



asg INNOVATION
IN LIGHT

A MEMBER OF ASSYSTEM

LIGHTING

**BRINGING HIGH-LIGHTS
INTO EVERYONE'S LIFE**

MAY 2017

AUTOMOTIVE LIGHTING TRENDS

DESIGN FREEDOM

- Visual brand signature & differentiation

PERFORMANCE & SAFETY

- Further view with less power consumption
- Improve vision & visibility

SMART LIGHTING

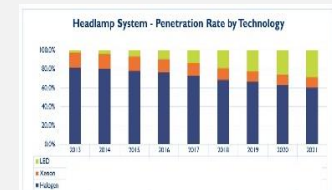
- Automatic high beam / glare free lighting (ADB)
- Cornering lighting
- Communication tool for autonomous driving

MOOD LIGHTING

- Ambient light controlled by infotainment system

TECHNOLOGIC CHANGES

- HALOGEN – XENON – LED – LASER - OLED



HOW WE UNDERSTAND CUSTOMERS CHALLENGES



BE INNOVATIVE

- Develop new lighting functions
- Develop Laser / OLED technology



DIFFUSE LED TECHNOLOGY TO A LARGER SCALE

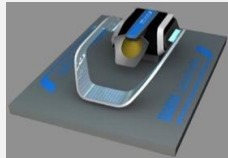
- Platform specific LED technologies
- Reduce LED technology production cost
- Reduce LED lights weight



FOCUS ON CORE DEVELOPMENT

- Outsource “standard” engineering activities, e.g. Tier1-management
- Outsource full project development of “variants” & “small-series”

OUR LIGHTING SOLUTIONS



TURNING CONCEPT INTO REALITY



STYLING
& MODELLING

DESIGN
& ENGINEERING

TESTING
& VALIDATION

PROTOTYPING
& SMALL-SERIES



- Concept co-definition
- Integration of technology
- Styling & Demonstrator



- Design
- Light simulation
- Thermal simulation
- Electronic dev.
- Tier1-management

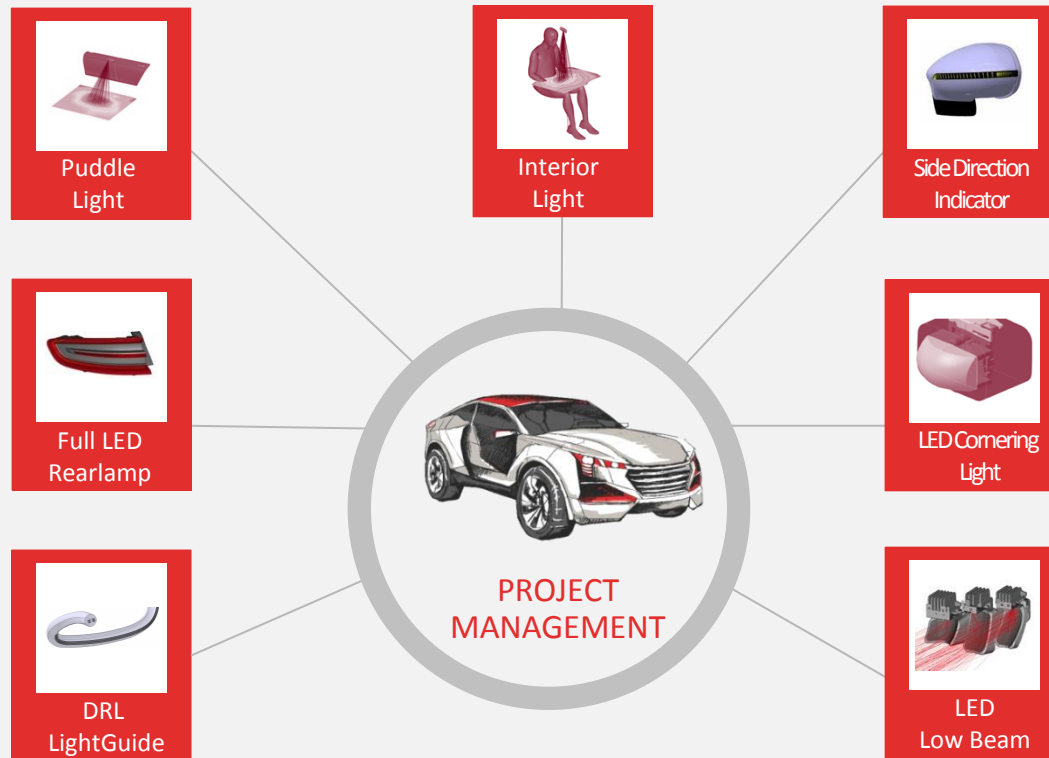


- Test
- Analysis
- Validation



- Prototyping
- Production of small-series

OUR LIGHTING DOMAINS



OUR ADDED VALUE



INNOVATION TRANSFER

From research to industrialisation – through our lighting network



DIFFUSE LED TECHNOLOGY AT A LARGE SCALE



STRONG LIGHTING DEVELOPMENT EXPERIENCE OVER 20 YEARS



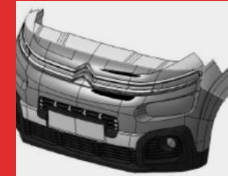
ASSYSTEM GROUP SCALE

Financial health – technical resources – worldwide presence

RELATED SOLUTIONS



TRIM & EQUIPMENT



INFOTAINMENT,
CONNECTIVITY & INSTRUMENTATION



COMPLETE VEHICLE



FULL ECU DEVELOPMENT



A NEW PATH TO GROWTH



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