

Press Release



Yanfeng to showcase latest seating, interior and safety systems innovations at the 2024 CES

Novi, MI December 13, 2023 - Yanfeng, a leading global automotive supplier, will display its latest seating, interiors, electronics, and safety systems innovations at the 2024 CES in Las Vegas in January. This is the first time Yanfeng has exhibited at the show.

Highlights of the company's exhibit in the West Hall include:

- **EVI:** The powertrains of electric vehicles have undergone a complete transformation – but the interior has not changed substantially. Interiors in gas and electric vehicles have remained mostly the same, until now. This interior concept offers quicker assembly time and a more centralized electrical architecture, enabled by combining Yanfeng's capabilities in seating, interiors, electronics and safety systems.
- **Hover Seat with Seat Sensing Posture ID technology:** We have taken our Hover Seat to new levels of comfort by adding our Seat Sensing Posture ID technology. The seat based on zero gravity research, adaptively forms to the curvature of the occupant's body and tailors the travel experience all while providing the consistent, even support found in the Hover Seat. The seat now features precise memory settings that allow users to save and recall their preferred seat configurations, massage functions and more, thereby catering to multiple occupants.
- **ClickRim:** A modular steering wheel concept with connectable segments that allows the automated wrapping of the steering wheel, integration of hands on detection and heating functionality and a broad choice of cover materials. It contains proprietary self-aligning shells and an electrical connection system. This product creates a steering wheel with a notable reduction in labor to finish the assembly. It also has sustainability features as well.
- **CYMATICX** sound flow cabin brings immersive acoustic experiences for vehicle interior spaces. Based on the new self-developed OURANOS Sound Domain Controller platform, integrating a variety of innovative acoustic technologies such as HOLOSOUND immersive audio, somatosensory augmented sound, SONIX acoustic follower algorithms, and special flexible thin film transducers.

Yanfeng will also provide an overview of its sustainable products and processes.

"We look forward to showcasing our latest innovations during the 2024 CES," said Patrick Nebout, chief technology officer for Yanfeng Technology. "Demonstrating our cross-business unit capabilities will highlight the further enhancement of our product offerings."

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About Yanfeng:

Yanfeng is a leading global automotive supplier, which focuses on interiors, exteriors, seating, cockpit electronics and passive safety. Yanfeng has more than 240 locations and approximately 57,000 employees worldwide. The technical team of 4,200 experts is located at 12 R&D centers and other regional offices, with full capabilities including engineering & software development, design and user experience, and test validation. Focusing on Smart Cabin and lightweight technology, Yanfeng helps automakers to explore future mobility concepts and provide leading cabin solutions.

For more information, please visit www.yanfeng.com.