

# Editorial

## Home, Car Interior Sustainability Together In Milan



GAC BARCHETTA (DVN IMAGE)

Milan Design Week, also called Fuorisalone, happened last month during the Milan Furniture Fair. This world's largest international design event is, as usual, the highlight of the Italian Spring season. The 2024 edition hosted a lot of automotive events, driven by the increasing relationship of the car world with design and home interiors. With inspiring and immersive installations, automakers and design studios leverage this global event to introduce their latest dream cars and launch new models.

This year, the main theme for vehicle installations—in line with the fair theme *materia natura* ('Matter Nature')—was environmental sustainability. Automotive brands didn't miss the occasion to highlight their commitment on a global stage like this event in the world design capital. DVN Interior was there, and you can read all about it in this week's in-depth article.

Combining design, materials, and sustainability, (in Italy, even!) will be the recipe for the next DVN Interior event, planned for 22-23 October in Torino. Save the date, and stay tuned for more information as it becomes available.

Enjoy this week's newsletter!

Sincerely yours,

A handwritten signature in black ink, appearing to read "Philippe Aumont".

Philippe Aumont  
DVN-Interior General Editor

# In Depth Interior Technology

## Milan Design Week: Automotive Events



DVN IMAGES IN THIS ARTICLE

sustainability. The car industry obviously is responsible for one of the greatest chunks of human GHG (greenhouse gas) emissions, and automotive brands didn't miss the occasion to talk up their commitment on a global stage in the world's design hub.

Here is a summary of the main automotive events:

### Audi



At Audi's permanent House of Progress exhibition in one of Milan's nicest centre courtyards, we found an installation called '*Reflection*'. A portmanteau of the words 'reflect' and 'action', it divides the courtyards in four distinct segments by using mirrored walls, and invites visitors to reflect on the footprint we leave and on

Over 2,000 global creative brands and 370,000 professional visitors from 188 countries attended Milan Design Week this year. More than ever before, the remarkable number of design-unrelated visitors set the pace for the 2024 edition, clearly showing the event's social impact and cross-cultural dimension.

Design Week hosted numerous automotive events, in accord with the increasing relationship of the car world with design and home interiors. Automakers and design studios put up inspirational and immersive installations.

This year the main theme for vehicles installations was *Materia Natura* ('matter nature')—that is, environmental

our contribution to environment preservation. The installation includes an overview of Audi's latest lighting innovations, particularly the digital OLED panels on the new SQ6 e-Tron, offering different lighting signature options to allow personalization of the car exterior lighting and to improve car-to-X communication and road safety. Absolute world premiere, the presentation of the new fully electric Audi SUV, the SQ6 e-tron, whose interior has been designed following an inside-out approach: prioritization to the interior design and functionality, to which the exterior shape design adapts.

## Alfa Romeo



Alfa Romeo presented a new model that was meant to pay homage to the Lombardy capital; its original name was Milano, but that [caused upset in Italy](#) because the car is manufactured in Poland, so Alfa changed the car's name; now it is the Junior. The car is shown in the vitrine of the exclusive Larusmiani shop. Alfa Romeo and Larusmiani are two ambassadors of Italian design and style in the world. Both brands have created products that have become known as icons of elegance, quality, and craftsmanship. Alfa Romeo and Larusmiani are also characterized by a strong bond with their hometown, Milan.

## BMW



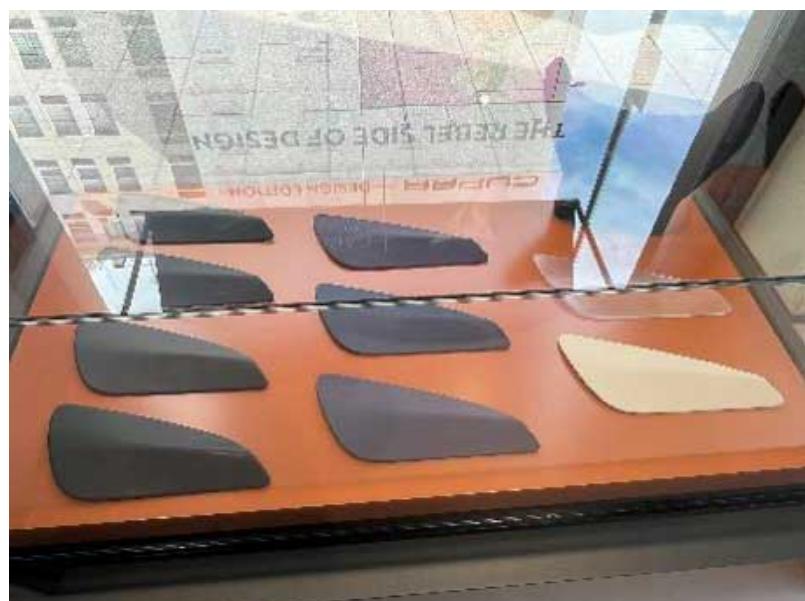
FUTURE OF JOY EXHIBIT OF NEUE KLASSE

BMW Design showcased the brand's future vision through the Neue Klasse, in an exhibition titled 'Future of Joy'. It aimed to craft experiences that visitors would resonate with, while addressing complex societal challenges like circular mobility. The show car represents a bold statement that looks and feels more like the future than any other BMW. Visitors could see, hear, feel, and smell the holistic experience. Interiors, exteriors, CMF, UI, and sound designs were presented by BMW designers as a 'creative journey' through the installation of Montenapoleone (a nature-themed installation: flowers, leaves, and lemons, reminding of Italy and its products, like Sicily's citrus fruits).

The Neue Klasse, represents the next generation of BMW vehicles with its key features: electric, digital, and circular.

'Future of Joy' continued with a view of some palace interior rooms, representing the BMW Design working environments, where designers develop innovative solutions for circular mobility. In the idea car, sustainable materials and smart technology create an environment of joy, merging tradition and future of the BMW brand.

