New Vehicle, New Experience

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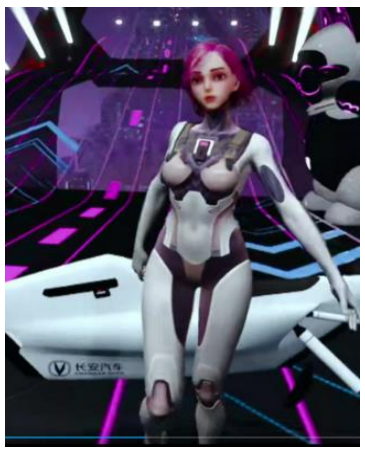
Trends and Changes

Customers' High Expectations For Driving Experience

- As the largest consumer group, generation Z perceive vehicles as providing amazing driving experience rather than just transportation tools. They expect cars to continuously evolve and can be customized with built-in "caring assistants".

New Consumer Characteristics



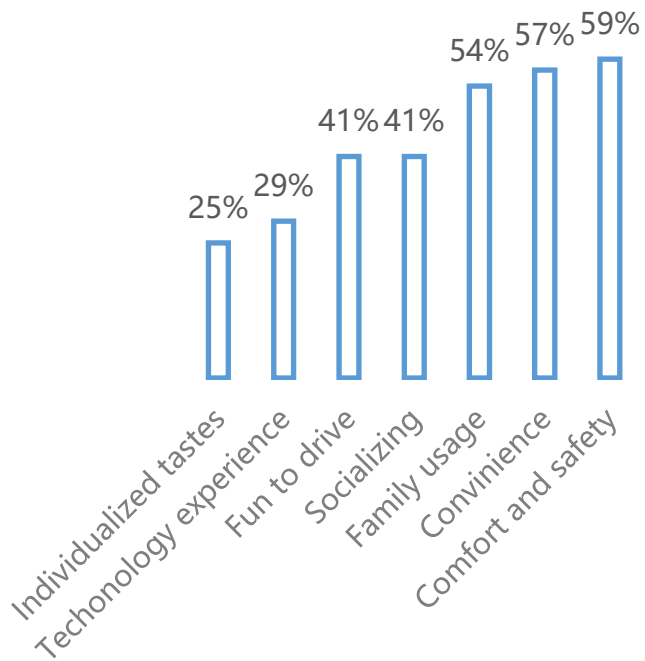
Appearance Oriented

High Quality Oriented

Individualization Oriented

"Creating" Oriented

New Consumer's Expectations for Driving Experience



■ **Continuous Evolution**

System and function iteration

Consistent upgradation

■ **Customization**

DIY

Personalized voice command

Personalized gesture command

■ **Caring assistant**

Amazing appearance

Outstanding comprehension

Intimate friend

Source: Gen Z Automotive Preferences Insights Report, Ipsos & Bilibili (2021)

Traditional Cabin upgrading to Intelligent Mobile Robot's Skeleton

- Automobiles are converting to "intelligent mobile robots" equipped with digital terminals, data carriers, energy storage units and multi-function zones.

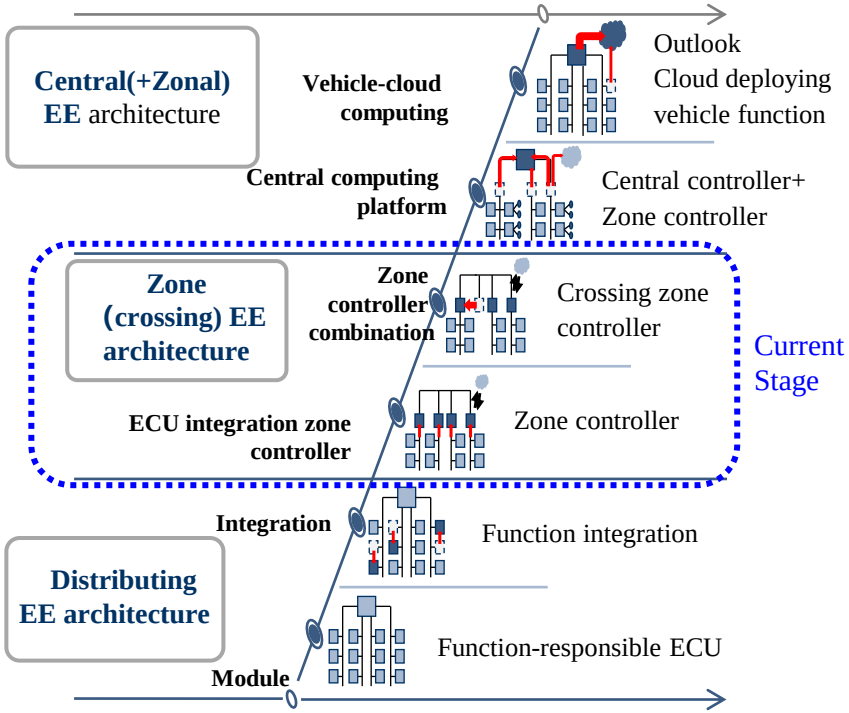
	Traditional Cabin	The Third Living Space
Definition	Transportation Tools	Transportation Robot
Core Features	Digitalized Appliances…	Multimodal Interaction..
Key Service	Maps+Videos+Audios…	Phenomenal Experience

