

Headline:

Trosifol® SkyViera® – Innovation Meets Illumination

Intro:

Car designers are unlocking new levels of creativity and functionality with illuminated interlayers that offer striking opportunities for design, branding, and performance.

Body Copy:

We are pleased to announce that Indian automotive manufacturer Mahindra Group is integrating our innovative Trosifol® SkyViera® PVB film into the panoramic sunroofs of its all-electric vehicles, BE 6 and XEV 9e.

Trosifol® SkyViera® empowers automotive OEMs to deliver distinctive, brand-defining features in laminated glass roofs by illuminating printed designs that create everything from subtle ambient glows to bold visual effects. Virtually any pattern can be produced and illuminated in any color. Depending on customer requirements, the design can appear nearly transparent or opaque when not illuminated.

As global automakers drive an electric revolution, vehicle design is undergoing a transformation — futuristic features, advanced styling elements, and visual innovation are now central to brand identity, status and the all-important "wow factor." Trosifol® SkyViera® is quite literally a leading light in this design evolution and will continue to play a pivotal role in shaping the vehicles of tomorrow.

For more information, visit the Trosifol® SkyViera® website or download our latest automotive brochure.