## Cupra



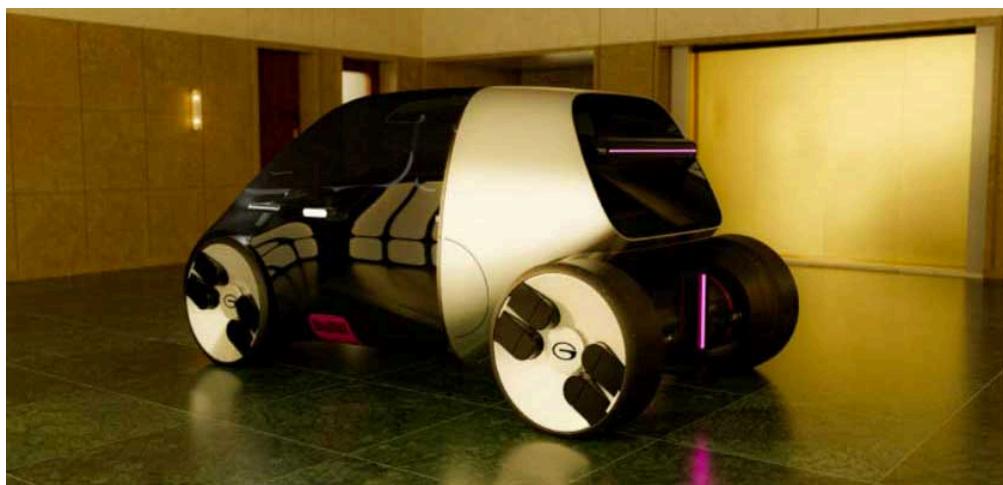
DARK REBEL, INTERIORS

Cupra put up an original exhibition with installations representing the journey through the creative process that led to the materialization of the Dark Rebel concept car. Visitors first encountered the colour & trim showroom, where the process used for the Dark Rebel interior design was illustrated. It has been designed with a continuous, fluid skin surface to create a perfect canvas for lighting effects. The intermesh of digital and physical is one of the highlights of Cupra's material evolution, where lighting is the protagonist of this transition. Next, visitors arrived at the 'Cupra Garage' to experience an augmented-reality combination of the physical and virtual worlds centred around the Cupra model range.

## **GAC**

GAC released three concept city vehicles in their 'Culture 3.0' series. One is designed and configured for urban driving, one for delivery, and one for road speeding, with the idea being that they were thought up with the highways and streets of Milan and Guangzhou in mind. All three use a modular electric powertrain; the batteries and driving components are consolidated into a single, interchangeable unit, allowing for swift powertrain replacements and minimizing maintenance downtime.

GAC's concept City Pod is inspired by the iconic 1950s Isetta. Like the pace of life in Milan and Guangzhou, the City Pod is designed to be fast-paced, with a panoramic glass shell to enable the driver and passenger to see their surroundings in 360-degree vision.



CITY POD

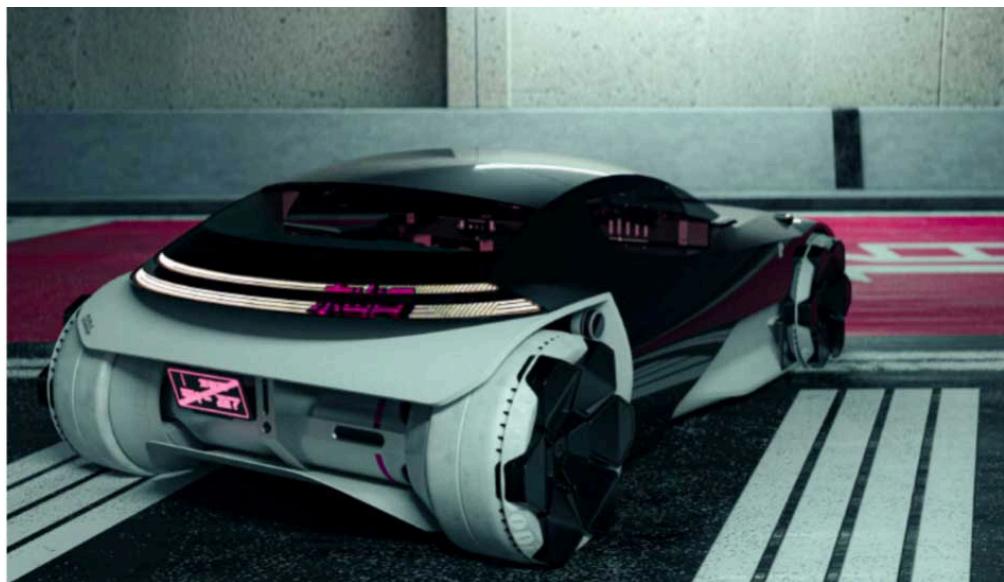
Then there's the City Box, designed with modern city logistics and traffic jams in mind. The delivery car's design, which GAC say is a reinterpretation of the Italian Piaggio Ape, can manoeuvre through the narrow passageways of Milan and Guangzhou and weather the cobblestone pavements, even on its three wheels.





CITY BOX

Finally, there's the City Run, which combines the size of a hatchback with the exterior and interior elements of a coupé.



