



COLOGNE · GERMANY  
KOELNMESSE · HALL 4.2  
30<sup>TH</sup> NOVEMBER -  
02<sup>ND</sup> DECEMBER 2010



# INTER*auto*

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## 2010

THE INTERNATIONAL EVENT  
FOR AUTOMOTIVE INTERIORS

**NEW  
CONCEPT  
2010**

THE CONFERENCE  
EXHIBITION INTER*auto*

CONFERENCE PARTNER



Car Training Institute

[www.inter-auto.de](http://www.inter-auto.de)



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## NEW CONCEPT 2010

### INTERauto combines Trade Fair with a high-quality Conference

By combining the trade fair with a conference the relevant visitor target groups will be activated in a fashion tailored to suit regarding the need of the market. A new event format is generated with essential advantages for exhibitors:

- Through the presentation of current products and innovations in the exhibition area
- Through the content provided at the conference by leading experts on the latest interior approaches

#### INTERauto 2010 – Network with ...

Members of the business management, technical managers, application engineers, executives, project managers, purchasers and management staff of car makers and automotive suppliers from the fields of:

- Interiors
- Research and development for interiors/cockpits
- Designing of interiors/cockpits
- Design/styling/interior design
- Development of surfaces
- Product planning/product management
- Surfaces
- Colours and trim
- Materials
- Quality and production
- MMI/HMI
- Vehicle safety
- R&D/testing
- As well as: professional associations, research institutes & specialised consulting firms



## Meet your Customers in Person!

INTERauto is Europe's flagship event for OEMs and suppliers (tier 1/2/3) of the automotive interior design industry, along with the accompanying conference covering all aspects of automotive interiors, design, cockpit, colours, surfaces and light. You are not only provided with an opportunity to meet your customers and new customers in person, but also to expand your network further in the automotive industry.

Stay up-to-date on all innovations and developments by meeting attendees, colleagues and trade journalists.

### EXHIBITOR PORTFOLIO

INTERauto is a business opportunity 'must' if you are a supplier of:

- Tapes, fasteners and adhesives
- Interior trims, fabrics and leathers
- Automotive interior components
- Electrical components
- In-car security
- Seats and seat belts
- Carpets and textiles
- Tuning interiors
- Telematics and multimedia
- Industry machines

**Get that decisive competitive advantage over your competitors in the market!**



## CONFERENCE PROGRAMME

### The competitive Edge in Knowledge!

The automobile interior has bright and dark aspects-innovations, quality requirements and customer demands face complex technical interfaces and enormous cost pressure. Due to the rising demands on a large number of employees in the automotive industry, exchanging information is becoming increasingly important – also at the international level in the context of increasing globalisation. As part of the INTERauto, CTI is holding a multifaceted conference at which leading experts will be providing information on the latest trends and developments in the automotive interior field.

#### **Automotive Interiors**

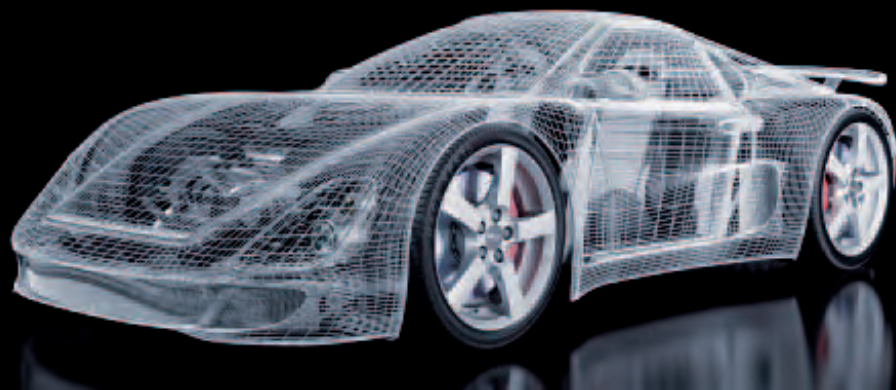
30<sup>th</sup> November – 2<sup>nd</sup> December 2010

