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Like any major undertaking, there was significant research done to assess the entire landscape of options, and working alongside product and engineering counterparts to realize a scope of work that is manageable.

Selection criteria: Scalable / Differentiating\* / Memorable\*\*

*\*Showcases Ghost's unique capabilities that haven't been applied by other companies or have been poorly applied*

**\*\*Vignettes supporting our vision for 'A world without crashes' where driving is a joy**