CITY RUN

## Kia

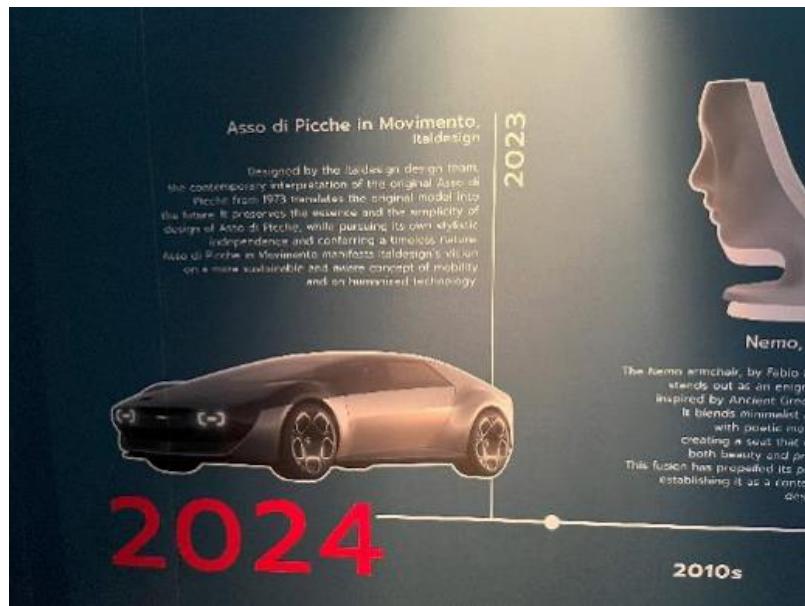




At Kia's Design Cultural Communication project, renowned artists exhibited new works inspired by Kia's 'Opposites United' design philosophy, which takes inspiration from the contrasts found in nature and humanity. Immersive media art installations were displayed across seven exhibition halls, inviting visitors to experience Kia's design vision for a new era of sustainable mobility through video, sound, and sculptures.

### **Italdesign**





ITALDESIGN IMAGES

Italdesign chose this event for their world debut of a 1:1 physical see-thru model of the Asso di Picche in Movimento (Ace of Spades in Movement), along with the historical Asso di Picche, dating back to 1973.

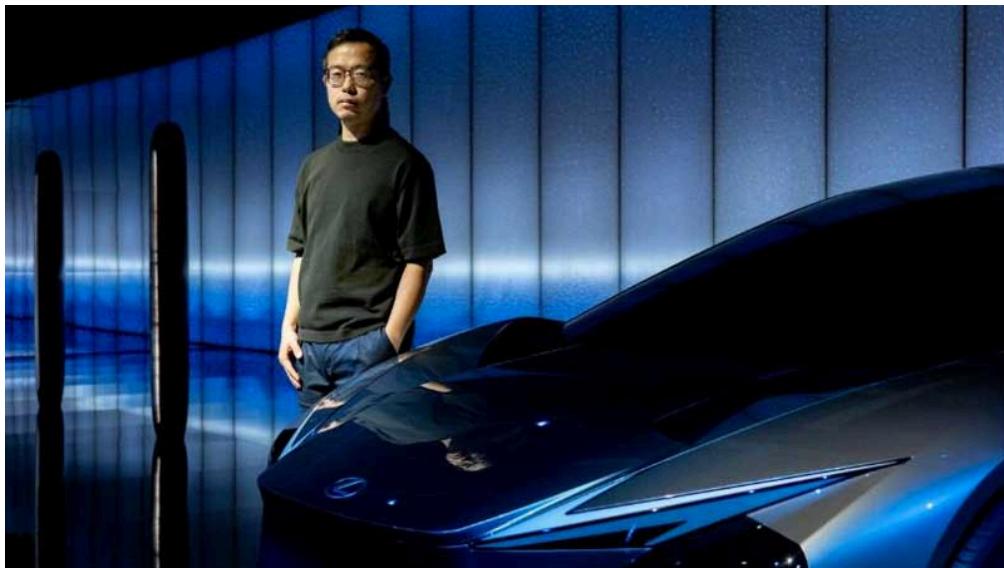
Asso di Picche in Movimento reflects Italdesign creative team's desire to give an updated interpretation of the company's philosophy, which expands to address issues currently debated.

An eye-catching, colourful sculpture of Asso di Picche in Movimento is on display at the entrance of the Italdesign showroom to welcome visitors and testify that "An automobile's design continues to be the formal interpretation of the concept of movement".

## Lexus



LEXUS '8 MINUTES AND 20 SECONDS



LEXUS: BEYOND THE HORIZON

Lexus set up camp in the famous Tortona Design District, with an immersive installation called 'Time'. It captures Lexus' vision of how software and energy innovations will help the cars of the future deliver new possibilities for customers and enable luxury to coexist with carbon neutrality.

The exhibition features work by two designers inspired by the Lexus LF-ZC, a concept model that explores the possibilities for a BEV. The 'Beyond the Horizon', by Hideki Yoshimoto and his Tangent studio, captures a world of future mobility that evolves through software innovation. The immersive installation featured a line of two-metre-high sculptures which seem uniform at a first glance, but suddenly show their differences as each one emits unique lighting effects to create different atmospheres. The LF-ZC was positioned at the centre of the work, symbolising innovation, and future mobility. Produced in collaboration with musician and composer Keiichiro Shibuya, the piece immersed the visitor in light and sound.

A second installation, called '8 Minutes and 20 Seconds', expressed Lexus' commitment to advancing innovation in mobility. The installation featured a scale representation of the LF-ZC concept, and uses solar power captured by organic photovoltaic cells and stored in built-in batteries. The aim was to reflect the potential for synergy with the natural environment, making the visitor an active participant in this vision of the future.

### **Pagani – Huayra Codalunga**





In strong, compelling contrast with Via Brera's red brick buildings stood a silvery-mat ice-blue sculpture on wheels: the Pagani Huayra Codalunga. The exclusive creation was an oneiric car silhouette, at least in  $\frac{3}{4}$  rear view, with elongated sweepy lines that reminded pure automotive art. Inspired by timeless shapes of Italian coachbuilders and racecars from the 1960s, it was indeed one of the five—€7bn worth, tailor-made, and fully certified to global regulatory requirements.

