



MEDIA ADVISORY

Co-Create What's Next at CES 2023: Marelli to showcase top technologies that drive vehicle personality and performance

*Media Tour, Interview Opportunities and Breakfast Available
Friday, January 6 from 7:30 – 9:00 am at CES 2023*

WHAT: Co-Create the future of mobility with Marelli at CES 2023. Leveraging its in-house expertise and strong partner collaborations, Marelli's featured technology portfolio drives vehicle personality and performance. Marelli brings in-demand features and functionality to life with its latest concept models and digital configurators.

WHO: Top Marelli executives will be available for onsite interviews, along with technical experts conducting product/technology demos in the company's hospitality suite at the Wynn Hotel.

Some of the highlights that Marelli will showcase include:

- **Digital Design Studio** – Choose from a curated selection of Marelli's most innovative lighting, electronics, and interior technologies to customize your own vehicle and define your brand DNA.
- **Performance Lab** – Experience the Marelli technologies that drive vehicle performance and provide solutions for total energy management. Learn how Marelli leverages its long history in motorsport to propel innovation and first-to-market technology in passenger cars.
- **Smart Surface Solutions to Enhance Style and the User Experience** – Marelli's Smart Surface solution is the natural meeting point of cutting-edge electronics solutions and the highest standards for interior design. Decorative, informative, and interactive options provide seamless integration and innovative user experiences, including the ability to create signature looks and facilitate two-way communication.
- **Horizon Head Up Display that Optimizes Vehicle Communication** - Based on Segments/Matrix LCD or Full RGB TFT, Marelli's Horizon Head Up Display technology projects information for navigation, indicators, and warnings close to the bottom edge of the windshield, allowing objects in the driver's blind spot to be easily recognized. It ensures clear visibility through high-contrast images, with a distinctive appearance at a competitive cost.
- **Near Field Ground Projections that Expand Communication and Safety Features Beyond the Vehicle** – Marelli's ground projection technology plays a key role in the 360° illumination of the car. Static, semi-dynamic or dynamic projections provide opportunities for various welcome, safety and communication scenarios. Further customize your vehicle with personalized logo projections or welcome



messaging, provide amplified alerts with reverse driving warnings, or communicate key information like charging status.

- **Hidden Until Lit Functionality to Enhance Style and Functionality in Rear Lighting** – Experience the Hidden to Lit functionality that Marelli has successfully launched for Range Rover. This technology delivers a glossy piano-black appearance for seamless body integration until activated into a homogeneous color, providing advanced signaling and communication options.

WHEN/

WHERE:

Marelli Booth at CES

Friday, January 6

7:30 am – 9:00 am

The Wynn Hotel, Las Vegas

Latour Ballroom 5 & 6

Breakfast Included

CONTACT:

For more information or to RSVP for the media tour, please contact Caitlin Flora, Marelli Communications Specialist, at caitlin.flora@marelli.com or 734-277-6246.

Background:

[MARELLI](#) is one of the world's leading global independent suppliers to the automotive sector. With a strong and established track record in innovation and manufacturing excellence, our mission is to transform the future of mobility through working with customers and partners to create a safer, greener, and better-connected world. With around 50,000 employees worldwide, the Marelli footprint includes 170 facilities and R&D centers across Asia, the Americas, Europe, and Africa, generating revenues of 1,380 billion JPY (10.6 billion EUR) in 2021.