

Brose supports new energy vehicle brands in creating flagship mobility experiences

Shanghai (02. March 2023) With the rapid development of new energy vehicles, China's auto market is further diversifying. Brose recently reached a new milestone in the cooperation with new energy vehicle brands. Brose supplied the front power seat frames for Li Auto's new five-seat flagship SUV L7, creating a safer, more comfortable and convenient smart mobility life for family users. This is the first project officially landed after the cooperation started between the two in 2021.

With more than 50 years of experience in the field of seat frames, Brose offers complete front and rear seat system solutions with safety and comfort for major OEMs both in and out of China. As Li Auto's first mid-to-large five-seat flagship SUV, the seats in L7 can be easily moved or reclined for free interior space reorganization like building blocks. In camping mode, the seat automatically folds flat, allowing users to explore different scenarios of the mobility life.

The main and passenger seats of the new L7 adopts power seat frames developed by Brose's Chinese team. The product enables eight-way power adjustment including backrest, slide rails, dip angle of the seat and seat height, which increased comfort in different sitting positions. At the same time, the product can also automatically fold and support the queen bed mode to create a comfortable and personalized interior space. Combining electronics, sensor technology and software systems, the seat automatically switches to welcome mode when the driver opens the door, making it easier to get into the vehicle and bring a warm "welcome" feeling.

It is worth mentioning that the power front seat frame on the L7 not only adopts Brose's globally respected lightweight and platform design concept, but also is customized by Brose's development team specifically for the needs of the Chinese customers. The products have outstanding stability and flexibility, which can be applied to different OEMs' platforms with small adjustments, achieving the scale effect of mass production.

The product is currently in mass production at Brose's global benchmark plant in Taicang. Highly automated, vertically integrated production processes cover all core aspects of seat frame production: fully automatic servo stamping, laser welding, electrophoretic spraying, standard parts production and final assembly, etc. This reduces intermediate logistics, improves the speed of delivery response, providing customers with efficient and reliable product supply.

"As a partner, we are committed to providing our customers with greater added value and creating innovative vehicle experiences. In this cooperation, we actively respond to the requirements of NEV customers for higher acoustic performance of seats, as well as high-volume requirements in rapid ramp-up stage. With all of these efforts, we have gained the trust and recognition of our customers." Qian Bin, Senior Vice President Interior, Brose China, said.

In the future, Brose will continue to support customers in the Chinese market with innovative intelligent system solutions, strong local development and manufacturing

strength, and efficient customer response, and together bring nice mobility life to end-users in the new era of automotive industry.



Brose electrically adjustable seat frame