



Prima Industries

Innovation in the Air: Explore Prima Industries' Ever-Growing HVAC Accessories Range

For many customers, Prima Industries is synonymous with quality air diffusers. The range of air diffusers and defrosters is constantly evolving and, just to mention the last two years, has seen the introduction of new models such as the P 252 bis, the P 81W, the P 406 and the P 391W.

The air diffuser may appear to be a trivial product, but even in this case, as is now the case in any automotive application, the related technical specifications are more challenging and stringent: ageing testing may be required during product validation, colour tolerances as well as dimensional tolerances are tightened, and it may become mandatory to provide total product traceability, starting from the raw material. Also, depending on whether the application is on-road rather than off-road, we need to consider a different impact of cabin vibration in the long run.

Prima Industries has been implementing the new requirements for a long time now and has raised the technical bar, also by adopting strict control over the production process. However, there are new market challenges for which the company is gearing up: the air diffuser must also have different requirements depending on the type of application and vehicle where it is placed. For example, a bus application is different from the cab of a construction machine: the required air diffuser may be identical in appearance, but the architecture of the air system differs between the vehicles, and in many applications an air hose is attached to the diffuser, which must be set up appropriately.



P355 air diffuser

Another feature that is increasingly demanded and appreciated by those who design cabin fittings is the possibility of using the same air diffuser in different contexts: to meet this need, Prima Industries' new air diffusers incorporate a plurality of attachment thicknesses, as we can see in the recent P355 'jet' louver and in the brand new P81W three-directional defroster.

Cabin comfort is increasingly equated with air distribution that does not directly impact the driver but is winding and homogeneous. For example, a too direct air-flow at the driver may have once been satisfactory in terms of the required temperature in the cabin, however, it did not necessarily generate a feeling of comfort.

Prima Industries has creatively interpreted these new requirements, innovating the mechanics of its air diffusers to achieve a multidirectional flow: this solution is incorporated in the new P391W that allows cabin designers to choose when to use the 'classic' one-directional version or when to opt for a bidirectional flow, with the same layout.

In any case, the synthesis that incorporates all the improvements gradually introduced in Prima Industries'



P81W defroster



P391W air diffuser

HVAC range is the brand new P402, which will officially enter the market in autumn 2025 and will be presented as a World Premiere at Busworld Europe 2025. This new air diffuser will also be the first version in the range not to include chrome plating as an aesthetic finish, which will instead be replaced by a special paint for automotive applications to make the product more environmentally sustainable.

This new air diffuser was created to hook up hoses of different diameters: at the beginning, Prima will offer diameters 55 and 45 mm, but the family of fittings is expected to expand, to make P402 a flexible and multifaceted platform for any HVAC application. Indeed, now technical innovation in this sector is substantiated in the improvement in driver comfort and is the result of tests that allow optimising temperatures for the distribution of air inside the cabin space.

For Prima Industries, the arrival of P402 is confirmation of the path taken, one that aims to make the company a partner capable of satisfying every HVAC need, and a reliable interface for cabin manufacturers and HVAC suppliers, up to the big manufacturers of agricultural tractors and/or construction machines that, by virtue of their significant production volumes, enter directly into the definition of all cabin accessories.

Of course, alongside these newest products, Prima's wide 'historical range remains available, and there are plenty of different vents you can choose: round or rectangular, fixed or adjustable, with flaps or airplane style.

As for every other product category, Prima's customers have many items available 'off the shelf', with many different colours, finishings, fixing types and so on. In case a customer is looking for something special though, Prima Industries is the right partner to develop something completely new and customised from scratch, working side by side with the end client and offering a new product designed according to their specifications and needs.

Come and see Prima Industries at Busworld Europe: Hall 3 | 318

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P402 air diffuser



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