



seamlessly blended driving experience FlowDrive





knowledge of the driver, car, and environment.

The Creative Inspiration

The guiding metaphor to define the principles of a self-driving vehicle

The idea of a fluid handover between driver and vehicle started with a seemingly simple gesture—feeling like you are rowing (human driving) in a river with a gentle current (selfdriving).

The Ghost system, unlike others of it's time, was designed to work in the "negative space of driving" - it works whenever a driver "is not driving".

