

# Sit back and enjoy the ride

As consumer expectations and vehicle technical complexity continue to grow, see how you can deliver next-generation comfort with the unique properties of Huntsman's MDI-based seating solutions.



**A**

lot goes into making the perfect seat – quite literally. It can take 15 kg of foam or more to deliver the levels of comfort end-consumers have come to expect. But integrations like heating, air conditioning, lumbar support and airbags are taking up more space from foam.

Meanwhile, sleek, thin seats are increasingly fashionable. How can you not only maintain but continuously *increase* comfort in your seating?

#### What's driving the industry?

“A year ago, I don't think anyone could have predicted this. While macro trends like autonomous, connected and electric vehicles continue to set the direction, COVID-19 has put additional emphasis on comfort and hygiene,” says Irina Bolshakova, Market Manager, Automotive/Transportation EMEA, Huntsman Polyurethanes.

Consumer preferences could well return to private vehicles, even among younger populations, due to a need for hygiene and “virus safety”. With more time being spent in private vehicles, new technologies provide the opportunity to deliver new levels of comfort and safety to these drivers and passengers.



Interview with  
**Irina Bolshakova**  
Market Manager, Automotive/Transportation EMEA,  
Huntsman Polyurethanes

## Polyurethanes

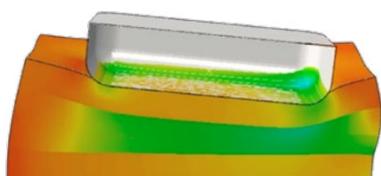
### Make a lasting impression

Huntsman's RUBIFLEX® MDI-based product line provides unique properties that can be translated into high-performance seating foam. Compared to TDI, MDI offers increased comfort throughout the lifetime of the foam. "Initial comfort, or showroom comfort, is a key element – and a focus area for the Huntsman team – as it is our first impression when entering a car," explains Irina Bolshakova.

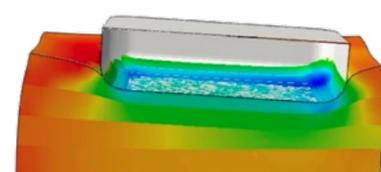
RUBIFLEX® polyurethane systems can help get a smooth and soft initial feeling, while still providing excellent support when someone changes their position in the seat. You can also meet the needs of a broad range of drivers and passengers across different ages, weights and builds.

RUBIFLEX® Gradient Hardness polyurethane system maintains a difference in hardness between the top and middle foam layer, while still remaining one uniform foam piece.

Traditional foam



Gradient Hardness foam



This provides good body support and pressure distribution, leading to maximum comfort across the vehicle's lifetime.

### A smooth ride from beginning to end

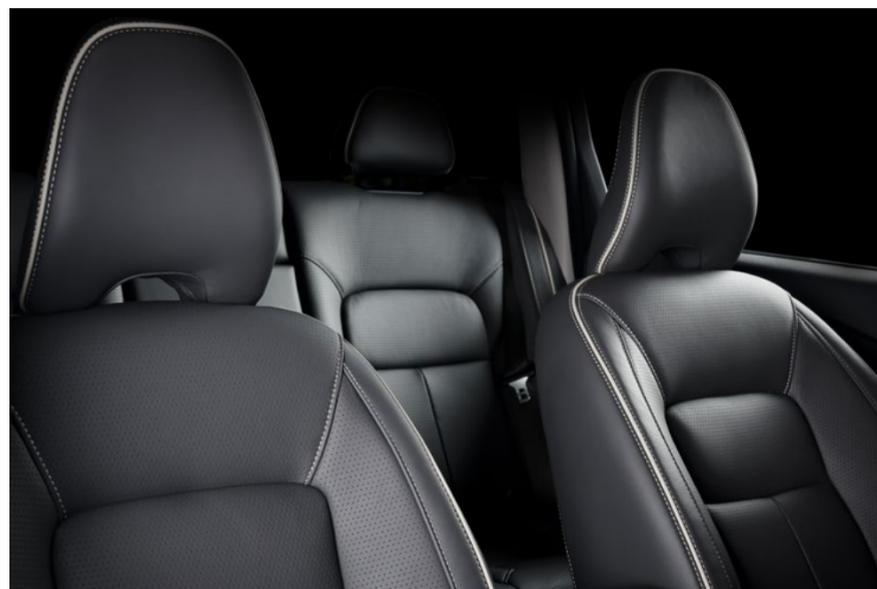
Road vibrations can cause car sickness, preventing people from driving for medium or long distances. Another RUBIFLEX® polyurethane system – Advanced Comfort – can absorb these vibrations and improve dynamic comfort for various drive patterns.

"The vibration damping characteristics of our Advanced Comfort technology open up all kinds of possibilities to redesign the vehicle interior inspired by new mobility trends," Irina Bolshakova adds. "This could be with thin seats or a different seat structure to improve the in-vehicle space." All these solutions also contribute to improving the indoor air quality while reducing Volatile Organic Compound (VOC) emissions and odour.



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**Irina Bolshakova**  
Market Manager, Automotive/Transportation  
EMEA, Huntsman Polyurethanes



# HUNTSMAN

Enriching lives through innovation



### MAZDA ACHIEVES "TRUE COMFORT" WITH RUBIFLEX® POLYURETHANE SYSTEM

Huntsman was selected as Mazda's partner in its quest for the ultimate seating systems. From seating covers and foam pads to springs and frames, Mazda needed multiple elements to work together seamlessly to support the body and deliver "true comfort".

Meeting all of Mazda's comfort and pressure distribution requirements in a single foam, RUBIFLEX® HR GH polyurethane system requires no extra bonding, which helps to keep material and processing costs down. The material has subsequently been used in the new Mazda 3, which has received positive press reviews, including specific references to the comfort of the seats.

**Looking to the road ahead**  
On our development roadmap is a one-piece seat, where the seat back, seat cushion and headrest are integrated in one piece with a variety of hardnesses. We are also working on ultra-thin seats with increased comfort and reduced weight, and investigating the integration of electronics and foam for control, safety and entertainment.

"Our global Research and Technology (R&T) teams can help you develop new, differentiated and valuable solutions that meet your needs exactly," says Irina Bolshakova. "Backed by 40 years of experience and expertise, we're ready to take you into a new era of comfort."

Learn more about the RUBIFLEX® product line



### About Huntsman Polyurethanes

- Huntsman Polyurethanes is an early pioneer of polyurethane-based seating, providing solutions for automotive seating for 40 years
- Today, every 5<sup>th</sup> car in the world has Huntsman MDI-based formulations inside its seats
- Our RUBIFLEX® polyurethane-based product line includes fully formulated systems, polyurethane components and prepolymers to produce a wide range of seating applications with enhanced comfort

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