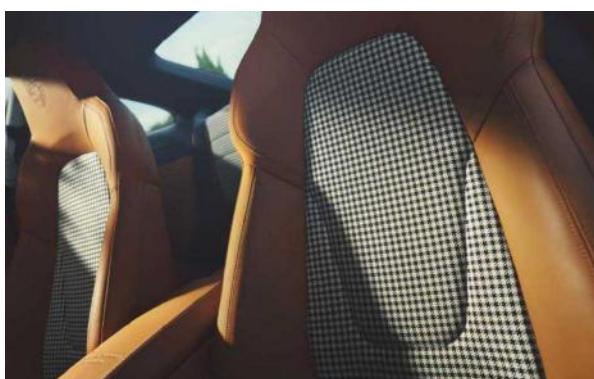
## Porsche



PORSCHE 911 PEPITA

Porsche's installations included one dedicated to the collaboration of Porsche and Vitra: a 1965 911 and the 2022 911 Sport Classic, featuring iconic houndstooth-pattern upholstery also used in a limited series collection of Vitra chairs covered with Pepita fabric.

A second Porsche installation was the world premiere of the new Porsche Macan in the exclusive Provence colour. Hidden in the courtyard of an elegant old Milan style building in Via Carlo Poma 38, the new Macan, now in an electric version, was shown to an audience of design and car design enthusiasts.



The best designs rarely need many ingredients, and that's the philosophy behind the Pepita material. In its original form it's just two colours—black and white—in a repeated, geometric, checked pattern. It is a

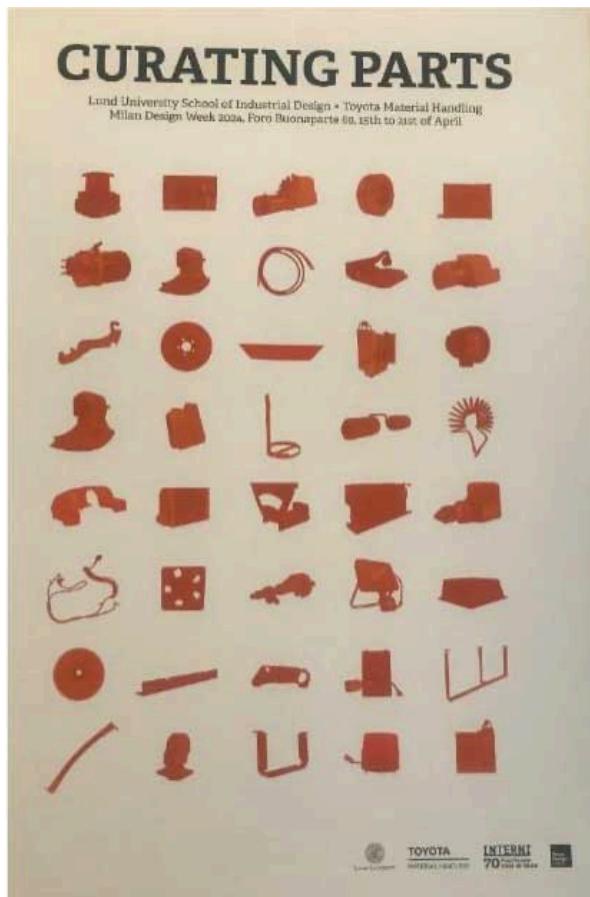
Porsche interior fabric that has become a design classic, and one that remains an inspiration to owners and fans to this day, who are able to choose it with the Heritage Design Package Classic option when buying a new 911.

Pepita is also used as the fabric of choice for a new, limited-edition collection of chairs by [Vitra](#) for Porsche which sees the famed furniture manufacturer joining up with Porsche to showcase their shared values of exacting craftsmanship and beautiful design.



PORSCHE MACAN 4

## Toyota



Exposed, or rather nested, in a typically immaculate inner Milanese court at Foro Buonaparte, Toyota Material Handling in partnership with Lund University, Swedish leader in Design education, gave a second life to anything discarded. A collection of uniquely ingenuous design objects was accessible, in a lounge space, to test, experience, admire or critique. And the latter is what gave a special design-studio flair to the specific event. Visitors could actively participate in the ideation process while all objects were functional. Exploring the interplay between parts, that had been designed for a different purpose, under their new compositions, was a curious and compelling enterprise. As stated at the entrance: 'the products are real, feel free to play with them'—quite the opposite of 'do not touch', and not a common sight during Design Week.

### **Toyota Boshoku**



This year represents the company's tenth appearance at Design Week. The exhibit was based on the theme of 'Continuum: Roots of Comfort', representing a world of 'quality of time and space' which TB endeavor to create. It shows the concept of TB's ideal spaces in pursuit of comfort that anyone can experience through all five senses, including hearing, sight, and touch.

By inviting the design studio 'Imajin' as creative director, TB have collaborated with three traditional artisans from Toyama Prefecture. The concept combines techniques to demonstrate sonic, atmosphere, and tactile sensations that have been handed down over by generations of artisans to produce an intangible sense of comfort.

The first exhibit was a collaboration with Orin craftsman Yoshinori Shimatani, visualizing the sounds and vibration of orin Buddhist bells, expressing comfort through hearing and sight. The collaboration with silk textile artist Noriko Matsui was shown under the form of Shikeginu, a silk cloth woven from irregular silk threads, which envelopes people in comfort with its transparent beauty and airy light weight.

The last collaboration, with Sugegasa craftsman Ko-wn Nakayama, showed expert techniques used to weave sedge strips, producing a comfortable feel even to parts of the body other than the hands.



## Voyah



Voyah, a brand created in 2019 by Dongfeng, made its Italian debut at the event. They brought their electric models to show their vision of future mobility. The Icozy concept was exhibited at the event, and the Free SUV; the Dream MPV, and the Passion sedan, the latter two through a site-specific installation created by artist and designer Malerba, which reminds again of the theme of the fair—Matter Nature—through an installation made of tropical plants and flowers surrounding the vehicles.

