Siemens PLM Software

Optimizing seat trim engineering with the Mastertrim digital twin

Comfort, quality and resilience drive end-user decisions for automotive interiors. Automakers must reduce time to market while delivering a "living room on wheels" experience. Engineers must find ways to differentiate models in increasingly shorter cycle times.

✓ **Comfort**
✓ **Quality**
✓ **Resilience**

Changes in the automotive landscape

A quickly evolving industry
The car of the future is a living room on wheels.
(Source: *New York Times*, June 15, 2017)

Buyer decision making
More focus and importance is given to interiors quality and appeal.

Time-to-market
Pressure to shorten a five-year design cycle to two years.

Actions companies must take now

Streamline collaboration	Minimize physical prototypes	Increase efficiency
Streamline collaboration between styling, design and manufacturing, global divisions, OEMs and the supply chain.	Minimize reliance on physical prototypes.	Be more efficient and accurately validate the design, producibility and costs.

Leverage the digital twin with Mastertrim

A digital twin is a complete computer model that provides the means to design, validate and optimize products and processes in the virtual world.

The Mastertrim™ portfolio creates a digital twin to help companies work smarter in the seat trim engineering process.

Digitally author product definition	Validate the design	Automate deliverables
Quickly transform your CAD system into a seat trim engineering solution to create a complete digital twin definition.	Assess producibility and generate patterns automatically without a prototype. Quickly check that cost targets are met.	Automatically generate drawings, bills of materials, quotes and manufacturing instructions.

The benefits

Reduce time to develop *proof of concept and initial flat patterns* from days or weeks to hours.

90%
90% reduction in time to create *drawings, manufacturing documentation and quotes.*

75%
Reduce time to make *process changes and update deliverables* by 75%.

<2%
Increase accuracy of *cost estimates and quotes* to within 2% or less.

15+ years
Siemens PLM Software has driven seat trim engineering for the last 15+ years

Expertise
The world's top seat trim engineers choose Siemens PLM Software because of comprehensive expertise, broad leadership, and unmatched momentum in the automotive industry.

Learn more about Mastertrim at
www.siemens.com/plm/mastertrim