

# Breakthrough Lighting and Voice Activation featured on Thermoplastic Tailgate

## Innovation

# Breakthrough Lighting

Enhance your vehicle exterior experience with our breakthrough lighting effects to achieve a unique brand identity. Breakthrough Lighting demonstrates how lighting advances the communication between the user, the vehicle and its surroundings.



Smarter



Safer



Cleaner



Lighter



First to Market  
Opportunity



Co-Development  
Opportunity



Electrification



Autonomy



New Mobility



Design



Driving Dynamics

## Competitive advantage/differentiators

- Lighting through tinted polycarbonate and translucent TPO materials with unique paint ablation process
- Materials and processes are ADAS sensor compatible
- Seamless appearance with molded-in styling features and textures on A-surface
- Lighting elements have an appearance of hidden-until-lit
- Communication and safety through lighting

## Applications

- Electric vehicles (EV)
- Internal combustion vehicles (ICE)
- Autonomous platforms

SOP

Ideation

Discovery

Concept

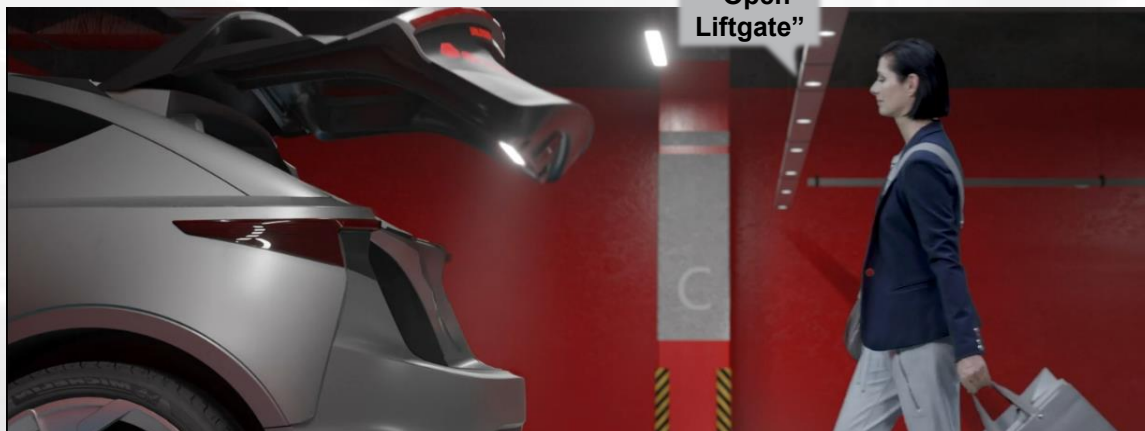
Development

Serial Preparation

in Production

# Voice Activation Module

An activation module with sound processing validated for automotive exterior grade use. This module can be packaged in multiple exterior locations enabling voice commands to activate OEM desired features, including activation of a power liftgate.



Electronics Integration



First to Market Opportunity



Patent Pending



Magna Exclusive



Smarter



Lighter



Co-Development Opportunity

- Enable liftgate automation using verbal commands (i.e., not motion or gesturing)
- Identify key technology enablers
  - Market ready hardware and software
  - One Magna "system" focus
  - Magna know-how and innovation

- Liftgates
- Closures
- Trim (strategic)

SOP

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Forward. For all.