# Interior News

## Liux Geko Interior, One Year Later

INTERIOR NEWS



LIUX IMAGES

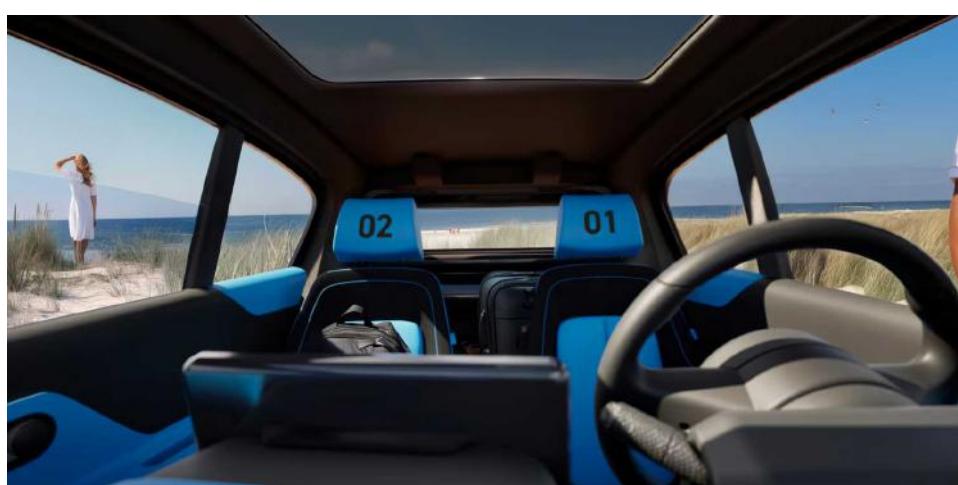
Liux gave DVN Interior a first presentation of their project last year at the [DVN Interior Köln 2023 Workshop](#). With their keynote lecture there, they introduced the Geko, intended to become the most sustainable cars on the planet. Liux is a Spanish startup, and their talk presented the project, with focus on materials and sustainability. Their claim is: Liux extreme sustainable mobility to change the status quo.

Now, one year later, they are showing the world the interiors of the Geko.

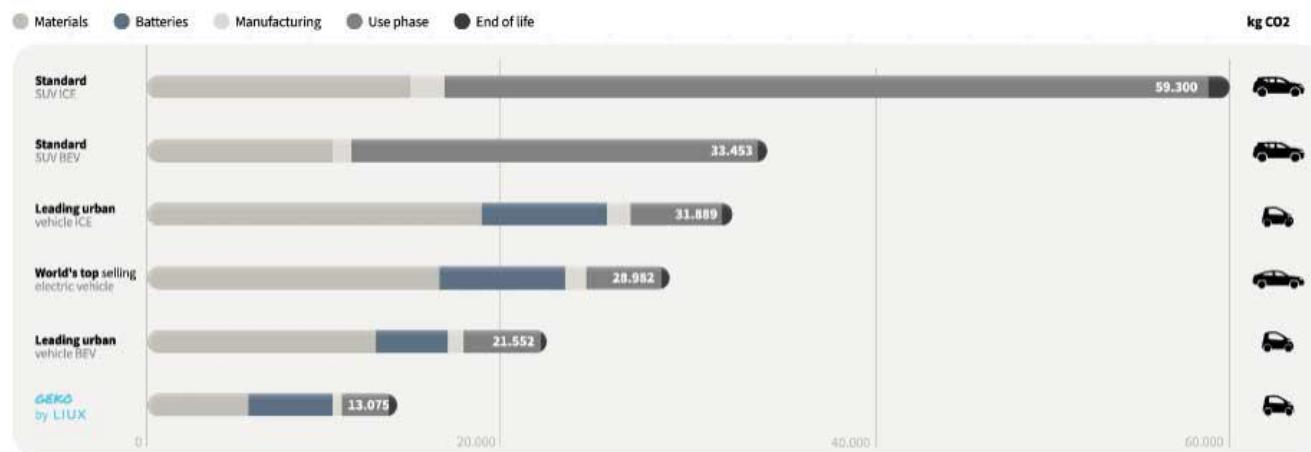
As you can see in the image, linen fibre is integrated on the exterior, and also within the interior structure. If you look up inside the Geko, you see sky and linen.

They also use recycled fabric in the seats and recycled plastic parts inside. This is a job that never ends. You are never fully sustainable; each day you must improve something else.

But beyond seeking radical sustainability, they want to deliver a driving experience with air conditioning and heating; integrated sound system; electric windows, electronically adjustable mirrors; an 11-inch large screen and a unique user experience powered by Android Automotive OS.



Using a variety of solid sources, Liux conclude that the total CO<sub>2</sub> footprint of a vehicle like the Geko can reduce dramatically the total emissions in the lifecycle, especially when compared to combustion-engine cars.



# Drivers Need Feedback On Displays: Euro NCAP

## INTERIOR NEWS



EuroNCAP has spoken up: screens are too distracting for safety, and the auto-safety specialists are demanding mandatory physical buttons and switches for certain control elements—only then will it be possible to receive a top rating from Euro NCAP.

For some years now, ever-larger displays have been installed in cars. The best-known example of this is the Mercedes Hyperscreen, or any pillar-to-pillar display. According to a study, such displays are coming under increasing criticism. The displays are too confusing and overloaded. It takes the driver too long to find the desired functions: Too long when their eyes are not on the road. But is the physical switch really the solution?

Perhaps it is optimal to combine both, using the advantages of a display, in a safe way. Shapeliness, clean surfaces with no grooves or gaps where dust collects (also design freedom, etc).

What is needed are controls that are much closer to the driver, can be operated intuitively, and do not require much attention from the driver: smart surfaces with feedback, including active haptics or sound or light such as with door panels, steering wheels, center console or seats. These surfaces are in direct contact with the driver and enable a safe HMI experience.

