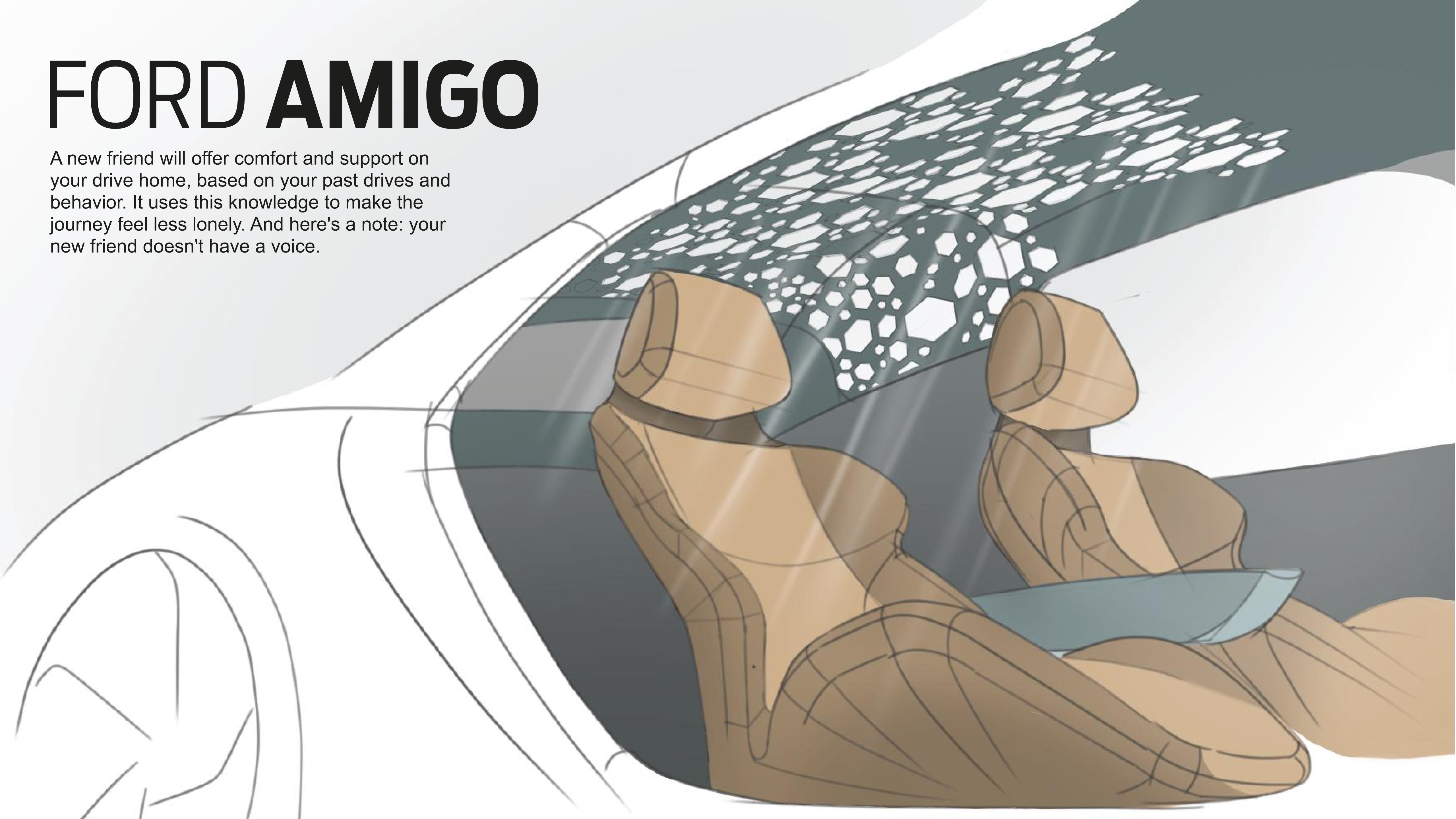
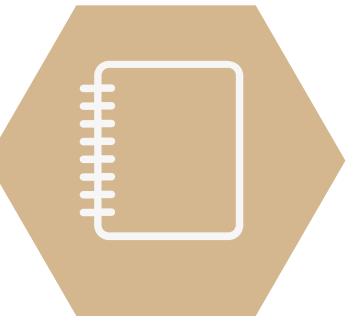


FORD AMIGO

A new friend will offer comfort and support on your drive home, based on your past drives and behavior. It uses this knowledge to make the journey feel less lonely. And here's a note: your new friend doesn't have a voice.



