

# INTERIORS:

A QUARTERLY 2007 SUPPLEMENT TO WARD'S AUTOWORLD



## Electronic and safety systems steer new vehicle interiors

Constantly evolving interior systems are redefining tomorrow's driving experience, and in 2007 WARD'S will devote more attention than ever to interior trends and technologies in a new quarterly supplement aimed at your customers.

This special interiors-focused publication will mail in March, May, August and October 2007 to all 68,200 WARD'S *AutoWorld* subscribers. . . and will receive **BONUS DISTRIBUTION** at major industry trade shows and special events:

- SAE World Congress (Apr 2007)
- Auto Interiors Show (May 2007)
- Traverse City Management Briefing Seminars (Aug 2007)

**Download a PDF of our most recent Interiors supplement at <http://wardsauto.com/about/advertising>** and contact your WARD'S representative today for your rate and to reserve space in this special publication.

## EXAMPLE OF CONTENTS

Prior WARD'S *Interiors Supplements* included topics such as:

- Seatbelts, side-curtain airbags, knee bags and more: an update on the latest passive and active interior safety systems
- Current and future Bluetooth applications
- Entertainment systems: cool stuff, but too distracting?
- Satellite radio: are car buyers tuning in?

### SPECIFICATIONS:

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