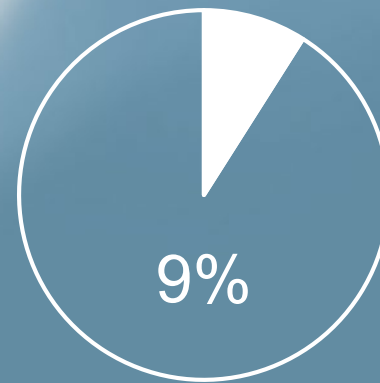
**as a top  
priority**



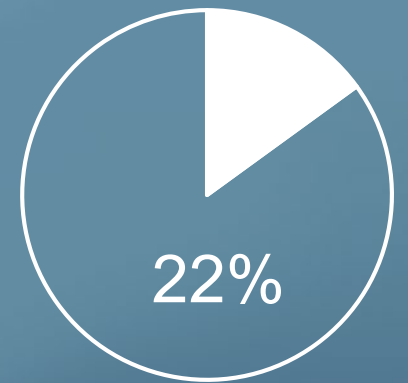
**The demand for electric mobility is increasing.**



Vehicle registrations in EU  
**Electric and Hybrid**



2019 Q3



2020 Q3

**Connectivity is expected  
at all times.**





**Automotive interiors  
as a living space .**



# Our focus is aligned.

to the priorities of the industry  
and the needs of our customers

**Immersive  
interior  
experience**

**Smart  
vehicle  
dynamics**

**Connected  
electrification**

**Intelligent  
Manufacturing**

**Environmental  
sustainability**

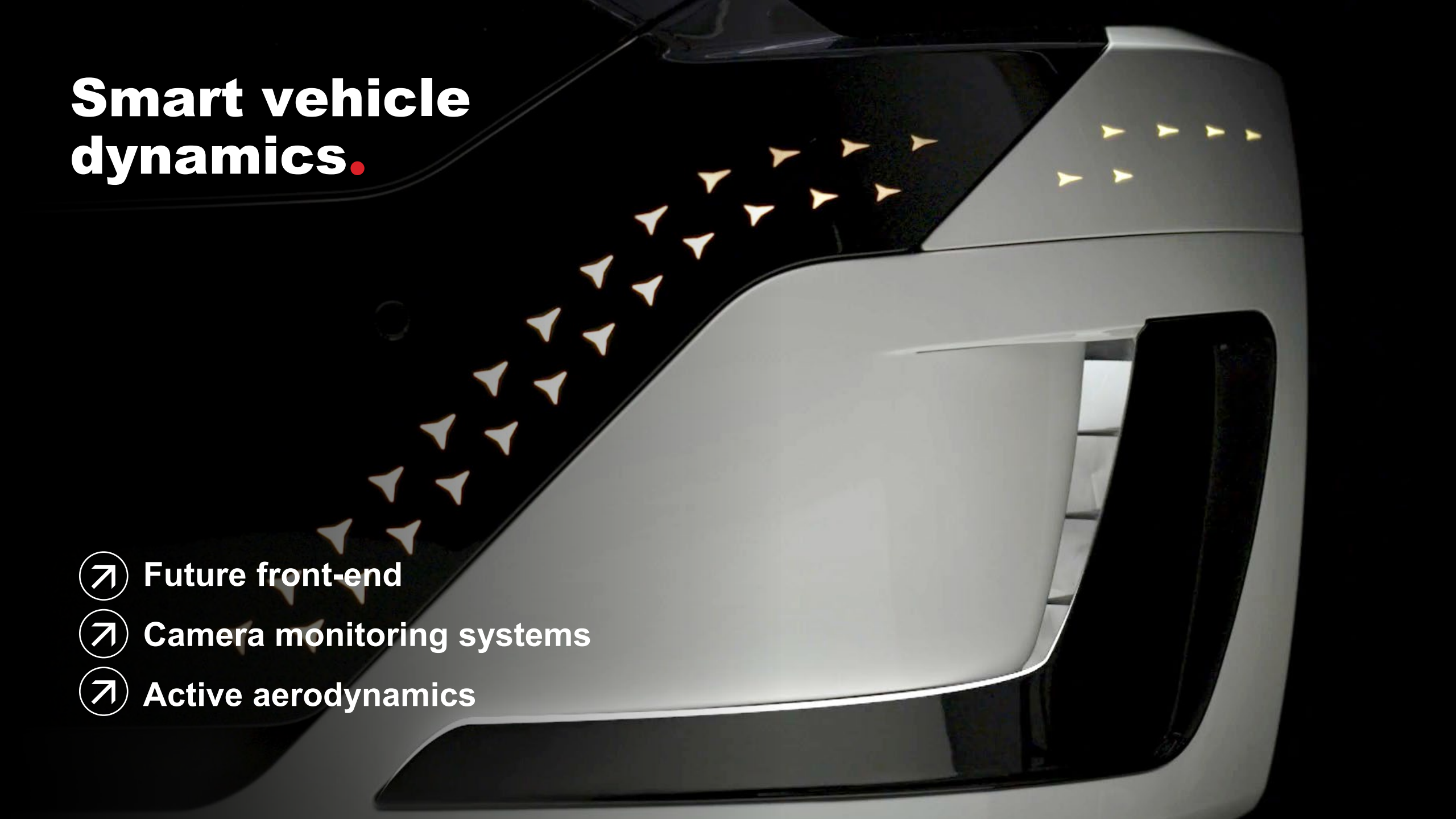
# Immersive interior experience.