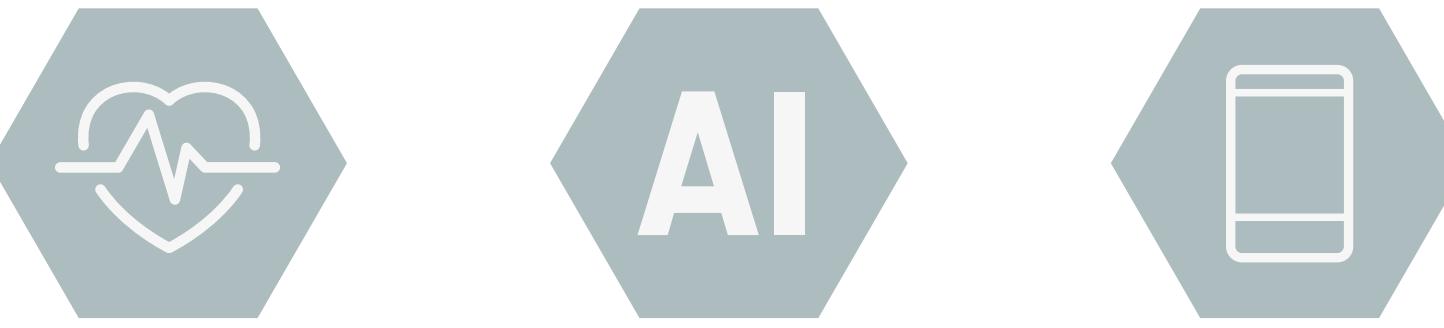
WHY



Your car is something special to you. You drive it almost every day and take care of it. It is a prominent object in your everyday life and some even see it as their child, friend or buddy. What if we enlarge the ‘friend feeling’ towards your car? What if your car actually becomes your friend with the use of AI?

Ford Amigo is a concept car designed to deepen the relationship between the driver and their car. Creating a close connection with the car, so that the driver trust and rely on it for every drive.

HOW



Ford Amigo knows the driver because of AI. AI will study the behaviour of the driver and measure some of the physiological parameters of the driver. Next to that, Ford Amigo will connect with the smart devices of the driver. The collected information will be used by AI to understand the needs and status of the driver.

With this, the AI will generate an environment that resonates with the driver at that moment. The actuators of the AI are the patterns in the roof and the driver's chair. These will work together and complement each other. This is all to create a tailored atmosphere for every drive.

