

Ghost is about the *Kami*, spirit that inanimate objects can have a soul.

Our first brand was about diverting attention from car to product experience, and our in-vehicle experience is designed to reinforce this.







We invented and patented a technology that allows a system to listen to the driver and decide whether or not it engages the self-driving system. It's a solution that feels intuitive and natural but only made possible through layers of technology and machine learning working in concert.