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Five FORVIA technologies named Automotive News PACE, PACE Pilot finalists

FORVIA, a global leader in mobility technologies and sustainable solutions, has had five technologies across its FORVIA Faurecia and FORVIA HELLA entities selected as finalists for the 2026 Automotive News PACE and PACE Pilot awards.

- **Three technologies within its combined Electronics portfolio** named PACE Pilot finalists for pre-commercial innovations
- **3D Zen Massage Seat** named a PACE finalist for commercialized innovations currently in production
- **AirVision advanced in-car projection display** also selected as a PACE Pilot finalist

For more than 30 years, the Automotive News PACE program has been a beacon of inspiration for innovators, technologists and visionaries. Featuring two tracks for commercialized and pre-commercialized technologies, celebrates innovations that redefine industry standards and pave the way into the next generation of automotive technology. The winners will be announced in November during the MEMA Conference in Detroit.

PACE Award Finalist:

3D Zen Massage. Currently launched with IM Motors, a new luxury electric vehicle company set up by SAIC Motor Corp, Zhangjiang Hi-Tech, and Alibaba Group, FORVIA's Zen Massage system offers a superior level of comfort, strength, and versatility, providing an unparalleled in-car massage experience. Designed to deliver an intense sensation, this motorized massage provides a dynamic experience that mimics the relaxation benefits of high-end home massage chairs. It transforms your car into a versatile third living space for working, socializing, and relaxing.

PACE Pilot Finalists:

UWB Software-Defined Sensing technology. FORVIA HELLA's UWB Software-Defined Sensing technology transforms new safety and convenience features from existing Ultra-Wideband (UWB) digital key hardware from its Smart Car Access system. Through advanced software and machine learning, the system enables child presence detection, intrusion monitoring, and hands-free tailgate access without requiring additional sensors. This innovative approach reduces vehicle complexity and material while helping accelerate the transition to software-defined vehicles.

AIRTILE. Previously awarded the Gold rating at the prestigious 2026 German Innovation Awards, AIRTILE offers a new way to design automotive interior lighting that is lighter, slimmer, and more sustainable than traditional solutions. Instead of relying on heavy solid plastic parts, AIRTILE uses a combination of innovative materials and air channels to spread light evenly across surfaces. This smart design reduces the overall weight of the lighting system by up to 50% and lowers CO₂ emissions by 50%, while still delivering high-quality, visually striking lighting for modern vehicle interiors. Designed to anticipate OEM demand for advanced, interactive, and immersive lighting, AIRTILE enhances both safety and comfort, while maintaining high UX performance in space-constrained environments.

Gaze & Select Cockpit Engine. Winner in "Excellence in Business to Business – Automotive Technologies" category at the 2026 German Innovation Awards, is an eye-tracking software solution that enables drivers to intuitively interact with cockpit displays by selecting icons through gaze, validated via a conveniently placed physical button such as one on the steering wheel. This approach significantly reduces driver distraction and cognitive load, improves comfort, and fully supports automotive safety regulations. By leveraging existing Driver Monitoring System (DMS) cameras, remaining hardware-agnostic, and requiring minimal incremental cost, the solution offers OEMs a future-proof, globally scalable pathway to safer and more intuitive in-vehicle interaction.

AirVision. Recipient of the People's Choice Award in the Automotive category at the Society for Information Display's (SID) 2026 Display Week, AirVision is an advanced in-car projection display system that transforms information into a floating 3D image, seamlessly integrated on the instrument panel. Its optical design creates the impression of content suspended in the air, without any visible mechanical support, for a refined and immersive user experience.

Francois Tardif, EVP Americas, FORVIA said: *"We are proud to have five technologies selected overall as finalists by Automotive News and the PACE judges. Our recognized innovations reflect our commitment to developing new technologies supporting megatrends transforming the automotive industry, from electrification and software-defined vehicles to new in-cabin experiences. It's also a reflection of the hard work of our teams and our commitment to deliver innovative solutions to create a safe, affordable, sustainable and customized mobility experience."*

Jörg Weisgerber, Managing Director Electronics at FORVIA HELLA, said: *"We are honored to be recognized as a PACE Pilot Finalist. This recognition is a testament to the passion, ingenuity, and perseverance of our teams, who continue to push the boundaries of what is possible in automotive technology. We believe our UWB Software-Defined Sensing platform has the potential to change the way people experience their vehicles by making them safer, more secure, and more intuitive to use. By enabling new capabilities through software and existing hardware, we are helping accelerate the transition to a future where vehicles better understand their environment, anticipate user needs, and deliver a more seamless mobility experience."*

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FORVIA, a global automotive technology supplier, comprises the complementary technology and industrial strengths of Faurecia and HELLA. With over 137,500 people, including more than 12,000 R&D engineers across 40+ countries, FORVIA provides a unique and comprehensive approach to the automotive challenges of today and tomorrow. Composed of 6 business groups and a strong IP portfolio of over 12,400 patents, FORVIA is focused on becoming the preferred innovation and integration partner for OEMs worldwide. In 2025, the Group achieved a consolidated revenue of €26.2 billion prior to IFRS 5. FORVIA SE is listed on the Euronext Paris market under the FRVIA mnemonic code and is a component of the SBF 120 index. FORVIA aims to be a change maker committed to foreseeing and making the mobility transformation happen. www.forvia.com

FORVIA HELLA is a listed international automotive supplier. As a company of the FORVIA Group, FORVIA HELLA stands for high-performance lighting technology and vehicle electronics and, with the Lifecycle Solutions Business Group, also covers a broad service and product portfolio for the spare parts and workshop business as well as for manufacturers of special vehicles. With currently around 34,000 employees at over 125 locations, the company is active worldwide and generated adjusted sales of €8.0 billion in the fiscal year 2025. www.hella.com