

## Press release

Nanterre (France), July 24, 2018

### **FAURECIA INVESTS IN SUBPAC TO ACCELERATE THE DEVELOPMENT OF AN IMMERSIVE SOUND EXPERIENCE**

Faurecia, a leading automotive technology company, announces today an investment in the startup SUBPAC, reinforcing the Group's ecosystem dedicated to a personalized, versatile and connected Cockpit of the Future.

Based in Silicon Valley, SUBPAC has developed a hardware and software technology platform that provides a deeply immersive and customized music and media experience by silently transferring low frequencies directly to the body. Faurecia will integrate this technology into the seat as part of the company's personalized audio bubble system.

**David Degrange, Vice President of the Cockpit of the Future division at Faurecia declared:** *"The acoustic experience will be a key differentiator for the Cockpit of the Future. The SUBPAC technology reinforces our offer for an enhanced sound experience for each occupant whilst reducing packaging space and weight compared to traditional speaker systems."*

Driver safety is another key feature of the SUBPAC platform. It could act as a crucial part of advanced driver assistance systems to discretely communicate with the driver, enabling faster response times to road and environmental conditions.

**Todd Chernecki, CEO of SUBPAC said:** *"With their Cockpit of the Future initiative, Faurecia is the perfect partner to expand our mission to physically connect people with sound. Their support and expertise will accelerate our path by bringing the technology we have refined in conjunction with the top music artists, producers and studios in the world, to the hundreds of millions of people who listen to music in their vehicles every day - all while keeping them alert and safer on the road."*

This investment in SUBPAC is made by Faurecia Ventures, which advances Faurecia's innovation strategy by identifying, incubating and investing in start-ups with relevant technologies for Sustainable Mobility and Smart Life on Board.

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**About Faurecia**

Founded in 1997, Faurecia has grown to become a major player in the global automotive industry. With 290 sites including 30 R&D centers and 109,000 employees in 35 countries, Faurecia is now a global leader in its three areas of business: automotive seating, interior systems and clean mobility. Faurecia has focused its technology strategy on providing solutions for smart life on board and sustainable mobility. In 2017, the Group posted total sales of €20.2 billion and value-added sales of €17.0 billion. Faurecia is listed on the Euronext Paris stock exchange and is a component of the CAC Next 20 index. For more information, please visit [www.faurecia.com](http://www.faurecia.com)

**About SUBPAC:**

SUBPAC is a pioneering technology company defining the physical-sound category. Through its hardware and software platform, SUBPAC transcends the traditional audio experience by physically immersing users in their media. Investors include tech-legend Andy Rubin's Playground Global, NBA stars Kyrie Irving and Carmelo Anthony, and super-producer Timbaland. [www.subpac.com](http://www.subpac.com)