

Cinema at its most: BMW honours Webasto with the Supplier Innovation Award

The automotive supplier wins in the category "Customer Experience" for the display mechanism of the Theatre Screen in the new BMW 7 Series.

Stockdorf – November 24, 2022 – Under the motto "Creating the New", BMW honoured the best innovations of its suppliers with the Supplier Innovation Award on November 17, 2022. In the category "Customer Experience", the choice fell on the Theatre Screen for the BMW 7 Series and thus also on Webasto. The top 100 automotive supplier uses an ingenious mechanism to ensure that a large-format screen lowers into the rear of the vehicle on request.

Cinema experience at the touch of a button

The BMW Theatre Screen, which makes its debut in the new BMW 7 Series this year, transforms the second row of seats into a private cinema on wheels. At the touch of a button, a 31-inch panoramic display descends into the rear of the vehicle, the sun blinds are automatically closed, and the ambient lighting and seat position are adjusted accordingly. The large-format screen extends out of the headliner in a filigree rotating movement guided by two lateral articulated rails.

This mechanism as well as the roller blind system come from Webasto. "With our innovations in the roof area, the comfort in the interior can once again be significantly increased. The award is a confirmation of the great work of our colleagues and we are very pleased about the award," says Dr. Holger Engelmann, CEO of the Webasto Group.

About Webasto

The Webasto Group is a global innovative systems partner to the mobility industry and one of the 100 largest suppliers to the automotive sector worldwide. The company's offering includes in-house developed roof, heating and cooling systems for various types of vehicles, batteries and charging solutions for hybrid and electric vehicles, and additional services related to thermal management and electromobility. Among the customers of Webasto are manufacturers of passenger cars, commercial vehicles and boats, as well as dealers and end customers. In 2021, the Group generated sales of 3.7 billion euros and employed around 15,700 people at over 50 locations. The headquarters of the company, which was founded in 1901, is located in Stockdorf near Munich (Germany). For more information please visit www.webasto-group.com

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