IAA Mobility 2025: the grille becomes a screen

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The Munich show confirmed a trend years in the making: in the electric car the grille no longer cools, it **communicates**. Mercedes-Benz presented the new electric GLC with a pixel-lit grille that works both as emblem and digital interface; BMW premiered **laser-etched, illuminated** kidneys on the iX3 Neue Klasse; and Volkswagen showed the ID. Cross with a backlit logo integrated in a continuous light bar.

Brands approach it from different angles. Hyundai applied its "Parametric Pixel" lighting on the Concept THREE, with gradients that also guide the user; Cupra turned the Tindaya's front mask into a translucent surface lit from within, with light running from the logo to the headlamps; and Skoda replaced the Epiq's grille with a minimalist light signature.

For an exterior component supplier the challenge is the part itself: translucent polycarbonate with opaque zones by **two-shot injection**, integrated light guides, decorations that must look uniform both off and on, and sensors that have to see through the decorated surface.

Sources: Domus · WardsAuto