

News

Drive the E-mobility with MacDermid Enthone

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At MEIS, we build on our past achievements to inspire our present development and inform our future innovation and growth. And nothing illustrates that better than our R&D commitment to the e-future of mobility, in which rapidly evolving field we are informed by four key automotive trends:

1. Electrification

- Emission/efficiency regulation
- Lightweight/desirable product

2. Connectivity

- Connected lifestyle extended to car
- Vehicle safety communication (vehicle to vehicle)

3. Autonomous driving

- Sensor, processing solutions and lightweight
- Safety, better use of time, comfort

4. Diverse mobility

- Shared mobility offer trendy products
- Smartphone makes scheduling convenient

Yet far from being breakthrough new developments, these four trends have actually been around for years. So why have these factors come to the fore now? Why are we incorporating these inputs into reimagining the future of our brake systems?

Because only now are these **trends positioned to disrupt** - because consumers, technology, and governments are finally ready.

MacDermid Enthone drives style, function, value and reliability to the entire automotive braking system supply chain by providing superior process control solutions, applications and technical expertise.

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