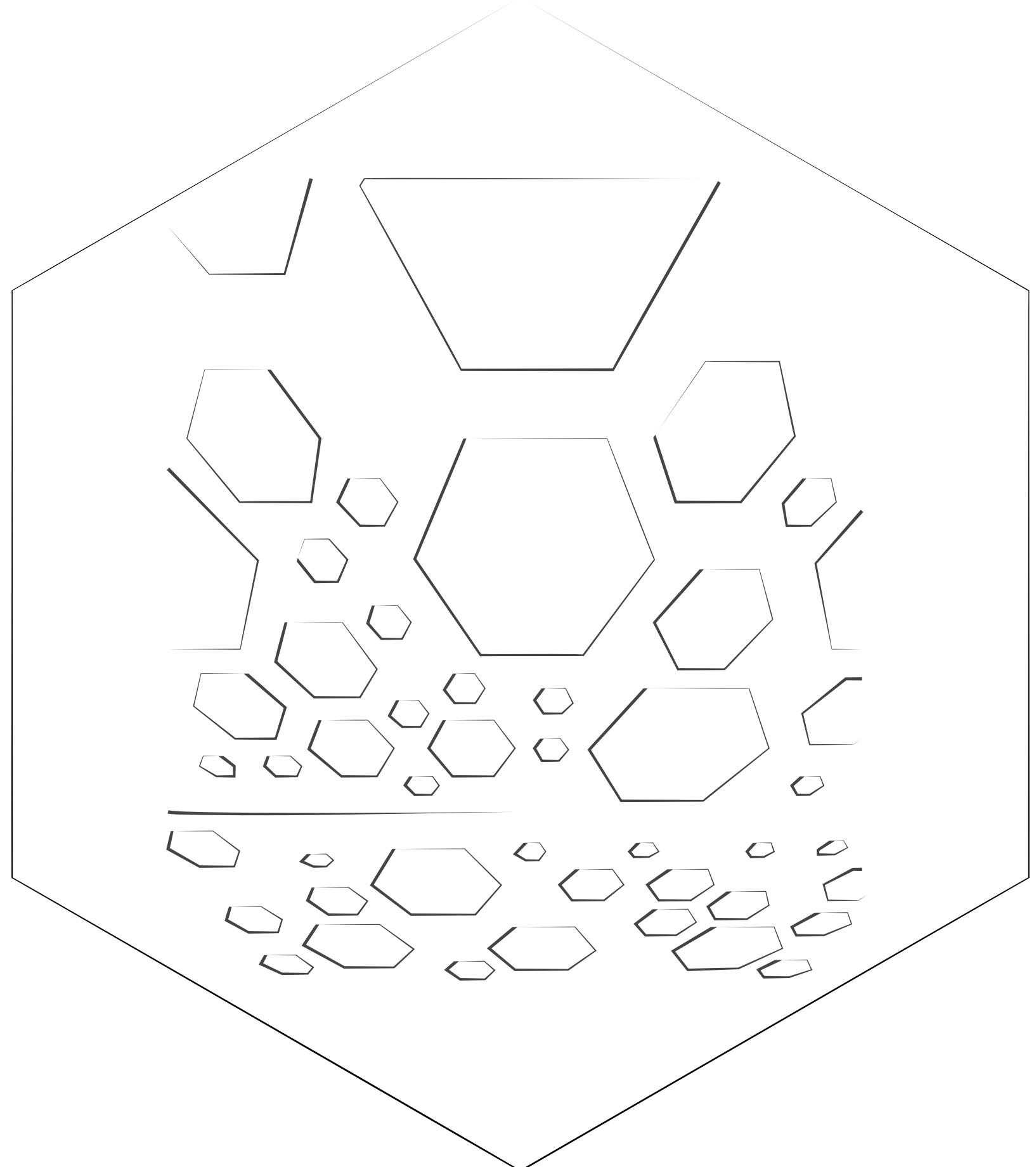
WHAT



Ford Amigo is a car interior concept that will resonate with the driver. It uses AI to know the preferences, habits, behaviour, needs, wants, etc. of the driver and generate the atmosphere the driver needs at that specific drive.

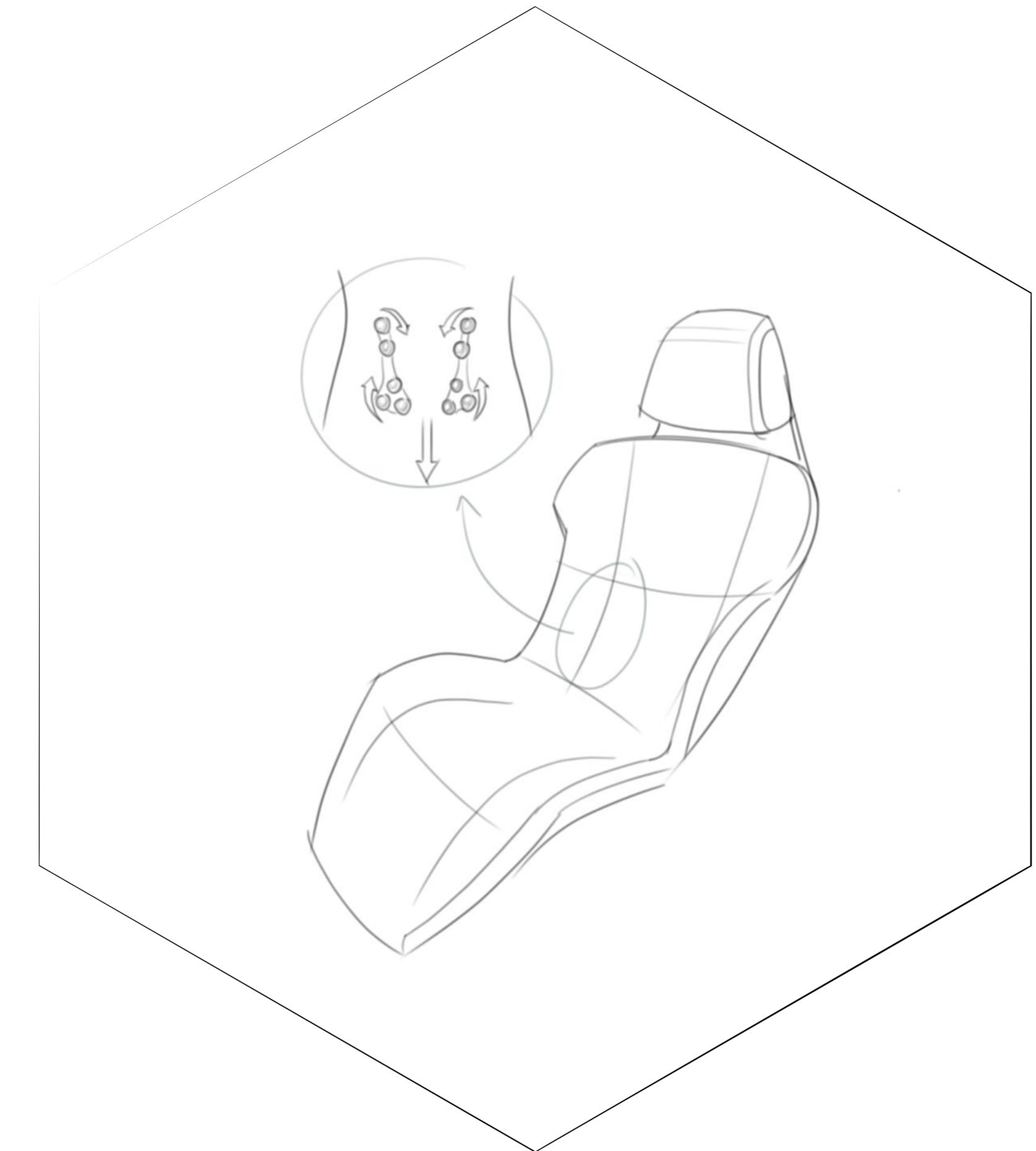
The interaction the driver has with AI will be like interacting with a friend and AI will communicate with you in that way, but without a voice.

