

Syensqo wins prestigious SPE innovation awards North America 2024

Winning application enhances safety in General Motors' flagship electric vehicle

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Syensqo, a global leader in advanced performance materials and chemical solutions, has won the Safety category at the 2024 SPE Innovation Awards North America. Recognized for its pioneering contribution to electric vehicle (EV) safety, the award-winning part is an advanced busbar cable support bracket, utilized in the 2025 Cadillac CELESTIQ, a flagship EV in General Motors' lineup.

The award was presented at the 53rd Annual Automotive Innovation Awards Program on November 13, 2024, in Detroit, Michigan. This event, established in 1970, is the oldest and largest recognition ceremony in the automotive and plastics industries.

The bracket, injection molded by Grand Traverse Plastics, is engineered to prevent thermal runaway and high-voltage arcing by minimizing cable motion through the use of high-performance, V0-rated PPS and PBT materials. The upper clips, made from Syensqo's [Ryton® R-4-220 BL PPS](#), provide a rigid and secure connection to the busbars, meeting stringent retention requirements while also optimizing assembly efficiency.

Unlike metal brackets, this design delivers exceptional durability and thermal stability ensuring the 15kg busbar remains isolated without damaging its insulation. The use of specialty plastic materials also allows for a reliable and predictable grounding pathway, enhancing overall safety.

The innovative snap-fit design delivers over 240N of axial retention force with a single fastener per location, reducing the need for more than 10 fasteners per RESS. The installation requires just 45N of insertion force, making assembly ergonomically safe and significantly reducing operator fatigue. This efficiency not only improves production speed but also decreases scrap costs by up to 99%, reflecting significant advancements in sustainability and cost-effectiveness.

“We are proud to celebrate this significant achievement with our partners at General Motors,” said Laura Hirschhorn, Executive Key Account Manager at Syensqo. “Our collaboration and the use of advanced [Ryton® PPS](#) have led to a component that sets a new benchmark for safety and production efficiency in the EV industry. This recognition highlights our commitment to innovative solutions that mitigate critical risks and accelerate the transition to electric mobility.”

The Cadillac CELESTIQ, featuring this award-winning technology, began production in December 2023. Both the vehicle and its components are available worldwide, continuing to push forward the boundaries of EV technology.

Ryton® is a registered trademark of Syensqo.



Photo: The Syensqo team receiving the safety category award at the 2024 SPE Innovation Awards North America on November 13, 2024, in Detroit, Michigan. From the left: Gregory Poterala, Rik LaBelle, Laura Hirschhorn, Gill Biesold, Alyssa Arend, Patrick Rodgers, and Geoffrey Lindberg.

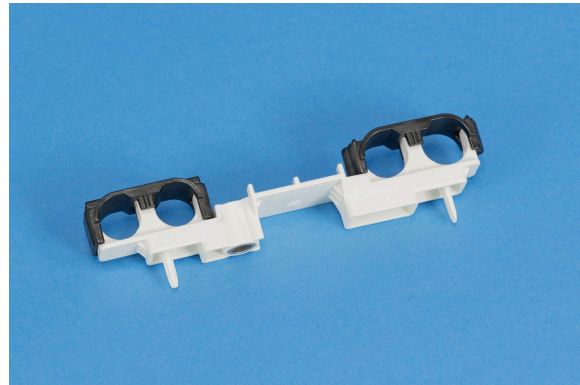


Photo: Busbar cable support bracket with upper clips made of Ryton® R-4-220 BL.



About Syensqo

Syensqo is a science company developing groundbreaking solutions that enhance the way we live, work, travel and play. Inspired by the scientific councils which Ernest Solvay initiated in 1911, we bring great minds together to push the limits of science and innovation for the benefit of our customers, with a diverse, global team of more than 13,000 associates in 30 countries.

Our solutions contribute to safer, cleaner, and more sustainable products found in homes, food and consumer goods, planes, cars, batteries, smart devices and healthcare applications. Our innovation power enables us to deliver on the ambition of a circular economy and explore breakthrough technologies that advance humanity.

Learn more at www.syensqo.com.

About General Motors

General Motors (NYSE:GM) is a global company focused on advancing an all-electric future that is inclusive and accessible to all. At the heart of this strategy is the Ultium battery platform, which will power everything from mass-market to high-performance vehicles. General Motors, its subsidiaries and its joint venture entities sell vehicles under the Chevrolet, Buick, GMC, Cadillac, Baojun and Wuling brands. More information on the company and its subsidiaries, including OnStar, a global leader in safety services and connected vehicle technology, can be found at <https://www.gm.com>.

About Grand Traverse Plastics

Grand Traverse Plastics (GTP) is a renowned custom injection molding company committed to empowering its team to deliver outstanding products and services. It is GTP's mission to build a prosperous and sustainable future for their customers, employees, and community. With over 40 years of industry expertise, GTP is the preferred molder for top automotive and industrial firms seeking a flexible, innovative, and quality-driven partner. For further information about the company and to connect with us about your next injection molding project, please visit our website at www.gtpplastics.com.

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