**ABSTRACT**

The aim of this project is to develop AR vehicle showcase android app using Unity 3D and Vuforia. A voice controlled cloud based machine learning AI bot is integrated with wit.ai API. This app will project 3D model of vehicle in the real world which makes the user to experience the view of real car showcase. Then by using our voice commands, the integrated bot will react to perform particular operation like open the car doors, change the colours, start the engine etc. The traditional way of buying a car is by visiting a car showroom and buying a car of our choice based on the features and accessories. The work pressure of the customer has been reduced. But in Augmented Reality we will be projecting the car through the android application. So we can see the car in 360 degree in every angle. Through the projection the customer gets full satisfaction as they are seeing the car in-front of their eyes. We can also view the car through virtual projection and can alter the car that we want to like changing the color of the car, changing the alloys of wheels and we can redesign the car in our manner. We will be connecting our project with wit.ai bot so that it understands the human natural language and it proceeds upon that command. Finally, we can see our car in the way we want to alter it or view it in format of design.