A smart surface in combination with feedback replaces the physical switch 100 per cent without losing the design advantages of a display. Active haptics could be a very fine solution, offering the physical confirmation feeling of a mechanical button: functional safety with force detection, design freedom and driver safety.

# Audi A8 PHEV: Luxury Controlled by Displays

## INTERIOR NEWS



AUDI IMAGE

In the interior of the A8 plugin hybrid, the driver is greeted by the typical Audi style: cool, 'technoid' design, high-quality materials, meticulous craftsmanship. Audi calls this 'reduction as a design tool'.

The operation of the many vehicle functions is divided between two touchscreens – 10.1" upper and 8.6" lower haptic center screens with the MMI Touch Response system. Complex commands such as navigation destination can also be carried out by voice input. Most functions are controlled through the touchscreens or steering wheel controls, a traditional volume knob remains in the console, breaking up the surfaces and providing instantaneous, intuitive access to adjusting the audio level, even the air vents are controlled via sensor fields. And a HUD projects essential information.

Permanent controls are on the left of the upper screen, for navigation, weather, telephone functions, and radio, when you can set up choose your own dedicated buttons on the lower screen

There are two USB ports with combined data and charging capability, and Android Auto and Apple CarPlay phone integration are standard, along with Amazon Alexa compatibility. Wi-Fi via Audi Connect Plus is available. Audi's trademark bright and legible 12.3" Virtual Cockpit instrument cluster is standard.

Generous interior space and passenger comfort is key in that segment, and the car is over 5.3m long. A traditional five-passenger layout is standard, but an optional four-passenger seating configuration is available; it deletes the rear center seating position and provides a pair of power-adjustable rear seats with heating, ventilation, and massage, as well as a heated foot-massage function and a pair of individual entertainment tablets. Material quality is high, and there are numerous leather options along with a small forest's worth of wood inlays to choose from. But, overall, the interior ambience is a bit sober and not as lavish as that of an S-class.

Around 40 driver assistance systems are available in the A8. The most important safety systems are included as standard, while packages such as "Park", "City" and "Tour" are optional. The "Tour" assistance package, which regulates longitudinal and lateral control across the entire speed range, comes as standard in Germany. Often the attentive drivers are most pleased when the systems remain unobtrusively in the background, which they do in the Audi. It does not patronize its drivers with intrusive warning messages or reprimands.

# Rolls-Royce's Super De Luxe Cullinan Interior

## INTERIOR NEWS



ROLLS-ROYCE IMAGES

Rolls-Royce have unveiled the Cullinan Series II, with interior upgrades and design enhancements that reflect the brand's commitment to meeting evolving client preferences.



Even if sounds paradoxical with such a big car, they are acknowledging its clients' desire to "escape into nature at will", the interior of the new Cullinan features a palette inspired by botanicals.

Among the interior improvements is the integration of an advanced digital interface, Spirit, and the Rolls-Royce private members app, Whispers, designed to provide enhanced connectivity and control over the vehicle.

The interior palette showcases new botanical materials and modern craft techniques, including the introduction of Grey Stained Ash wood veneer with a 'delicate Duality Twill' seating, inspired by a bamboo grove in Le Jardin des Méditerranées on the Côte d'Azur', features intricate embroidery and incorporates 2.2 million stitches and up to 18 km of thread.

The most substantive change to the car's geometry is the pillar-to-pillar glass-panel fascia in the upper portion of the dashboard. The gauge cluster panel in front of the driver and new, permanently visible Central Information Display in the center of the fascia have been redesigned for the Spirit operating system.

Refinements extend to the rear seats, where clients can now connect up to two streaming devices and enjoy individualized streaming and infotainment functions. The introduction of internet connectivity enables wi-fi hotspot access and Bluetooth pairing with rear seat entertainment systems, and the renowned 18-speaker Bespoke Audio system enhances the overall audio experience.

The car also debuts the Clock Cabinet vitrine, incorporating the iconic Spirit of Ecstasy figurine. This feature was developed over four years and creates a captivating "flow of light", enhancing the interior ambience, Rolls-Royce say.

# VinFast Launch Sony In-Car Entertainment RideVu

## INTERIOR NEWS



VINFAST IMAGE

VinFast have integrated Sony's online entertainment service RideVu into the VF 8 electric car in the USA. This collaboration makes VinFast the world's first auto manufacturer to offer RideVu.

RideVu will be offered as a complimentary service to US owners of the VF 8 as part of the VF Connect Prime package. Upon registration for the service, users will gain access to RideVu through over-the-air software update.

RideVu hosts a library of more than 2,000 movies, with users able to enjoy unlimited replays of up to 100 titles for 12 months—the selection will be regularly refreshed. Users also can access premium content.

Compatible with a range of platforms including Android, iOS, Android TV, Apple TV, and Linux, RideVu offers content synchronization and streaming across multiple screens, including in-car displays and external devices. The Screen Manager feature on the central screen provides users with control over playback on all connected displays, with convenient parental controls accessible from the vehicle's dashboard.

To ensure a safe in-car experience, drivers can only view movies via the RideVu on the central screen when the vehicle is parked, such as when charging or camping. But passengers have the flexibility to watch movies on their personal devices, such as smartphones and tablets, using the Screen Manager feature within the RideVu Companion app while the vehicle is in motion.

RideVu is anticipated to also be available on the VF 9 later this year.

# Mercedes: Interior Arcade with Tencent and Electronic Arts

## INTERIOR NEWS



MERCEDES-BENZ IMAGE

Mercedes-Benz announced news about in-car gaming at Auto China: Together with Tencent and Electronic Arts, MB plan to integrate the game 'Need for Speed Mobile' in selected vehicles in China by the end of this year. According to the announcement, this is made possible by the third MBUX generation (Mercedes-Benz User Experience). It is a precursor to the Mercedes-Benz Operating System MB.OS.

