



NEWS RELEASE — For Immediate Release

Visteon and 3M unveil consumer-inspired automotive technology

LAS VEGAS, Jan. 7, 2008 – Visteon Corporation and 3M introduced a demonstration vehicle featuring technologies designed to answer a number of previously unarticulated desires of automotive consumers. The vehicle features more than 50 innovative technologies addressing six social trends: comfort, connectivity, convenience, health, flexibility (individualism), and sensory.

The vehicle was unveiled today at the 2008 Consumer Electronics Show in Las Vegas at Visteon's exhibit, located in the Central Plaza, CP7, outside the Las Vegas Convention Center. CES runs through Jan. 10.

"Together, Visteon and 3M analyzed global megatrends based on third-party research regarding various socio-economic patterns," explained Steve Meszaros, vice president, Visteon electronics. "We used these findings, along with some in-depth consumer research, to develop new automotive solutions that support drivers and passengers."

For example, market analysts from both companies sought consumers who were driving vehicles from the target segment, observed their interactions with the vehicle, and then engaged the consumers in dialog regarding their driving experience. Such research was done on a global basis.

Visteon Designer Royce Channey and 3M Marketing Manager Tracy Morisi explained that many people thought the interiors of their vehicles was too dark. As a solution, the companies designed ambient lighting technologies to brighten the interior, using colors that conjure a feeling of health and wellness.

Another product solution is Visteon's Integrated Center Panel, featured as part of the sensory category, which ties together many of the vehicle's technologies. It is the place where climate, audio and multimedia controls are stylishly packaged for easy user interaction. This ultra-thin, twisted helix-shaped touch panel uses field-effect switches to enable a clean, "dead-front" look in situations when the center panel buttons do not need to be visible. When a user's hand nears the panel, the vehicle senses it and the buttons automatically illuminate to show an extremely user-friendly human-machine interface (HMI). When a user pushes one of the buttons to select a function, the switch is actuated and gives haptic feedback – a tactile vibration like a pulse – to lend a more natural button feel and let the user know his or her command is being processed.

"The focus on sensory technologies in this vehicle reflect people's desire for more enjoyment and sensation from products – consumers want to experience their products," explained Meszaros.

A good example of Visteon's consumer-focused innovation is in the integration of portable media devices. Visteon offers connectivity technologies that integrate personal devices such as iPods®, mobile phones and other devices via both wired USB and wireless Bluetooth® connections. This

integration allows consumers to operate the portable devices by using the vehicle's audio system and controls.

To address the marketplace need to display more information within the vehicle in unique and novel ways, 3-D technologies from 3M have been incorporated into the instrument panel cluster. The use of 3-D has improved the driver experience by utilizing eye catching turn-by-turn navigation graphics on the driver cluster. 3-D technologies are also displayed in badging, enhancing not only the driver experience but also reinforcing OEM brand image.

Automotive designers want to hide functional elements of the vehicle to provide a unique look and feel without compromising visual clarity of displays and lighting effects. 3M transmissive optical films have been used on the IP to provide a sleek black panel that does not compromise design and function. The increased use of LCD screens within the automotive segment has presented additional challenges to automotive designers related to reflection, screen brightness and privacy. 3M has incorporated several different Vikuiti brand optical films to address these needs.

John Horn, vice president, R&D for 3M's Industrial and Transportation Business, stated, "3M's collaboration with Visteon has produced some unique applications of pre-commercialized technologies. 3D, films and lighting, for example, are being used to enhance the driving and riding experience in surprising ways – all geared to consumer delight."

"Visteon is well-positioned to use our automotive intellect to help manufacturers design cars that both excite and assist drivers and passengers in cost-effective and innovative ways," added Meszaros. "There is clearly enormous opportunity for companies that are able to drive their development pipeline by anticipating and responding to market trends."

The two companies plan to unveil a similar demonstration vehicle in Europe later this year.

Demonstration vehicle technologies categorized by trend:

- Comfort:
 - Acoustic insulations
 - Family entertainment system
 - Optical display films
- Connectivity:
 - Wireless communications; e.g., Bluetooth®
 - Wireless charging
- Convenience
 - Windshield projecting
 - Capacitive parking aid
- Sensory
 - 3-D driver information cluster
 - Exterior and interior lighting
 - 3D virtual image film
 - Center stack electronics
- Health
 - Cabin air filtration
 - Safety and security films
- Flexibility
 - Flat light solutions

Read more about the Visteon and 3M technologies at www.visteon.com/innovate.

About Visteon

Visteon Corporation is a leading global automotive supplier that designs, engineers and manufactures innovative climate, interior, electronic and lighting products for vehicle manufacturers, and also provides a range of products and services to aftermarket customers. With corporate offices in Van Buren Township, Mich. (U.S.); Shanghai, China; and Kerpen, Germany; the company has facilities in 26 countries and employs approximately 43,000 people.

About 3M – A Global, Diversified Technology Company

Every day, 3M people find new ways to make amazing things happen. Wherever they are, whatever they do, the company's customers know they can rely on 3M to help make their lives better. 3M's brands include Scotch, Post-it, Scotchgard, Thinsulate, Scotch-Brite, Filtrete, Command and Vikuiti. Serving customers around the world, the people of 3M use their expertise, technologies and global strength to lead in major markets including consumer and office; display and graphics; electronics and telecommunications; safety, security and protection services; health care; industrial and transportation. For more information, including the latest product and technology news, visit www.3M.com.

Scotch, Post-it, Scotchgard, Thinsulate, Scotch-Brite, Filtrete, Command and Vikuiti are trademarks of 3M.

"iPod is a trademark of Apple Corporation"

###

Visteon news releases, photographs and product specification details
are available at www.visteon.com

Contact:
Melissa Andrade
Visteon Corporate Communications
Mandrad7@visteon.com
313-378-5935

Stephanie Sanderson
3M Corporate Communications
sjsanderson@mmm.com
651-733-8588