MEDIA ADVISORY

Marelli at CES 2024: Discover the Journey to Design-Led Innovation

Follow Marelli through the co-creation process,
anchored in technology that powers vehicle personalization

Media Tour and Interview Opportunities Available
Wednesday, January 10 | 7:30 – 9:00 am | Breakfast Included

WHAT: Join Marelli and special guests from AWS, Qualcomm Technologies, and QNX, to witness how the company is enabling the software-defined vehicle revolution. Members of the media will be treated to an interactive experience focused on technology that powers vehicle personalization, through scalable hardware architecture, service-oriented software, and cloud virtualization.

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.

Your curated journey will include experiences that mirror the co-design process:

- **Digital Twin Studio –** Using an interactive app, answer a few preference-driven questions that will result in a persona that best reflects you. Save your selections to be "activated" in a demo car later in the journey. See how Marelli supports a scalable hardware architecture, and how vehicle features can be deployed using the company's Digital Twin.

- **Co-Creation @Speed** – Here you'll learn more about Marelli's software-defined vehicle value proposition. Visualize how the company supports architecture scalability, software portability, zone control standardization, and cloud virtualization through an interactive app. The company's Digital Twin demonstrator can replicate a vehicle cockpit in the cloud to accelerate design, testing, simulation, and feature deployment over the air.

- **Test & Prototype –** Step up to a demo car to activate your persona-based features from the Digital Twin Studio. You're in the driver's seat – interact with your personalized 3D avatar and experience Marelli's award-winning pillar-to-pillar display, ambient lighting, smart surfaces, driver monitoring, and

multifunctional HMI technology. Get an up-close look at the company's thin light and light bar technology integrated into the vehicle front.

- **Design for Affordability** – Marelli will showcase lighting and display technologies designed for affordability. The solutions boast a simplified hardware and software design resulting in fewer parts, reduced weight, reduced CO_2 emissions, and cost less than traditional lighting and display products.

- **Design for Performance –** Marelli will showcase technologies designed to impact vehicle performance, including its fully active electromechanical suspension system, zone control unit, integrated thermal management module, and wireless battery management system powered by Artificial Intelligence (AI).

- **Design for What's Next –** The future of mobility starts here. Get a sneak peek behind the curtain at what Marelli is designing next – an AI-powered in-vehicle experience - including advanced audio and sound zoning, motorized hidden displays and interior components, in-console projection, eco-materials, multi-functional interfaces, high-definition headlamps with ground projection, multi-color, illuminated front panels and grilles, external message displays, rear window projection, and more.

WHEN/ WHERE: **Marelli Booth at CES**
Wednesday, January 10
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 Rich Donley at Crimson, rich@crimsonagency.com, or 248-417-8498.

About Marelli

Marelli is a leading mobility technology supplier 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.