

AUTOMOTIVE INTERIOR ORNAMENTATION

www.gmnameplate.com/auto



Our goal: provide you the technology and innovation to design a vehicle interior that makes your customer's eyes light up.

We've all experienced that moment of delight when reality exceeds expectation. As manufacturers, we both strive for that perfection. With the steady increase in the amount of time Americans spend in their cars, the opportunity for interior design to positively influence the consumer experience, as well as the perception of your brand, is immense.

GM Nameplate offers creative possibilities for vehicle interior design by applying the latest in printing, molding and decorating technology. Our technical expertise is backed by more than 50 years of experience creating tangible brands for some of the world's largest companies including Cadillac, Honda and Chrysler.

RIGHT:



→ Injection and compression molded control components



→ Air bag emblems and brand badges



→ Branded door sill plates



→ Instrument panel clusters and clock faces

POTENTIAL APPLICATIONS

