

## PRESS RELEASE

Reimagining mobility: Multi-functional systems “to- go”

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January 2018



### The Dr. Schneider Unternehmensgruppe creates intelligent storage systems

**Las Vegas/Kronach-Neuses.** From a mobile office to a digital experience room to a relaxing feel-good living space – the automotive world is changing rapidly! As a partner of the Swiss think tank Rinspeed, the Dr. Schneider Unternehmensgruppe has made its vision of car interiors of the future a tangible experience – and that for the third time now. The automotive supplier from Kronach-Neuses (Germany/Bavaria) has created two multi-functional storage systems for the new concept car Snap. The focus was on innovative technology, appealing aesthetics and a comfortable atmosphere with a high degree of usability.

Autonomous driving is spelling the end of the classic car interior of yesterday and is creating completely new challenges for interior design. Intelligent, user-friendly and with intuitive operation of all functions, the components are partially integrated into the surfaces, often invisible and offer added value for any driver in such a car interior. Reduced but exclusive as well as being high quality is the trend in automotive interiors. The multi-functional storage systems of the Dr. Schneider Unternehmensgruppe are compact, smart and perfect for everyday use. The latest generation interiors are skillfully integrated and well-designed and can be adapted to individual wishes – so you can make the most of its space capacity.

Not only functional but multifunctional: The most innovative development of the interior specialist is a mobile storage system, perfectly designed and thought-out down to the very last detail. The storage system consists of two elements: a sturdy storage case and a tub inside the car. Thanks to a loop strap, the storage case can be pulled out from the tub quickly and easily and provides a maximum of flexibility when using it as e.g. an office box. At the same time, everything is safely secured and quickly accessible: A rubber mat inside the big compartment that can be opened and closed by a roll-top, and rubber straps attached at various levels inside the case help to secure and organize storage items. Two lateral access openings make storing or retrieving needed utensils quick and easy and even expand the use of the mobile storage case. The lateral access openings allow you to store cylindrical-shaped items like a bottle or an umbrella. Small everyday items are best stored in the upper foldable compartment of the mobile case; a maximum of comfortable portability outside the car is ensured through a retractable handle. The mobile storage case is not only convincing because of its optimum functionality – it is also a visual highlight. Top-quality surfaces with bluish frosted glass elements as well as an integrated lighting module make the mobile storage case a real head-turner – functionality, design and haptic – a perfect trifecta!

The second product idea Dr. Schneider turned into a reality is a multi-functional center console storage surface with two compartments elegantly integrated into the overall design. When opened, you can pull out a flat, anti-skid storage tray featuring an inductive smartphone charging station. Two cup holders on each side plus some convenient storage space in the rear part of the console complete the upper tray. In the lower compartment you find an anti-skid rubber mat plus rubber straps attached at different levels. This creates a flexible and secure storage space for everyday items and keeps the car's interior safe and tidy. What's more, the four laterally integrated lighting modules of this useful storage space create a feel-good atmosphere to relax in.

"The goal we set for ourselves is to combine innovative and new production technologies with top-quality technologies and intelligent functions and in this way actively shape the car interior of tomorrow", summarizes Markus Langbein, Head of Distribution and Marketing at Dr. Schneider. Thanks to their compactness and great flexibility, our developments also offer a lot of open space for the innovative use of car interiors in the future."

The Dr. Schneider Unternehmensgruppe, founded in 1927, has been working on smart technologies and premium driving experiences for many decades now. More than 4,000 employees all over the world proudly produce approx. EURO 500 million in turnover. As a specialist for innovative systems in the car interior, the full service supplier is revolutionizing the mobility of tomorrow – and always with a "Focus on Excellence".

More informationen about the concept car can be found [here](#).

#### Dr. Schneider Unternehmensgruppe | Short portrait

The Dr. Schneider Unternehmensgruppe with its headquarters in Kronach-Neuses specializes in all kinds of high quality plastic products relating to the automobile – from innovative ventilation systems to highly integrated interior trims as well as sophisticated aesthetic and functional modules for instrument panels and center con-soles. Dr. Schneider ranks among the world market leaders at premium automotive industry for ventilation systems (air vents) and window frame covers. As a supplier in demand worldwide the Dr. Schneider Unternehmensgruppe is an experienced development partner for the premium automotive industry. Dr. Schneider produces for highly demanding customers including Audi, BMW, Jaguar/Land Rover, Lamborghini, Mercedes, Porsche and Rolls-Royce but also for Volkswagen, Ford, GM, Volvo, Seat, Toyota, Fiat Chrysler, Ferrari and Maserati. Founded in 1927 by Franz Schneider senior, the Dr. Schneider Unternehmensgruppe employs more than 4,000 people worldwide and has production facilities in Germany, China, Poland, Spain and the USA as well as sales offices around the globe. The managing directors of the company are Parag Shah (Chairman) and Wilhelm Wirth.

#### Media Contact

If you should have any further questions, please contact:

Dr. Schneider Unternehmensgruppe

Kerstin Klinger, Press Officer

Lindenstraße 10-12

96317 Kronach-Neuses | Germany

Phone: +49 9261 968-1636

Mail: [kerstin.klinger@dr-schneider.com](mailto:kerstin.klinger@dr-schneider.com)