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Joyson Safety Systems, Brose and Brose Sitech Partner to Create Vehicle Seating Options for the Future

- Joyson Safety Systems, Brose and Brose Sitech partner on new vehicle seating options with a focus on comfort and advanced safety.
- Partners are committed to meeting shifting market demands to set new industry standards.
- New designs will prioritize sustainability using environmentally friendly materials and processes.

Auburn Hills, Michigan (November 25, 2024) – Joyson Safety Systems (JSS), a global leader in mobility safety, has announced a new projects partnership with Brose, one of the five largest family-owned automotive suppliers in the world. Together, JSS, Brose and Brose Sitech, a joint venture that strengthens Brose's expertise as a seat supplier with foams and trims, will partner to bring cutting-edge vehicle seating design solutions for future markets that will define the next generation of vehicle interiors.

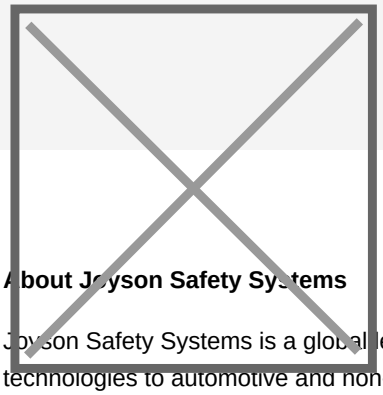
“Capitalizing on JSS’ world-class safety innovations and Brose’s innovative designs for vehicle interiors, will allow us to proactively meet the needs of the industry and the growing demand for seating solutions that prioritize both comfort and safety,” said Volker Hofmann, CTO of JSS. “We’re proud to have the opportunity to partner with such a respected leader in the vehicle interiors market.”

JSS, Brose and Brose Sitech are committed to anticipating shifts in market demands and developing seating designs that seamlessly integrate seating comfort and restraint technologies in seat structures as well as in complete seats, a tactic that will set new industry standards for seating design and safety as well as meet future requirements. JSS will align its expertise in restraint systems, with a focus on airbags and seatbelts, with Brose’s and Brose Sitech seating design and development knowledge.

As vehicle designs evolve to prioritize space and comfort, JSS, Brose and Brose Sitech will develop seats with enhanced reclining options and slim seat solutions that provide superior ergonomics, efficiency and safety. In addition, all new designs will incorporate environmentally friendly materials and processes to align with all three companies‘ commitments to responsible manufacturing.

“This collaboration marks a significant step toward defining the future of seating solutions applying a holistic approach for structure and complete seat system design,” said Sandra Kieser-Neumeyer, Director Concept Development & Product Strategy Seat, Brose.

Thorsten Esser, Executive Vice President Engineering Brose Sitech Group, added: “Together, Brose, Brose Sitech and JSS are dedicated to delivering groundbreaking, future-ready products that meet the highest standards of innovation, safety and comfort.”



About Joyson Safety Systems

Joyson Safety Systems is a global leader in mobility safety, providing safety-critical components, systems, and technologies to automotive and non-automotive markets. Joyson Safety Systems is headquartered in Auburn Hills, Michigan, USA, with a global network of more than 43,800 employees in 25 countries. It is a subsidiary of Ningbo Joyson Electronic Corp. (SHA: 600699, “Joyson Electronics”).

About Brose

Brose is one of the five largest family-owned automotive suppliers in the world. Every third new car is equipped with at least one Brose product. The mechatronics specialist develops and manufactures systems for vehicle doors, liftgates and seats. Brose also produces electric motors from 200 watts to 14 kilowatts for various applications such as steering, thermal management or drives for e-bikes and e-scooters. The company employs around 32,000 people at 69 locations in 24 countries.

About Brose Sitech

Following its full consolidation with Brose, the joint venture Brose Sitech has been operating as an independent company on the market since January 2022. Cooperation partners Brose and Volkswagen each hold a 50 percent stake in the joint venture. More than 5,000 employees develop and produce car seats and seat structures at ten locations in Germany, Poland, the Czech Republic, Portugal and China. The seats and components are delivered directly to the production lines of the automotive plants. In addition, more than 260 engineers are involved in the development of new products, covering the entire development spectrum from pre-development and prototype construction to series production support.

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