

NANTERRE (FRANCE)
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FORVIA SET TO TRANSFORM DRIVING EXPERIENCES THROUGH ITS VIBE® TECHNOLOGY

FORVIA, the world's 7th-largest automotive technology supplier, concluded a groundbreaking contract with a premium German OEM to introduce VIBE®, its cutting-edge immersive technology that redefines consumers' time behind the wheel. Designed specifically for automotive seating, FORVIA's VIBE® technology delivers an unparalleled and safe experience by embedding tactile sensations within the car seat, creating a fully-immersive journey. After five years of intensive research and development in collaboration with Aurasens, pioneers in vibro-haptic composition, VIBE® is set to make its debut in a next-generation premium SUV end 2025.

This game-changing technology is set to immerse the driver in a safer, more entertaining, wellbeing-oriented experience. With VIBE®, users can alleviate cognitive overload and enjoy enhanced biomechanical benefits. More specifically, VIBE® provides the following three remarkable services:

- **Safety:** Stay protected on the road with an Advanced Driver Assistance System (ADAS) featuring haptic alerts for blind spots, lane changes, speed limits and drowsiness.
- **Music & Entertainment:** Experience a heightened level of immersion as electronic algorithms, accompanied by 4D sound, automatically create vibrations that synchronize with any audio played on the vehicle's audio system, be it music, movies or games.
- **Wellness:** Indulge in a complete immersive experience that provides relaxation, recovery and energy-enhancing programs. With an ever-expanding catalogue curated through to Aurasens' collaboration with leading haptic artists, users can truly embrace their well-being.

How it works

VIBE® technology is seamlessly integrated into the architecture and trimmings of the automotive seat. Through specially-designed electroacoustic transducers, VIBE® technology emits warm, low-frequency vibrations through the seats foam, providing an immersive experience for the driver and front passenger. The adaptable designs cater to different OEM constraints, and can be personalized with other features, such as lighting,

headphones, heating, pneumatics, or fragrances.

"VIBE® technology represents a breakthrough in our comprehensive automotive seating solutions, taking safety, entertainment and wellness to the next level. Our pride lies in the unmatched technological advances rooted in biomechanics, making VIBE® an industry-first innovation. Being chosen by a top-tier OEM further solidifies the appeal of this cutting-edge technology, highlighting our commitment to delivering an extraordinary customer experience," declared **Frank Huber, Executive Vice President, Seating.**

FORVIA, an innovative player in automotive seating

Seating is a key pillar of FORVIA's success, accounting for 30% of the Group's revenues in 2022, which amounted to €25.5 bn. Seating's dedication to innovation was on full display at the 2023 CES in Las Vegas, where they showcased their Modular Seat for the Planet. This 100% recyclable groundbreaking modular design revolutionizes seating by including up to 40% of recycled content and reducing the number of components to 10 (vs. 100 to 150 in traditional seats), thus reducing CO2 emissions by 55% and extending the seats lifespan.

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[About FORVIA, whose mission is: "We pioneer technology for mobility experiences that matter to people".](#)

FORVIA, 7th global automotive technology supplier, comprises the complementary technology and industrial strengths of FORVIA SE and HELLA. With over 290 industrial sites and 76 R&D centers, 157,000 people, including more than 15,000 R&D engineers across 40+ countries, FORVIA provides a unique and comprehensive approach to the automotive challenges of today and tomorrow. Composed of 6 business groups and a strong IP portfolio of over 14,000 patents, FORVIA is focused on becoming the preferred innovation and integration partner for OEMS worldwide. In 2022, the Group achieved a consolidated revenue of 25.5 billion euros. FORVIA SE is listed on the Euronext Paris market under the FRVIA mnemonic code and is a component of the CAC Next 20, CAC 40 ESG, and CAC SBT 1.5° indices. FORVIA aims to be a change maker committed to foreseeing and making the mobility transformation happen. www.forvia.com