

Robert Eller Associates, Inc.
CONSULTANTS TO THE PLASTICS AND RUBBER INDUSTRIES
TECHNICAL / ECONOMIC / MARKET ANALYSIS & MANAGEMENT DECISIONS

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***** Press Release *****

**European Instrument Panels Favor Slush-molded PVC and PU-Spray
over Thermoformed Skins**

An updated CD-ROM-based photo/supplier database of materials used in instrument panels (IPs) for the European fleet, compiled by Robert Eller Associates, Inc., indicates that thermoforming has lost share in European IPs over the last few years in favor of PU spray and PVC slush molding. The database also shows that thermoformed TPO laminates have gained share in the declining total market for thermoformed skins at the expense of thermoformed PVC. The decline in thermoformed skins follows the demand for better grain reproduction quality possible from slush-molded PVC and spray PU skins. The use of slush molded TPU, which showed early promise has declined to nearly zero.

The unique, interactive database “**European Instrument Panels Photo and Supplier/Materials Database CD-ROM,**” contains extensive skin, foam and

substrate materials and respective supplier data for more than 700 instrument panels in the European fleet – almost 200 of the models shown are from 2001 to 2006, and 40 models from 2003-2006. The photo/supplier database can be sorted, printed, and interrogated. This makes it a helpful tool for designers, materials engineers, and planners to analyze, visualize and compare design features, materials selection, and supplier shares.

The Excel database is backed by side and front view photos of IPs. The one-of-a-kind photo database allows users to call up an IP model and compare features or supplier information side-by-side with a second model. All models are photographed in the same positions for easy comparison.

For more information on this essential design and planning tool, and its companion CD, the **North American Instrument Panels Database**

CD-ROM, contact Robert Eller Associates, Inc. at (001) 330-670-9566, or email

bobeller@prodigy.net. A demonstration disc can be requested via this email

address and a full prospectus and order forms can be downloaded from

www.robettellerassoc.com.

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