

# Auto Interiors <sup>TM</sup>

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Design • Innovation • Technology

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## Future Vision

Driving into the electronics frontier,  
Page 16

Convergence Wrap-Up  
News, products and  
technologies from  
this premier event,  
Page 22



# Future Vision

## Interior Concepts for the 21st Century

**P**eeering into the future carries the risk of making you look downright silly if your predictions don't pan out, and the only certainty of such risk-taking is knowing that, if you get egg on your face, you will find yourself in good company, as the following examples illustrate:

“Heavier-than-air flying machines are not possible.”

— physicist Lord Kelvin, 1895

“I think there is a world market for maybe five computers.” — IBM chairman Thomas Watson, 1943

“640,000 bytes of memory ought to be enough for anybody.” — Microsoft chairman Bill Gates, 1981

Only history will vindicate the views espoused by the companies represented in the next few pages. Fortunately, they have been bold enough to stick their necks out and

share their unique perspectives on the road ahead in *Auto Interiors'* second annual Future Vision section.

We thank them for providing this glimpse into the materials, technologies and consumer trends they believe will shape the interiors of the future and for offering us the stimulus of their thought-provoking ideas. These range from holistic approaches to safety to unique perspectives on the man-machine interface.

Yet, it is only fair to say they represent the tip of the iceberg. Our own crystal ball shows aromatherapy, biometrics, haptic controls, smart fabrics and other fascinating technologies finding practical applications in future interiors, enriching the automobile's comfort, convenience and safety in ways we can only imagine today.

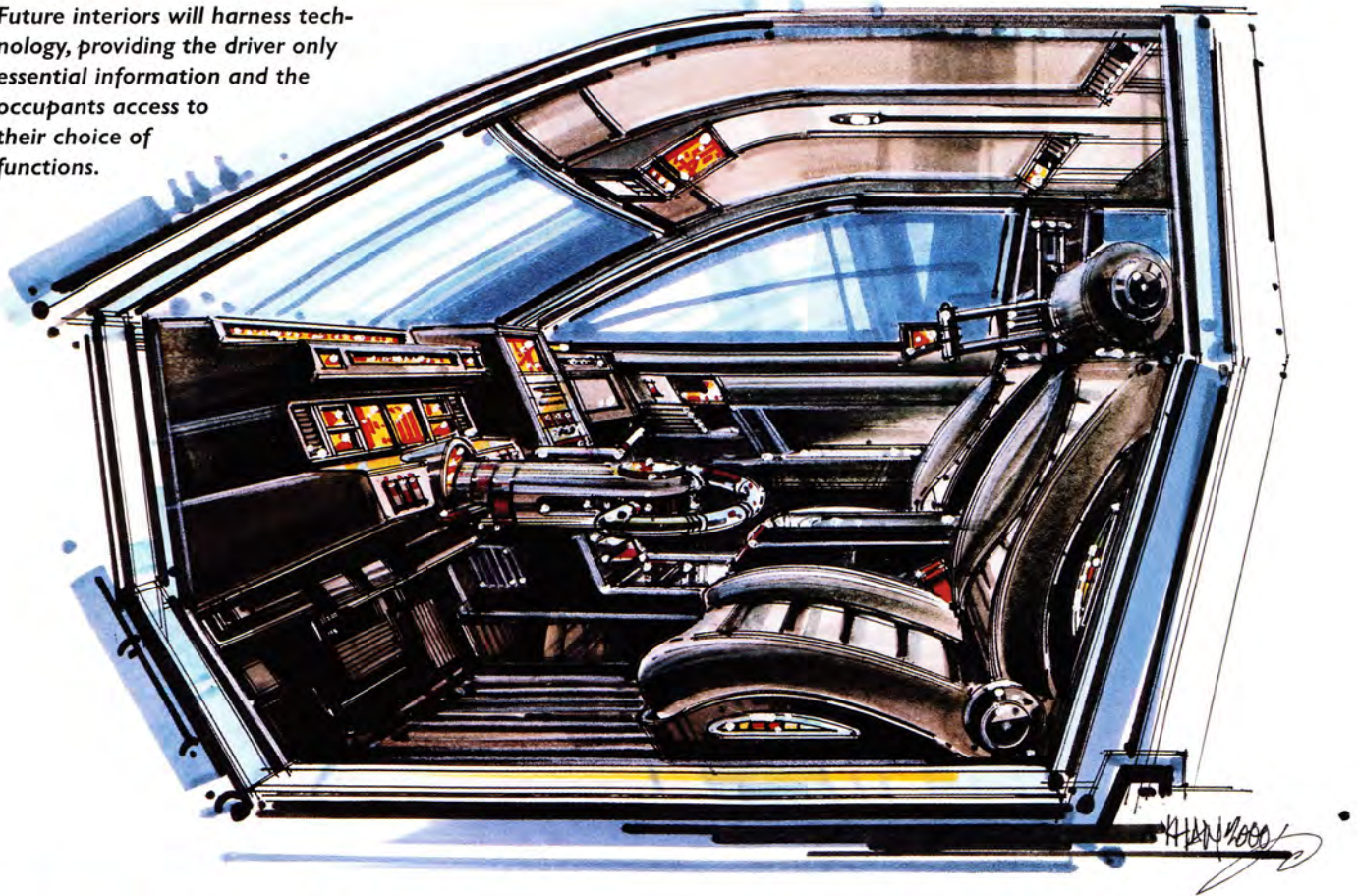
All of which goes to show that the vehicle interior is, indeed, a very special place. ♦

— Richard Lebovitz



**Mercedes-Benz USA is the first automaker to introduce adaptive cruise control to the North American market. Available on 2001 models, the system uses a radar sensor to help maintain a pre-set distance from the car in front. As with many other technologies, adaptive cruise control was merely a visionary concept a few years ago.**

Future interiors will harness technology, providing the driver only essential information and the occupants access to their choice of functions.



## Technology's impact on vehicle interiors

Despite many suggestions to reduce our dependence on cars during the past few decades, automobiles remain our transportation mode of choice and determine, to a large extent, the social and cultural dynamics of urban societies worldwide.

Safety is always a concern. "Intelligent" systems that will provide "real-time" information on road conditions and traffic congestion will be supplemented by vision enhancement, navigation and "driver impairment" recognition. Guidance systems will enable vehicles to communicate with the road and each other to constantly monitor the situation, issue warnings and override human commands that could be potentially hazardous. Existing navigational systems will be upgraded to include compre-

**"Multimedia devices will create 'flexible' interiors."**

— Khan



hensive intelligent highway systems such as ATIS — Automated Traveler Information Systems.

Automobile engines will continue to evolve, improving efficiency and reducing exhaust emissions. Dependence on fossil fuels will gradually give way to "hybrid" engines and "fuel cells." Future vehicles might even use induction motors that collect power from the roadway.

These technologies will have a major impact on vehicle interiors. Only essential information will be provided to drivers and be reinforced by audio-visual signals. Ergonomics will play a major role in providing comfortable interiors for people who spend significant time between destinations. Personal information devices with voice-activated systems will be commonplace, along with "touch plates" and advanced optical systems to monitor vehicle operations.

All these technologies will be installed in an interior that is appealing and inviting, providing passengers with a feeling of both security and comfort. Multimedia devices will create "flexible" interiors, with Internet access providing information, education and entertainment. The vehicles of tomorrow will be exciting, functional automobiles that provide clean and safe transportation. ♦

— Eyoub Khan  
President

Conceptual Design Group