CONCEPT



THE **ROOF** IS PROVIDED WITH A PATTERN THAT WILL LET THROUGH THE NATURAL LIGHT. THIS PATTERN WILL BE CHANGED BY AI DURING THE DRIVE TO MANIPULATE THE NATURAL LIGHT AND THUS CREATE THE DESIRED AMBIANCE.

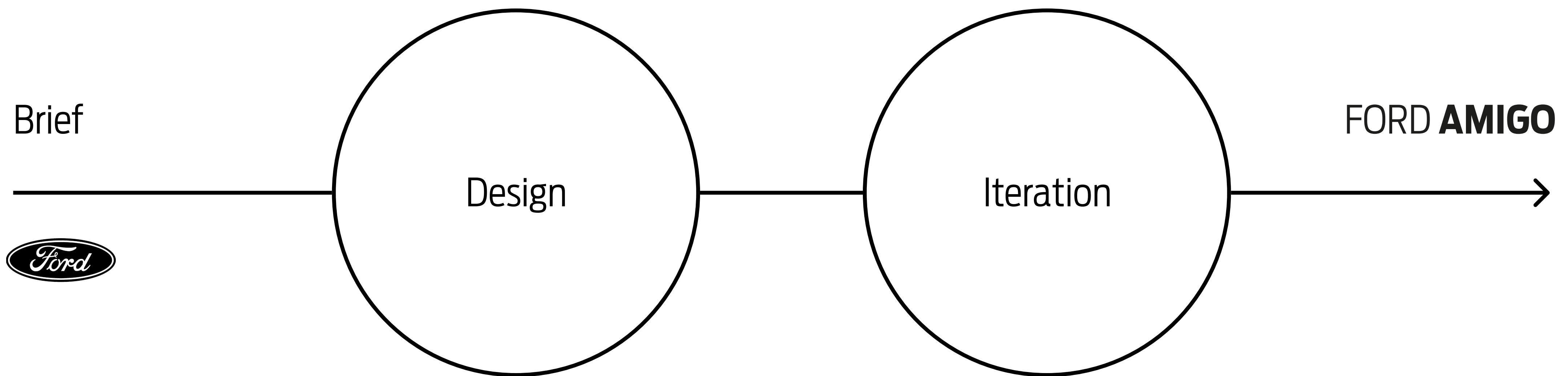
THE **CHAIR** IS PROVIDED WITH MASSAGE PATTERNS AT THE BACKREST OF THE DRIVER. THESE PATTERNS WILL PHYSICALLY **COMFORT THE DRIVER, LIKE** 'HUGGING YOUR FRIEND'. THESE PATTERNS WILL ALSO BE CONTROLLED BY THE AI AND WILL COMFORT AND SUPPORT THE DRIVER WHEN NEEDED.