- Smart surfaces
- Wireless power
- Sensor integration

# Smart vehicle dynamics.

- ↗ Future front-end
- ↗ Camera monitoring systems
- ↗ Active aerodynamics



# Connected electrification.

- ↗ High complexity
- ↗ High voltage
- ↗ High content

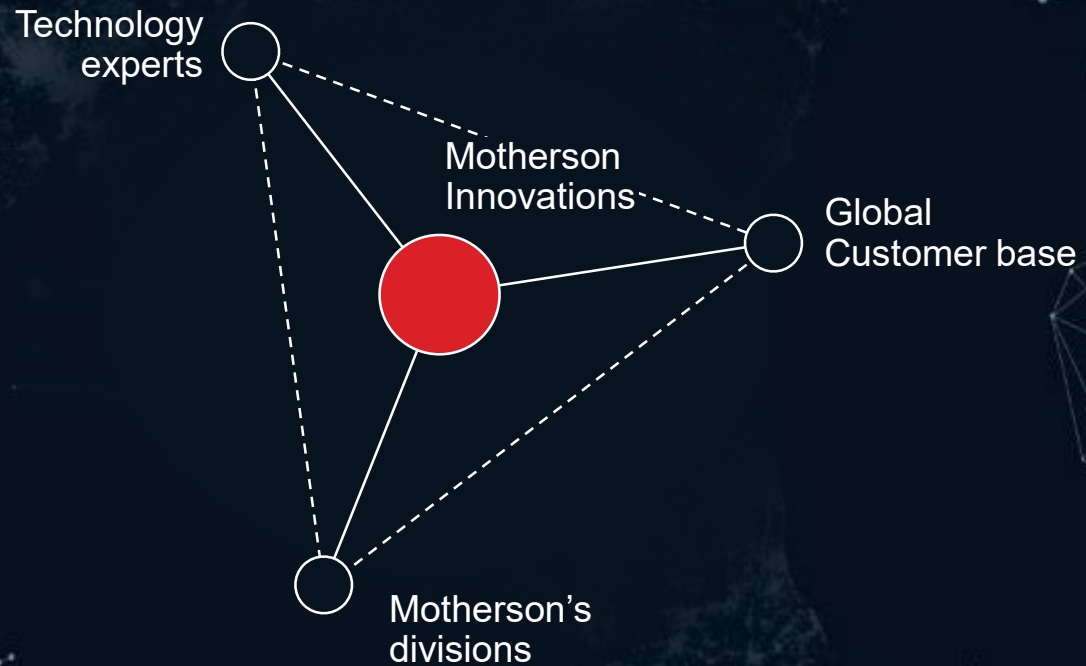


# Intelligent manufacturing.

- Autonomous robots
- AI quality inspection
- Cobots with robotics



# Mother'son Innovations connects the dots.



# FUTURE OF HMI



**Barrie Painter**

EVP Global Sales,  
Marketing, BD  
Matherson Group



**Marc Rosenmayr**

CTO  
Matherson Innovations



**Felix Hoppenhauser-  
Lueker**

Innovation  
Daimler



**Christoph Adler**

Innovation & Strategy  
Porsche



**Peter Messner**

CEO & Founder  
beyond HMI



**Gfah Pfeilsamer**

Vice President UX Design  
Lufthansa

**Open Innovation is  
a key enabler.**

STARTUPAUTOBAHN  
powered by PLUG&PLAY

AUTOBAHN  
PLUG&PLAY



**Sustainability.**





Economic circularity  
Renewable energy  
Energy reduction  
Carbon neutrality  
Waste reduction  
Ethical business

# Sustainability at Motherson.

Quality

Cost

Design

Development

Management

Safety

Environment

Sustainability

# Sustainability at Motherson.

## **Ambition**

Sustainability

We are committed to continuously improve and strive for sustainability in everything we do as part of achieving our Vision 2025.

## **Strategies for change**

Environment & Community

## **Current business operations**


(QCDDMSES, ISO certifications, Responsible resource utilisation, Eco-Innovation)

## **Motherson DNA**

# Environmental Sustainability.

- ↗ Materials
- ↗ Engineering and Design
- ↗ Processes





The responsibility  
lies with us all.



**mother**son 