Mercedes will make the video game available via OTA update for vehicles with third-generation MBUX in China. For the full gaming experience, occupants can use their Bluetooth controller when the vehicle is stationary, according to the announcement.

"Your Mercedes-Benz is more than just a car; it's your personal arcade," said Mercedes CTO Markus Schäfer.

"Need for Speed Mobile" is based on "Need for Speed" - a successful video game series. In 2024, the video game classic celebrates its 30th anniversary. More than 100 million copies of the game have been sold worldwide and there are now more than 20 versions. Over the years, the game developers have integrated a number of internationally renowned racetracks and roads in fictional cities into the game.

# The Design Lounge

## Vantum

THE DESIGN LOUNGE



GAMING CHAIR (WIKIPEDIA IMAGE)

*“We had sent a man to the moon before we realized that briefcases needed wheels”*

If taken literally, the statement above is hilarious. However, the two historic moments are not comparable. The small step for man and the giant leap for mankind were accomplished in 1969 and, even though wheels existed long before Astronaut Neil Armstrong packed his luggage to his stellar trip, it is only about twenty-five years later that wheeled briefcases were widely used. What seems to be a spectacular technologic delay for the briefcase industry, is much rather a contextual singularity if not an interesting historical puzzle. As it often happens, innovative concepts are not employed immediately. It often depends on adequate context, unrelated factors or both at once. That applies to all sectors and something very similar happened with car seats.

In 1973 NASA scientists observed that astronauts, aboard the Skylab Space Station, fell into a neutral body posture each time while resting. They learned that these positions best offload musculoskeletal stress, thereby reducing spinal pressure. During the early 1990s the World Wide Web became publicly available and its adoption in America rose steadily. With the release of video games and Windows 1998 among many other computing attractions, sedentary habits began to rise, while US teen childhood obesity levels also surged, as symptoms of excessive sitting. This created a vacuum around new sitting technologies. The Aeron chair by Herman Miller, in 1994, incorporated NASA's technology and became a big hit as well as the

world's first mass-marketed ergonomic chair. Thus, the science of healthy seating had already landed, from the outer space.

In 1997, global recession hit South Korea and jobless teens gathered to internet cafes to play Starcraft. By 2002, South Korean gameplay got so popular that corporations like Samsung started sponsoring televised tournaments, using normal chairs. As internet rose and venture capital flowed in dotcom startups, the 1000-dollar Herman Miller's Aeron was not prohibitive in Silicon Valley circles. With the NASDAQ index razing spectacularly in the late 1990s, American consumers set record for new car sales with 16,9 million new cars sold in 2001. DXRacer, one of many Chinese automotive seating companies decided to set offices in the US, to be part of this spectacular growth, selling luxury car seats to dotcom millionaires, yet in 2001 it was not clear that the dotcom bubble had burst. Just a year later the demand for their car seats had vanished, but despite, they continued their Michigan operations waiting for the economy to rebound. With the Iraq war raising oil prices in 2005, US auto industry crashed. DXRacer was now in dire straits. This is the exact moment when the forthcoming disaster turned into a business triumph. In 2006, emerging ergonomic science publications gave DXRacer a blueprint to convert car seats into gaming chairs. Connecting the dots with all previous events, DXRacer was led to release the first ever gaming chair (2006). It was presented as the official chair of Twitchcon 2014 and soon after, elite streamers started using it, breeding an industry that generates today hundreds of millions in sales each year.

Herman Miller, the leading office furniture manufacturer, officially joined the trend, with a great delay, in October 2022. During the launching of 'Vantum', the global Design director explained that this product is the first-ever performance chair made specifically for gamers. Vantum opens a new segment for the American powerhouse as well as a cross-industry design collaboration with Logitech G, the multinational manufacturer of computer peripherals and software. With features such as thoracic support, breathable suspension design and adjustable headrest, Vantum positions players for faster reaction times and increased focus with an optimal gaming posture. Herman Miller claims to conquer the stage among many challengers, proposing ever-higher standards while willing to cross bridges to other industries.

Three seemingly unrelated factors brought the gaming chair into being. Starcraft Korean marathon gamers, the auto industry crash in America and a DXRacer warehouse full of unsold car seats. But we could also see it differently. Other than the outer space, this success story refers to the digital sector, where production, distribution and trade, are being transformed by the use of internet. In digital economy, unlike any traditional business model or well-defined industry sector, economic activities result from billions of online connections among people, businesses, devices, data and processes, optimizing long acquired assets as well as excess capacity and that meant a business mentality shift. The borders between industry sectors are blurring.

# Look: Ferrari 12Cilindri Interior

THE DESIGN LOUNGE



FERRARI IMAGES



The successor to the Ferrari 812, which the sports car manufacturer from Maranello has now presented, is simply called the '12Cilindri' ('12 cylinders. Doesn't sound electric!). The two-seater rests on an all-aluminum chassis and can hit 340 km/h. It squirts from 0 to 100 km/h in 2.9 seconds.

The cockpit introduces a new HMI comprising three displays that raise the Ferrari V12 berlina experience to new heights. All of the main functions can be controlled from the central 10.25" touchscreen capacitive display within reach of both driver and passenger. This is flanked by a 15.6" driver display showing all of the driving and vehicle dynamics information. Lastly the passenger is always completely involved in the driving experience thanks to an 8.8" display that ensures they feel like a genuine co-driver.

The car has the capacitive steering wheel seen on all of the latest models in the range featuring indented buttons for ease of use. This makes command activations more precise, instant and intuitive even in sporty driving conditions. The car comes with Apple CarPlay and Android Auto connectivity systems as standard, both easily controlled from the new central display. A wireless charging mat on the central tunnel makes phone charging simple too.

