

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

MOTION SENSING LIGHTING

DESCRIPTION:

Offers consumer “intelligent” lighting for assisting in locating items in map pockets safely at night or low light conditions.



VALUE OPPORTUNITY

- Improved user convenience for identifying and retrieving map pocket stowage items
- Provides a surprise-and-delight feature by offering custom color and interior harmony options with lighting accents
- Increased model/series differentiation

TECHNICAL BENEFITS

- Capacitive sensing technology and lighting hardware can accommodate various packaging and styling options
- Multiple lighting technology options allow for increased value for performance specifications

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MARKET ASSESSMENT

Target Market:

Any consumer who has ever experience difficulty in trying to locate items in the vehicle at night.

Initial Vehicle Segments:

All segments

Annual Sales Potential (Based on Segments Above)*:

Approximately 16 million units

MegaTrend Categories:



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

PRODUCTION AVAILABILITY – 2009 CALENDAR YEAR

