



P R E S S R E L E A S E for immediate publication

INTERauto 2008 – Meeting of the automotive interiors industry from 19th – 21st November 2008 in the EXPO XXI Cologne, Germany

From 19th till 21st November INTERauto 2008 as highly-specified exhibition with a top-level programme to current industry issues will be once again the central networking place for the automotive interior industry.

Born out of the growing need for the automotive industry, in particular the interiors market, to keep abreast of trends and developments around the world INTERauto was launched in 1995. Through INTERauto the automotive interiors supply industry has a central platform to display new ideas and simply meet people face-to-face from across all levels of the buying chain. In its already 9th edition the event is organized by G+J Expomedia Events for the second time.

Conference “Redefining Automotive Interiors – The Next Decade”

Today vehicle manufacturers are placing an increasing emphasis on interiors as a means of improving their competitive position in the marketplace. The conference “Redefining Automotive Interiors: The Next Decade” taking place on the occasion of INTERauto will give its attention to this issue by examining the evolving trends and developments in the design and specification of automotive interiors.

Organised by London-based *ims* Automotive Interiors and G+J Expomedia Events the conference will take place on 20th November, also in the EXPO XXI.

Speakers from 3M, Ford, GST AutoLeather, JD Power, Lanxess Deutschland, Mercedes-Benz, Visteon and other leading companies will share their experiences and thoughts as a wide range of topics of relevance to the sector’s future are discussed.

These include:

- the role of interiors as a means of differentiating model ranges and appealing to varying consumer groups
- the emerging trends and issues which will shape the future of interiors
- the downward migration of luxury features from upmarket vehicles to volume model ranges

Issues relating to design, trim (especially leather which is recording a marked increase in penetration), colour, lighting and recent innovations will be discussed, along with an assessment of shifting consumer expectations. As might be expected, the environmental implications will be reviewed, with particular reference to how these will affect the usage of materials.

International Representatives of the Interior Industry on INTERauto 2008

Exhibitors from 16 nations present current trends and developments in different sectors of the automotive interior industry. Especially representatives of the fields leather, textiles, composites as well as tapes are present.

Sandler AG for example is presenting its newly developed sawasorb exterior qualities. The acoustically high-effective nonwovens consisting of 100% PET are lightweight, recyclable, and thus provide a variety of possible applications in vehicles. PFAFF, as part of the ISA group stand, is coming with the newly-developed generation of PFAFF special high-speed seamers, POWERLINE, for applications in the automotive and home upholstery sectors, as well as for small leather articles and technical textiles. LAKO GmbH as manufacturer of automotive carpets is exclusively presenting on INTERauto 2008 an automotive carpet equipped with ambience light. The energy transfer works with help of induction - providing the benefit that the carpet can be taken out of the vehicle as usual for cleaning without having to disconnect or remove cables.

Well-known manufacturers as well as small aspiring components suppliers profit from the good quality of the specialist visitors. For example, BMW, Opel, Daimler Chrysler, Airbus and 3M sent their trend scouts and buyers to INTERauto 2006. Additionally, there were above-average numbers of management attendees.

Within the 3-day exhibition more than 2.500 visitors are expected. Visitors from Belgium, Italy, Netherlands, Ukraine, India and Pakistan already pre-registered for INTERauto 2008.

G+J Expomedia Events GmbH is a joint venture of Gruner + Jahr AG & Co KG, Europe's leading print and publishing house and Expomedia Deutschland GmbH.

For further information on INTERauto please visit: www.inter-auto.de.

Hamburg, 15th October 2008

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