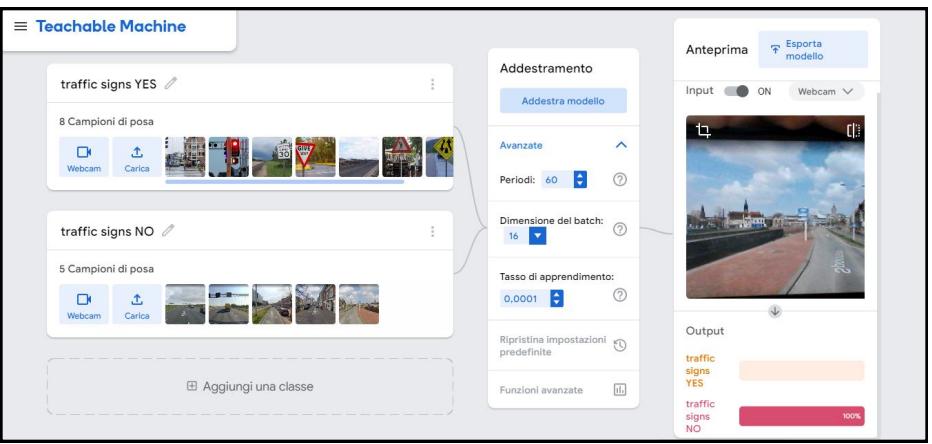
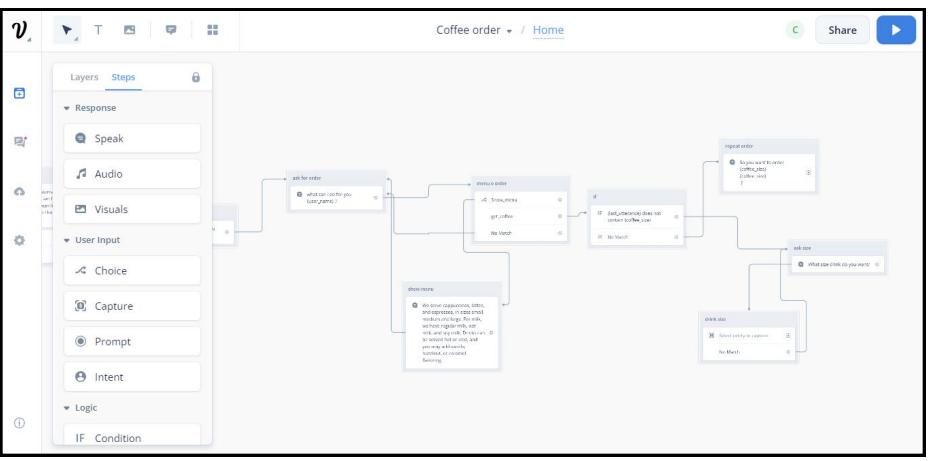
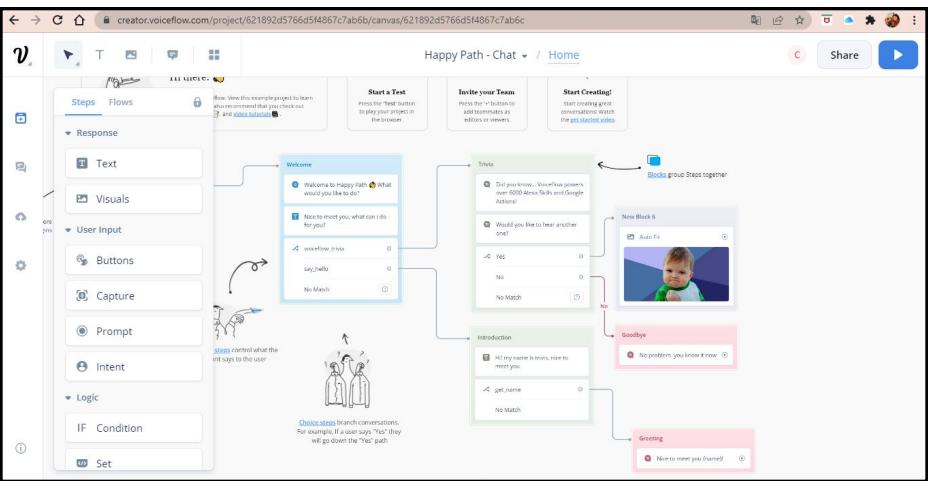
EXHIBITION PROTOTYPE



