

**TECHNOLOGY DATA SHEET**  
**AS FEATURED ON THE VISTEON/3M PROMOTYPE VEHICLE**

**CAPACITIVE PROXIMITY BUMPER SENSOR**

**DESCRIPTION:**

A 3M technology located BEHIND the bumper surface, delivers an audible sound warning alerting the driver when a object is approaching the vehicle from the rear. This is a cost-effective technology providing improved performance without disrupting the visual design of the bumpers.



VALUE OPPORTUNITY	TECHNICAL BENEFITS
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**MARKET ASSESSMENT**

**Target Market:**  
 Consumers who are not necessarily early adopters of technology but are interested in technologies that will improve vehicle safety for their family and passengers, yet does not require additional instructions on how to use the feature.

**Initial Vehicle Segments:**  
 Middle, Large, Luxury, CUV's, SUV's, Vans, Minivans and Pickups

**Annual Sales Potential (Based on Segments Above)\*:**  
 Approximately 14 million units

**MegaTrend Categories:**



\*Annual sales potential based on 2007 U.S. sales (Jan-Nov) and analyst Dec projections.

**PRODUCTION AVAILABILITY – 2009 CALENDAR YEAR**

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