Sustainability means more than mere electrification. Factories and entire supply chains can become sans emissions, as well.

Millennials define premium differently and prefer fabrics that are kinder to the environment.

To extend sustainability further, we believe entire interiors can be swapped out of pre-owned cars, like a restored home, and become brand new again to embrace the reuse, recycle, reinvent lifestyle.

People today are more interested in connectivity than horsepower.

Cars are already saturated with software—however, this is often tightly coupled to the hardware.

In the next, carmakers can reinvent the experience by introducing a software layer that surrounds passengers and can be moved from vehicle to vehicle.

Whether it’s health and mindfulness apps or entertainment—features are attached to the human, instead of anchored to the car itself.

To expand upon connectivity, by forming partnerships with cities, we could create data-driven scheduling and pooling—where a ride is integrated with a train, so it’s waiting when the train arrives at the station.
Automakers that embrace this kind of meaningful innovation will thrive on the road ahead.

Let’s reimagine the business of automotive. Together.