

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

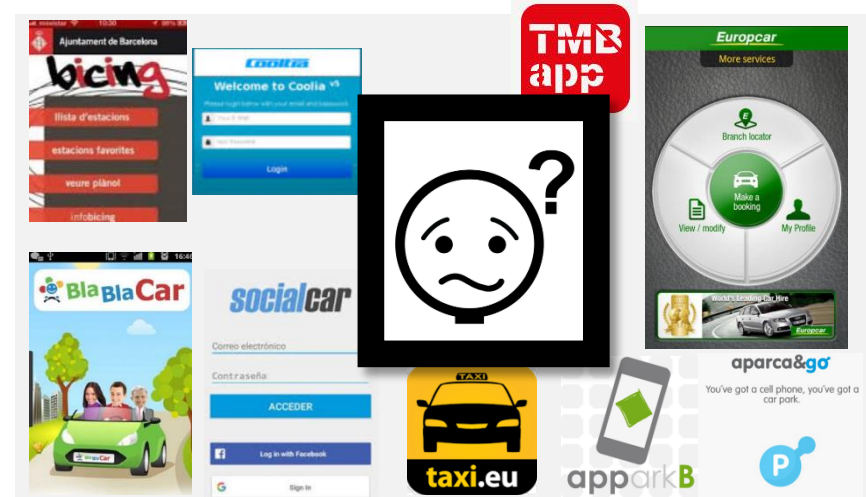
- Definition of **rules of visionary driving** (autonomous vehicle, no accident, driving rules on the road, driving rules on the vehicle, ...)
- Design of **SW** for the PreSdrive
- Design of **HMI** for the PreSdrive
- Creation of a route simulation

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