JOURNEY



METHOD

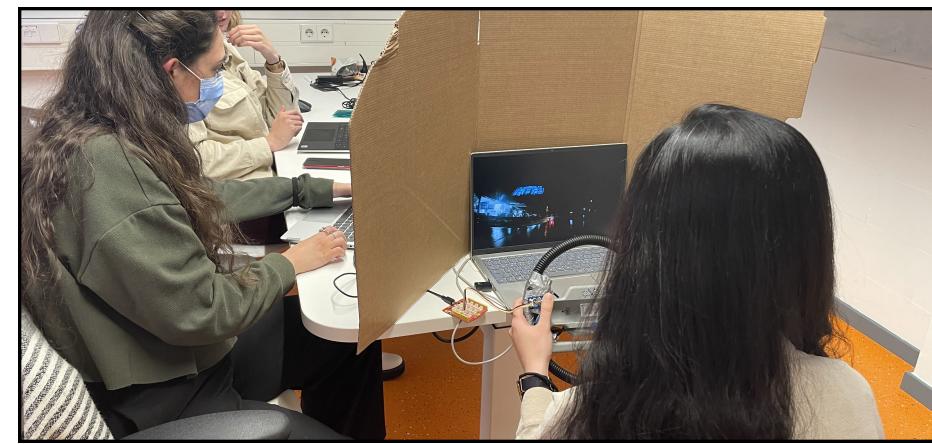
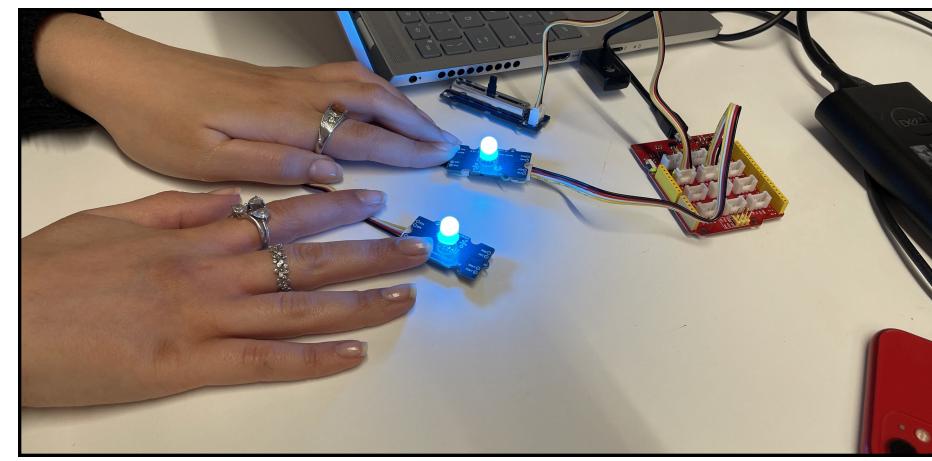
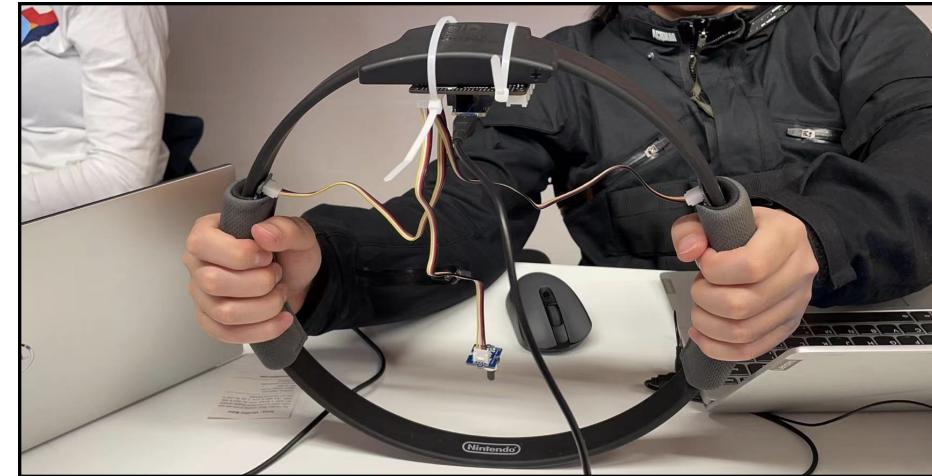
