

Process, Assembly & Enabling Technologies



Soft-Foam-Feel IP

OEM/Vehicle

**2010MY Ford Motor Co.: Ford®
Taurus® Sedan**

System Supplier

Automotive Components Holdings

Material Processor

Automotive Components Holdings

Material Supplier

Renosol Systems

Resin

PUR

Tooling/Equipment Supplier

Frimo



This is the first ultrasoft-foam instrument panel (IP) in North America that uses injection mold/closed-pour soft foaming and spray urethane skin technology to improve customer-perceived craftsmanship. The program began with competitive benchmarking and a customer tactility clinic to learn which variables affected consumer perceptions of softness and quality. This led to an ability to quantify softness targets and development of a new Ford softness spec. The commercial launch has helped reduce manufacturing foam scrap rates and lowered part weight 100 g, while improving customer craftsmanship expectations.