

## News Release

Your Contact

Judith Rahner

+49 6151 72-7694

May 10, 2016

## High-Tech for the Automotive Industry from Merck KGaA, Darmstadt, Germany

- **Digital concept car featuring innovative high-tech materials to be introduced at the Automotive Interiors Expo**
- **Interesting technologies for the automotive industry combined within the Automotive Platform**

Darmstadt, Germany, May 4, 2016 – Merck KGaA, Darmstadt, Germany, a leading science and technology company, will participate in the Automotive Interiors Expo with its Automotive Platform. Suppliers and automakers from around the world will meet at the trade show, which runs from May 31 to June 2 in Stuttgart, Germany, to hear the latest news regarding automotive interior design.

Through its Performance Materials business sector, Merck KGaA, Darmstadt, Germany, already offers a wide variety of products for the automotive industry – from materials for LC or OLED displays, to effect pigments, to materials for fuel cells or lighting. The expo will address not only today's technologies, but also future trends, such as autonomous driving, networked cars and alternative drive technologies. Merck KGaA, Darmstadt, Germany, has established an Automotive Platform in order to concentrate specifically on the innovation fields of the automotive industry.

Walter Galinat, Member of the Executive Board of Merck KGaA, Darmstadt, Germany, and CEO of Performance Materials, said, "Our materials are already used in so many automotive parts to provide functionality and aesthetics. The car of the future will undergo a metamorphosis due to digitalization and connectivity. We're venturing a look into this future with our specially developed, futuristic concept car idea. The vehicle sketch, which we are showing to a wider audience for the first time

Page 1 of 3



Merck KGaA

Frankfurter Strasse 250  
64293 Darmstadt · Germany  
Hotline +49 6151 72-5000  
emdgroup.com

Group Communications Performance Materials  
Tel.: +49 (0)6151 72-7694  
pm\_communications@emdgroup.com  
emd-pm.com

## News Release

at the trade show, includes our high-tech materials. And it shows the new paths that such materials are opening up for the automotive industry. We want to develop these further, together with partners in the automotive industry.”

### **Broad range of future technologies**

In line with the main focus of the expo, Merck KGaA, Darmstadt, Germany, will primarily be showing materials that are relevant to interior design. These especially include liquid crystals and OLED materials that are used in various displays in vehicles. The future trend is free-form displays: They can be seamlessly adapted to various spaces, for example, in dashboards, doors, and seats. Very thin glass or even plastics can be used for them. The first prototypes for cars underscore the potential of these free-form displays. In addition, people who visit the stand can view the liquid crystal windows that are still in development and that can be used as switchable sunroofs in cars. Another interesting application is Liquid Crystal-based light guidance systems. OLED and LED materials provide new design options in lighting and furthermore they are highly energy-efficient. As the market and innovation leader of effect pigments for automotive applications, Merck KGaA, Darmstadt, Germany, has created an entire product world with a unique variety of color, luster, sparkle and gloss effects. These effect pigments can be used not only in automotive coatings, but also in the interior design of, for example, plastic or leather surfaces. Moreover, the company offers various functional materials, such as those for laser marking or laser direct structuring for powder-coated parts or plastic components.

Expo visitors can talk with experts from Merck KGaA, Darmstadt, Germany, at the company's stand, A5200.

Photos of the concept car idea are available to the media for download.

All Merck KGaA, Darmstadt, Germany, press releases are distributed by e-mail at the same time they become available on the EMD Group Website. In case you are a resident of the USA or Canada please go to [www.emdgroup.com/subscribe](http://www.emdgroup.com/subscribe) to register again for your online subscription of this service as our newly introduced geo-targeting requires new links in the email. You may later change your selection or discontinue this service.

Merck KGaA, Darmstadt, Germany, is a leading science and technology company in healthcare, life science and performance materials. Around 50,000 employees work to further develop technologies that improve and enhance life – from biopharmaceutical therapies to treat cancer or multiple sclerosis, cutting-edge systems for scientific research and production, to liquid crystals for smartphones and LCD televisions. In 2015, Merck KGaA, Darmstadt, Germany, generated sales of € 12.85 billion in 66 countries.

## News Release

Founded in 1668, Merck KGaA, Darmstadt, Germany, is the world's oldest pharmaceutical and chemical company. The founding family remains the majority owner of the publicly listed corporate group. Merck KGaA, Darmstadt, Germany, holds the global rights to the Merck KGaA, Darmstadt, Germany, name and brand. The only exceptions are the United States and Canada, where the company operates as EMD Serono, MilliporeSigma and EMD Performance Materials.