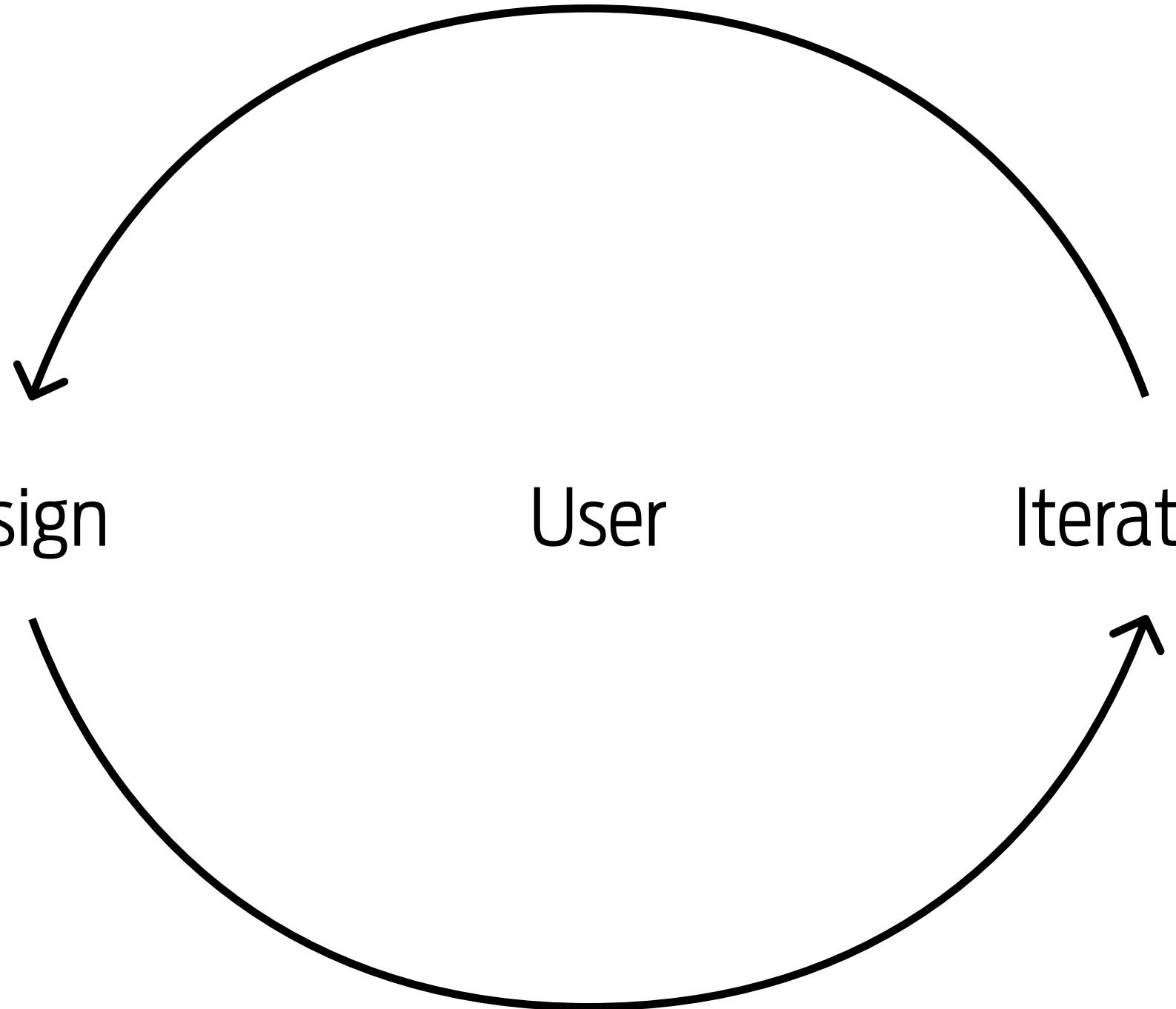


Programming and creating models

Design

User

Iteration



Testing and getting feedback