

Press release

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FAURECIA'S IRYSTEC NAMED 2021 AUTOMOTIVE NEWS PACE AWARD WINNER

Faurecia, one of the world's leading automotive technology companies, has earned a 2021 Automotive News PACE Award for its IRYStec Perceptual Display Platform Vision (PDP Vision) solution.

Faurecia's Perceptual Display Platform Vision is the world's first software platform using perception and physiology to optimize infotainment display screens. Recently launched on the Mercedes-Benz E-Class Cabriolet convertible, Faurecia's technology improves screen quality and visibility for the driver, providing a safer and more comfortable user experience while reducing power consumption.

"This award would not have been possible without the hard work and dedication of our team members who were determined to address the shortcomings and limitations that we saw in even the most advanced digital screens in our industry," said Tara Akhavan, Founder and General Manager of IRYStec. "Several years ago, we recognized that automotive content representation on the screen is unable to dynamically change as lighting conditions change and as the eyes of vehicle drivers change. With IRYStec, our goal is to create a technology that makes screens more visible, smarter and more aware of the environmental conditions as well as personalized to the viewer's visual system."

IRYStec, a software startup based in Montreal, Canada, was acquired by Faurecia in July 2020 and integrated into its Faurecia Clarion Electronics business group. IRYStec, with its advanced technologies to improve both display experience and energy efficiency, plays a key role in Faurecia's growth in Electronics and Cockpit of the Future strategy.

For the last 27 years, the PACE Awards have honored superior innovation, technological advancement, and business performance among automotive suppliers. Judged by an independent panel of technologists, this award is recognized worldwide as the industry benchmark for innovation. This is Faurecia's third PACE Award within five years.

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About Faurecia

Founded in 1997, Faurecia has grown to become a major player in the global automotive industry. With 266 industrial sites, 39 R&D centres and 114,000 employees in 35 countries, Faurecia is a global leader in its four areas of business: seating, interiors, Clarion Electronics and clean mobility. The Group's strong technological offering provides carmakers with solutions for the cockpit of the future and sustainable mobility. In 2020, the Group reported total turnover of €14.7 billion. Faurecia is listed on the Euronext Paris market and is a component of the CAC Next 20 index. Find out more at: www.faurecia.com