



REIMAGINE THE AUTOMOTIVE EXPERIENCE

VIDEO TRANSCRIPT

Let's reimagine the business of automotive, together.

What if we created a better automotive experience for everyone?

The automotive experience is falling short of people's expectations.

Is there a way for carmakers to get in front of societal and technology developments and change human preferences?

We think so.
It's time to reimagine what's next in automotive. Together.

Massive dealerships have become inefficient and expensive.
What if that changed—and current owners could host test drives?

Because purchasing a car should be as easy as placing it in a cart.

By doing so, we could eliminate the usual consumer pain points.

Since work is an activity, and not a place, you could just as easily turn your car into a conference room....or screening room.

Transport can also be integrated into moments that matter: for example, a restaurant reservation means a car is sent for the diner and the experience starts from the moment they're picked up.

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.

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