



Our engineers helped a automotive client who was facing with high BSR (Buzz, Squeak, Rattle) noise on one of the safety-critical seat latches. The team modified design and improved overall driving experience.

**70%**

Reduction in BSR noise

ITC Infotech is a leading global technology services and solutions provider, led by Business and Technology Consulting. ITC Infotech provides business-friendly solutions to help clients succeed and be future-ready, by seamlessly bringing together digital expertise, strong industry specific alliances and deep domain expertise. The company provides technology solutions and services to enterprises across industries through a combination of traditional and newer business models, as a long-term sustainable partner.



[www.itcinfotech.com](http://www.itcinfotech.com)

# Implementation of innovative design for safety-critical automobile seat latches

Client is a premier automotive supplier of safety-critical seat structures and mechanisms

## CHALLENGE

- Higher BSR (Buzz, Squeak, Rattle) noise in the current design
- A need to have a higher back drive capable latches in seats

## SOLUTION

- Development of first of its kind higher back drive capable automotive seat latch using innovative kinematics
- Simulation Testing to match real-world scenarios to study the dynamics and forces
- Prototyped and tested to validate the design intent

## RESULTS

- First of its kind design allowed client to penetrate new markets
- Faster time to market
- Eliminated multiple physical tests through simulation
- 70% reduction in BSR noise