Creative Lab Project description
Sport driving style in the future

Concept description

- Motivation:
  - In the future, cars will be autonomous
  - Many customers will want to continue enjoying a sport driving style
  - How could be the sport driving experience of the next CUPRA?

- Goals:
  - Transformation of the sport driving experience into a challenge of strategy
  - The Predictive Sport Drive (PreSdrive) is an intelligent predictive system. It gives information about the surroundings and other vehicles to the pilot (to predict the future)
  - With this informations, the pilot is able to make decisions within established rules
  - PreSdrive allows, or not, the pilot’s movement
  - If the pilot does it correctly, he will arrive earlier than if he wouldn’t use the predictive system.
  - If you make a bad decision, you are penalized

Academic project approach

- Definition of rules of visionary driving (autonomous vehicle, no accident, driving rules on the road, driving rules on the vehicle, …)
- Design of SW for the PreSdrive
- Design of HMI for the PreSdrive
- Creation of a route simulation
Creative Lab Project description
Multi modal mobility advisor M3A

Concept description

- **Motivation:**
  - Choosing the best option between point A to B is difficult when you need to use more than one mean of transport
  - The user should download different apps
  - The user should calculate the time for each mean of transport

- **Goals:**
  - Transform the mobility experience into something easy and customized
  - The system advises the best option depending on your route and your preferences
  - You only need one app
  - The system connects different users coming from different places and using different means of transport. The synergies optimize the service reducing time and money

Academic project approach

- Definition of important factors for the multi modal mobility advisor (M3A) to find the best option for the user depending on the preferences
- Design of the SW for the app
- Design the HMI for the app