

TECHNOLOGY DATA SHEET

AS FEATURED ON THE VISTEON/3M PROMOTYPE VEHICLE

TRANSLUCENT SKIN

DESCRIPTION:

A unique translucent TPO skin material which is suitable for using with secret-until-lit ambient lighting and driver information systems.



VALUE OPPORTUNITY

- Improved perceived quality
- Offers new alternative to provide driver and front passenger messaging and surface mounted branding
- Secret-until-lit technology which provides surprise and delight feature
- Allows increased use of ambient lighting to create increased interior harmony

TECHNICAL BENEFITS

- Use common tooling with non-translucent variants
- Features are upgradeable during product life cycle with no tooling cost

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MARKET ASSESSMENT

Target Market:

Consumers who value improved interior light harmony and 'wow' interior features

Initial Vehicle Segments:

Small, Middle, Luxury, CUV premium segment vehicles

Annual Sales Potential (Based on Segments Above)*:

Approximately 8.5 million units

MegaTrend Categories:



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

PRODUCTION AVAILABILITY – 2009 CALENDAR YEAR

