Visteon Supplies Head-Up Technology to All-New Buick GL8 for the Chinese Market

The third generation of Shanghai General Motors’ (SGM) popular Buick GL8 model debuted in China in late 2016 with a major overhaul of its design and technology content. Visteon contributes to this evolution of the brand by providing the vehicle’s combiner head-up display (C-HUD) - as the automaker looks to position this model refresh in the Chinese luxury segment.

SGM’s Buick GL8 minivan has proved hugely popular in China since first being introduced in 2000. Marketed as a convenient transport pod for business people, and being a firm favorite for taxi companies in the country, the Buick has also enjoyed a recent boost in sales in the Chinese family segment, with its larger size proving a growing success with couples with children.

Visteon supplies the C-HUD technology as displayed in the Buick GL8

Visteon contributes to the success and mass-market appeal of the GL8 by supplying a cost-effective entry-level combiner HUD that incorporates a 1.2-inch full-color thin-film transistor (TFT) display.

With start of production in November 2016, overall design is led by Shanghai Visteon Automotive Electronics (SVAE), while support for the optical/light design is provided by Visteon’s technical center in Cergy, France.

As one of the best-selling models in the SGM portfolio, the GL8 comes in two variants - the luxury Avenir or an ES base model.
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