#### **NEW APPROACHES TO THESE ISSUES:**

- New interior concepts and visions
- Realisation of customer desires in every detail
- Functional HMIs with an eye towards hybrid and electric vehicle concepts
- Today's demands for modern cockpits and support structures
- Implementation of lightweight construction in interiors
- Safety as a selling point – intelligent integration of airbags
- New generations of high-tech foils for decorative applications
- Comfortable sitting at favourable costs
- Exclusive processing methods and connection technologies
- Textiles and leather – choosing functionality or exclusivity
- Sustainable design and new materials for qualitative durability
- Texture in the interior – a factor not to be underestimated
- Challenges in interior design – emotion, vision and communication
- Ambient lighting and differentiation through light
- Climate control as a feel-good factor

Through an international network with several tens of thousands of decision makers from the automotive industry, CTI offers organised events of the highest standard. Below is a brief summary of companies that have already taken advantage of CTI conferences on interiors.

- Adam Opel
- Behr
- Bentley Motors
- BMW
- Continental
- Daimler
- Dow Benelux
- EDAG
- Evonik Industries
- Faurecia Interior Systems
- Ford Research Center
- Hyundai Motor
- Johnson Controls
- Recaro
- Strähle + Hess
- Volkswagen



## Become an Exhibitor of INTERauto 2010! Register now!

### CONDITIONS FOR YOUR PARTICIPATION

SPACE ONLY*	€ 370/sqm
SHELL SCHEME-PACKAGE**	€ 90/sqm

- \* minimum booking space 12 sqm
- \*\* carpet, separation walls, company header, electricity connection (3kW incl. consumption), 1 spotlight/3sqm, 1 desk, 4 chairs, 1 cupboard, 1 counter, 1 barstool

All prices are plus VAT at the appropriate statutory rate, mandatory service fee (€ 300) and mandatory environmental flat-rate (€ 3/sqm).

You would like to present your company with an individual booth? We would gladly assist you in planning and designing your performance.

**Please do not hesitate to contact us!**

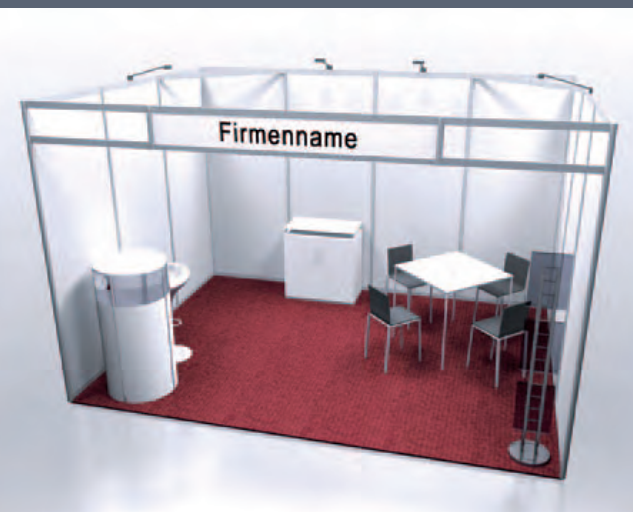
#### **Nadja Joens**

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## EXHIBITION ORGANIZER

G+J Events GmbH is a private organizer of conferences and trade fairs and a subsidiary company of Gruner + Jahr.

The company organizes the INTERauto – Europe's flagship trade fair for automotive interiors, as well as the international CHEF-SACHE chefs' conference and the BÖRSE ONLINE Anlegerforum conference trade fair.

The portfolio of G+J Events is completed by two consumer shows: eat´n STYLE and BABYWELT.

The events are planned in close corporation with the publishing house Gruner+Jahr and its brands.



### G+J Events GmbH

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## CONFERENCE ORGANISER

**CTI**, the Car Training Institute, is a partner for continuing education covering all aspects of the automobile. Practitioners from innovative manufacturing and supplier companies pass on their knowledge at annual conventions, conferences and seminars.

CTI is a division of **EUROFORUM Deutschland SE**, a leading German conference provider. The parent firm, London-based Informa plc, organises and plans over 8,000 events annually worldwide.



Car Training Institute

### Car Training Institute

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