

# Press Information



Demonstrator addresses urban mobility trends towards lightweight, individual design solutions and autonomous driving

## **Johnson Controls presents new SD15 seating vehicle concept at IAA 2015, supporting automotive seating trends already today**

**Burscheid / Frankfurt, Germany – August 6, 2015.** *Johnson Controls, a global multi-industrial company, is constantly focusing on improving the future of car seating. Thinking ahead, Johnson Controls will present its seating demonstrator vehicle SD15 to customers and media at the 66th Frankfurt Autoshow. The SD15 features a simulated vehicle environment with a focus on first- and second-row seating while addressing the three automotive megatrends from a seating perspective: autonomous driving, lightweight, and increasing customer demands towards individualization and style for future urban mobility.*

“The SD15 is based on extensive proprietary research conducted by Johnson Controls that explored what consumers expect as car seating in 2020 and beyond,” said Beda Bolzenius, president of Johnson Controls Automotive Experience. “The driver side demonstrates superior comfort and the passenger side showcases features that maximize cargo capacity and interior flexibility.”

Furthermore, the stylish ink jet printed seat covers of the SD15 show what Johnson Controls can do in terms of individualization. The weight and space saving multi-material seats padded with highly ergonomic foam parts pave the way towards the demands of lightweight design. Many SD15 features support the megatrend of autonomous driving in the future “multi-talented” vehicle seat.

The SD15’s front row features a power driver seat mounted to a curved track, eliminating the need for separate and complex mechanisms found in conventional seat arrangements. The seat offers a control console mounted directly to the seat structure that moves conveniently with the occupant, instead of being fixed between the seats which offers wireless charging options for mobile devices.

# Press Information



In addition, the SD15 showcases the company's new head restraint. This newest generation of slim head restraints can be combined with a tilting mechanism. The thin design is ideal for seat applications where space is limited.

The SD15's passenger seat is situated on the company's Gemini long tracks, which enable the seat to stow against the instrument panel or slide rearward to maximize curbside cargo capacity.

The second row utilizes the Gemini track system as well, allowing it to transition from a four-passenger to a five-passenger configuration in one smooth movement. The structure can expand to create a center seating position when moved forward and contracts when slid back to fit between the wheel wells. This unique function maximizes leg room and curbside storage capacity.

Both the front and rear seats showcase new ink jet printing fabric technology, which allows for a wide variety of customer customization of colors and patterns to help automakers distinguish their brands. In addition, Johnson Controls' "SuperGroove" trim attachment technology is applied across both rows of seats. SuperGroove provides a slim appearance and improves craftsmanship.

The SD15 design allows for the packaging of a 48-volt battery under the seat, highlighting the latest battery technology from Johnson Controls' Power Solutions business. The SD15 concept was developed by a global collaboration of Johnson Controls design and engineering teams.

The 66th International Motor Show (IAA) Cars will be held in Frankfurt from September 17 to September 27, 2015. The leading autoshow will be open to the media and industry officials from Tuesday, September 15, until Friday September 18. It opens to the public from Saturday, September 19, through Sunday, September 27. For more information, please visit: [www.iaa.de](http://www.iaa.de).

# Press Information



*For more information, please contact:*

*Johnson Controls GmbH  
Automotive Seating  
Industriestraße 20–30  
51399 Burscheid  
Germany*

*Lars Boelke  
Tel.: +49 2174 65-1117  
E-Mail: [lars.boelke@jci.com](mailto:lars.boelke@jci.com)*

*Internet: [www.johnsoncontrols.co.uk](http://www.johnsoncontrols.co.uk)*

**Follow us on Twitter:**



## **Johnson Controls**

Johnson Controls is a global diversified technology and industrial leader serving customers in more than 150 countries. Our 170,000 employees create quality products, services and solutions to optimize energy and operational efficiencies of buildings; lead-acid automotive batteries and advanced batteries for hybrid and electric vehicles; and seating components and systems for automobiles. Our commitment to sustainability dates back to our roots in 1885, with the invention of the first electric room thermostat. Through our growth strategies and by increasing market share we are committed to delivering value to shareholders and making our customers successful.

## **Johnson Controls Automotive Experience**

Johnson Controls Automotive Experience is a global leader in automotive seating components and systems. The company supports all major automakers in the differentiation of their vehicles through its products, technologies and advanced manufacturing capabilities. With more than 150 locations worldwide, Johnson Controls is where its customers need it to be. Consumers have enjoyed the comfort and style of Johnson Controls products, from single components to complete seat systems. With its global capability the company supplies more than 50 million cars per year.