

Press release

JOYSONQUIN, a leading premier deco trim supplier has collaborated with TG0

Troy, Michigan, September 11, 2023 - JOYSONQUIN, a leading premier deco trim supplier has collaborated with TG0 to employ their technology utilizing polymers to create immersive 3D touch and pressure sensitive surfaces.

The integration of this technology allows seamless interfaces that bridge the gap between mechanical switches and smart surfaces. Combined with real materials this partnership will enable OEMs great design-freedom in their user interfaces. We have come together with TG0 to broaden the creative possibilities for user interfaces in the automotive interior.



This collaboration will allow the combination of the ease-of-use of a mechanical switch with the advantages of beautifully integrated and mechanically simpler smart surface. TG0's advantage focuses around using artificial intelligence and advanced signal processing algorithms that enable the accurate detection of touch, pressure and location without conventional metallic sensor networks.

The partnership is one of several JOYSONQUIN has entered with innovation start-ups and technology companies. This partnership is one of those facilitated by Plug and Play and Startup Autobahn who connect the largest corporations to the world's best startups through industry-focused accelerator programs in Silicon Valley and beyond. JOYSONQUIN has also formed strategic partnerships with customers in the new energy, high voltage charging and distribution system market. Commitment to innovation is central to the company's growth strategy.

"This collaboration with TG0 will help us explore decorative surfaces with pressure sensitive surfaces to ensure we offer the very latest and best in advanced automotive technology to our customers," said Michael Plocher, CTO of JOYSONQUIN.

"Partnering with JOYSONQUIN is an expression of TG0's continued commitment to bringing innovation to automotive OEMs looking to optimize costs, simplify their supply chains and deliver safe and exciting interaction options to their customers. We are actively looking into bringing more products to our joint customers to help achieve their innovation and sustainability goals," said Ming Kong, CEO of TG0.

About JOYSONQUIN

JOYSONQUIN is a global auto parts company, jointly invested by SENSSUN and JOYSON Electronics. They are committed to becoming a designer of intelligent automobile interiors and a leader and innovator of new energy vehicle charging and distribution systems. JOYSONQUIN is currently one of the top three global suppliers of luxury car interior decorative trim. Additionally, they occupy the largest portion of the domestic market share for air management systems, engine air intake systems, and washing systems. At their production sites around the world, they have deep technical expertise and deliver a wide range of innovative and first-class services to their customers around the globe. These include surface development, research, product design, prototyping and production.