May 25, 2018

Joyson Safety Systems awarded the Innovation Partnership Award for its Driver Attention System (DAS)

Auburn Hills, MI USA – Joyson Safety Systems; a leading global supplier of mobility safety systems such as airbags, seatbelts, steering wheels, electronic safety systems and child restraints; announced it received the 2018 Automotive News PACE Innovation Partnership Award, during a ceremony on April 9 at the Max M. Fisher Music Center in Detroit.

The Automotive News PACE (Premier Automotive Suppliers´ Contribution to Excellence) Award honors superior innovation, technological advances and business performance among automotive suppliers. The PACE award is recognized around the world as the industry benchmark for innovation.

Joyson Safety Systems was recognized for its collaboration with General Motors on the launch of the DAS. Key technology for the Cadillac CT6 Super Cruise system, the intent of the DAS is to train the driver to pay attention to the road in order to safely take control of the vehicle if needed, namely by determining 1) the driver´s visual attention state, 2) the driver's control state by sensing both hand touch and grip on the steering wheel, and 3) communicating with the driver safely through a light bar incorporated in the steering wheel.

“Receiving this prestigious award is a real honor for the entire Joyson Safety Systems´ team. This recognition further motivates us in our efforts and commitment to enhance mobility safety”, said Kirk Morris, Chief Strategy Officer of Joyson Safety Systems.

Another key component of the DAS is Joyson Safety Systems´ Driver Monitoring System (DMS ™), which received a Finalist Trophy for Innovation in the automated vehicle category. The DMS distinguishes and processes the driver´s head pose and eyelid state in order to assess the driver´s attention state.

“Our DMS will play an important role in reducing accidents caused by distracted driving as well as enhancing the interaction between drivers and vehicles equipped with Super Cruise – the world's first true hands-free driving system for freeways and highways,” Kirk Morris added.

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 50,000 employees in 25 countries. It is majority owned by Ningbo Joyson Electronic Corp., China.

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