Connected & Autonomous vehicles: Always more convenient and personal

"Let’s keep the human in the loop!"

Serge Matynia
RENAULT INNOVATION SILICON VALLEY

TRB workshop, Jan 11th 2015
Innovation Strategic Focus

- **Zero Emission Vehicle**
  - Green
  - Oil Independent

- **Connected Car & Services**
  - Enhanced User-Experience
  - New Businesses

- **Autonomous Driving**
  - Safety
  - Fun to Drive(?)

TRB workshop, Jan 11th 2015
Human Machine Interaction - Interface

• **Driver**
  Car as a Teammate
  Create Trust & Empathy

• **Passengers**
  Trips are Social
  Driver is Becoming a Passenger

• **Others**
  Pedestrians, Bicyclists...
  Other Cars

TRB workshop, Jan 11th 2015
Software is Eating the (automotive) World

- **End-to-End UX**
  Before & After

- **My Profile to the Cloud**

- **Self Learning Car**
  My Car is part of my Digital World
  Lifelong Relationship

TRB workshop, Jan 11\textsuperscript{th} 2015

Renault Innovation SV
Improving and Unlocking Mobility & more Fun?

- Mobility for All
  Shared-Use becomes a No-Brainer Accessibility
  No driving Skills Required?

- Social
  Day Trip
  Gaming

- Engage the Senses
  Life on Board
  Immersive Experience ...

TRB workshop, Jan 11th 2015

Renault Innovation SV