

Interior specialist JOYSONQUIN joins ISELED alliance

Rutesheim, July 7, 2021 - JOYSONQUIN Automotive Systems GmbH has joined the ISELED Alliance today. The alliance of now 40 members pursues the goal of enforcing a technical standard for lighting in vehicle interiors based on ISELED technology.

"Joining the ISELED Alliance offers numerous advantages for JOYSONQUIN Automotive Systems. The integration of light and function is an essential aspect of the design of trim parts. Whereas in the past the focus was mainly on the aesthetic character of the lighting, in the future functional tasks will also be taken on. ISELED technology sets the course for this. We are convinced that we can contribute our experience in the display of illuminated trim parts and play a substantial part in the further development of the system. We are looking forward to the intensive exchange within the alliance and the strategic partnerships," explains Christoph Krämer, Development Director JOYSONQUIN Automotive Systems.

About JOYSONQUIN

JOYSONQUIN offers unique solutions for the automobile world of tomorrow with a team of around 4,300 employees. We design and engineer premium decorative trim, functional components and power management systems for electric vehicles. All our products stand for the maximum in ambiance, comfort and safety, providing technological leadership and better differentiation against competitors for our customers.

At our production sites around the world, we have deep technical expertise and deliver a wide range of innovative and first-class services to our customers around the globe. These include surface development, research, product design, prototyping and production. The decor trim specialist QUIN, headquartered in Rutesheim near Stuttgart, is a member of the Joyson Group from Ningbo, China, since 2015. Today, the Joyson Group is one of the 30 largest automotive suppliers worldwide.