The quality of life on board was one of the main drivers for the development of the interior's features. A big tinted glass roof significantly improves the airiness of the cabin and thus the feeling of space inside, ensuring optimum thermal efficiency in both summer and winter. In terms of design, the darkened glass roof is perfectly integrated into the upper part of the cabin, giving it an elegant and refined appearance and creating continuity between the windscreen and the backglass.

Sustainable materials are present in the interior trim, such as Alcantara, which is made from 65 per cent recycled polyester.

A Burmester audio system with 15 loudspeakers and 1,600 watts' power is available as an option. The high frequencies are crystal clear and sparkling, thanks to Ring Tweeter technology which minimizes distortion. The powerful dual-coil subwoofer guarantees a full, rich sound which, thanks to Ultraflat Headliners, is all part of a 360-degree listening experience.

# News Mobility

## Is Tesla FSD Worthy? Perhaps Not!

NEWS MOBILITY



TESLA IMAGE

In March, Tesla started offering their North American faithful a free month of 'Full Self-Driving' (FSD) software.

The misleadingly-named package, which is actually a not-very-capable  $L^2$  driver-assistance package, doesn't actually allow Teslas to fully drive themselves. The privilege of being able to pretend to have a still-nonexistent self-driving car which can actually just navigate on its own—[sort of](#), in some situations, with close supervision, and often [very badly](#), recently got a price cut from \$12,000 to just(!) \$8,000.

But according to credit card data obtained by market research firm YipitData, even with the lower price and free demo, the optional add-on isn't finding many takers, with only about two per cent of new Tesla owners continuing their FSD after the free trial ends. The overwhelming majority don't see it as a meaningful value proposition, despite Tesla CEO Elon Musk practically betting the entire company on the success of the feature.

It's not fully clear why users are mostly saying no-thanks; is it...the poor performance? The high price? The government investigations in response to high-profile crashes all over the world? The ignominy of paying a lot of money for capabilities many competing carmakers offer, in better-sorted form, without charging an additional fee or a monthly subscription?

The stakes for the company are high, and Tesla have been pushing the software hard. In March, Musk ordered Tesla employees to install a demo for every customer who buys a car in North America. He also went around trying to convince other automakers to put Tesla FSD in their own cars, as well, but the unanimous response was polite chuckles and changes of conversational subject—even when Musk offered zero-dollar licence arrangements.

Musk has been claiming for a decade that actual, real, full self-driving is just around the corner—next year for sure, he's said, year after year. So far, though...

# P3 Integrates What3Words to In-Car Nav

NEWS MOBILITY



P3 IMAGE

Addressing common challenges reported by users of satellite navigation systems, such as location accuracy and speech recognition issues, the integration of What3Words into Sparq OS IVI will provide an enhanced navigation experience for drivers of connected vehicles around the world. Sparq OS, developed by P3, is an evolving IVI solution based on Android Automotive OS.

Traditional street addresses often lack precision, particularly in cases involving specific building entrances, new developments without assigned addresses or large complexes like stadiums with multiple access points and parking areas. That's even in countries with straightforward addresses—even more so in countries where addresses are abstruse.

What3Words is a proprietary geocode system designed to identify any location on the surface of Earth with a resolution of about  $3 \times 3\text{m}$ , and assigning each square a unique combination of three words, creating a W3W address. Its maker is based in London, England. The system encodes geographic coordinates into three permanently fixed dictionary words. For example, the front door of 10 Downing Street in London is identified by `///slurs.this.shark`.

With what3words, users can enter addresses using either text or voice commands, similar to traditional addresses or points of interest.

Featuring an app store, intelligent navigation, digital voice assistants and entertainment options, the platform is designed to facilitate automated over-the-air updates, so that users have access to the latest features and improvements.

By integrating what3words into Sparq OS, P3 says it aims to provide car manufacturers with an IVI system that prioritizes user experience and functionality.

Marius Mailat, CTO and MD of P3 digital services, said, “what3words provides extremely powerful yet very simple navigation and positioning capability that can transform user experience in countless situations, and is a great addition to our Android Automotive IVI OS.”

P3 says several automotive manufacturers have already adopted Sparq OS as their primary IVI solution.

# General News

## Forvia Acquires Faurecia Aptoide Automotive

GENERAL NEWS



FORVIA IMAGE

Forvia have completed their acquisition of the remaining 50 per cent of shares from Aptoide in the joint venture Faurecia Aptoide Automotive (FAA).

With this strategic move, Forvia assume full ownership of the 2019-established JV, reinforcing their position in automotive applications distribution, for both automakers and app developers.

The FAA Apps Market Platform provides maximum security, privacy, flexibility and control of content. It is completely customizable, from its look and feel to the selected Apps portfolio included. All the Apps offered by FAA are tested and validated for automotive purposes.

As the centralized point of contact for a full and evolving Apps portfolio, Forvia enables new business models with a variety of third parties. By facilitating the integration of the most popular applications into vehicles, FAA enables a spectrum of new use cases beyond transportation.

The Apps Market is instrumental in shaping the future of connected vehicles by bringing the leading applications in categories such as music streaming, gaming, video and navigation into the automotive ecosystem.

Notable applications include Amazon Music, Spotify, Webex by Cisco, TikTok, Zoom, Trivia Crack (etermax) and Rovio.

NNG iGo navigation has been recently added to the catalogue, being the first EV navigation introduced in Faurecia Aptoide Automotive apps market, offering automakers branding flexibility, exceptional routing intelligence, real-time connectivity, a rich map content, and brings the latest EV and real-time navigation features to drivers worldwide.

Since this past March, Forvia have been driving efforts within COVESA, a technology alliance dedicated to unleashing the full power of connected vehicles. As a dedicated board member, Forvia spearheads the rapid development and adoption of industry standards, in close collaboration with partners, to develop the connected vehicle landscape.