



Dynamic Partnerships

BUSINESS DEVELOPMENT

DRIVING INNOVATION ACROSS BORDERS

After years of working with customers on cutting-edge Head-up Display (HuD) technology, Vitro committed to building a center of excellence for HuD simulation out of its Ettlingen, Germany office, combining resources and expertise from the Core Engineering team in Pittsburgh and a Manufacturing team in Sroda Slaska, Poland.

When the existing supplier of an international automobile manufacturer could not match Vitro's levels of HuD expertise and confidence for its premium luxury car line, the new global HuD technology team was ready to step in. The luxury car line project was soon awarded to Vitro, which has delivered it as the first of three new HuD programs for the global automaker, with the two remaining projects well on track for success.