- **Brain:** Powerful computing platform
- **Eyes and Ears:** Various sensors
- **Heart:** Sustainable high- energy
- **Hands and Feet**: Motion apparatuses

Cutting Edge Automobile Technology, Infinite Possibilities

- New technology，such as Central Computing Architecture, Vehicle Cloud Communication, Big Data and AI Data Closed-Loop，enriches user experience.

EEA Evolvement



EEA changes from traditional distribution to current zone controller and will finally to centralization.

Multimodal Interaction

Interactions are extending from unitary to multimodal.

Data Driving

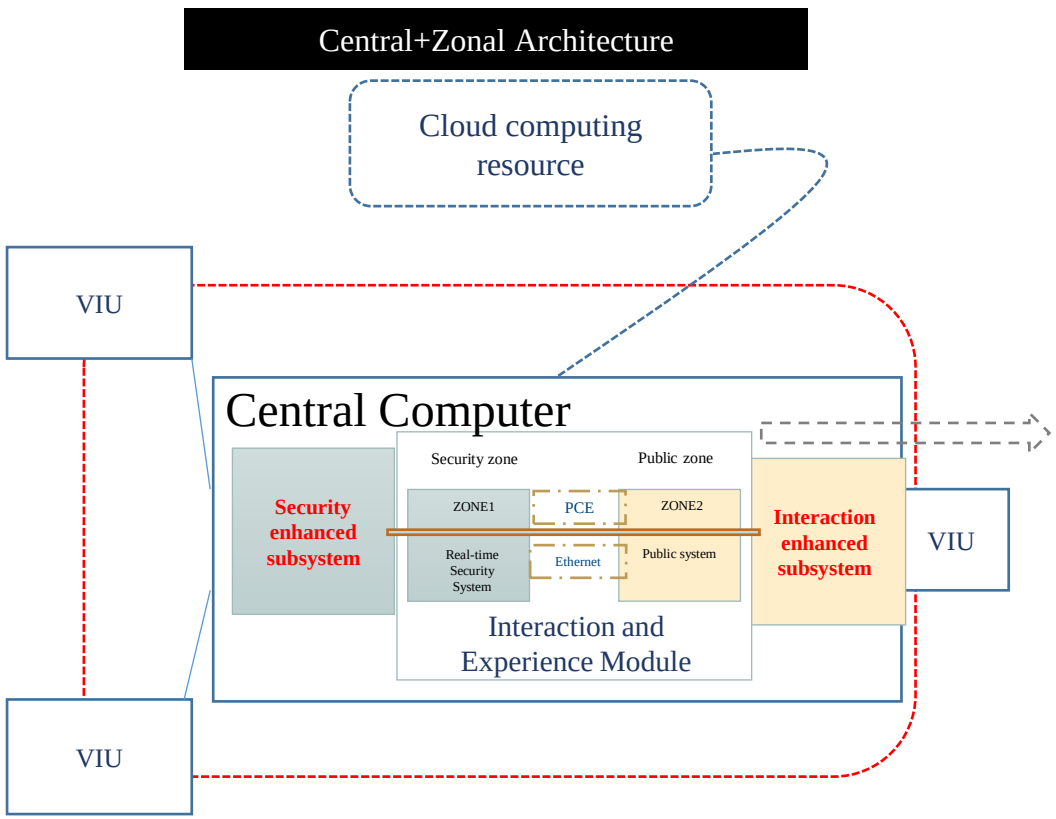
Vehicles are self-learning and self-evolving.

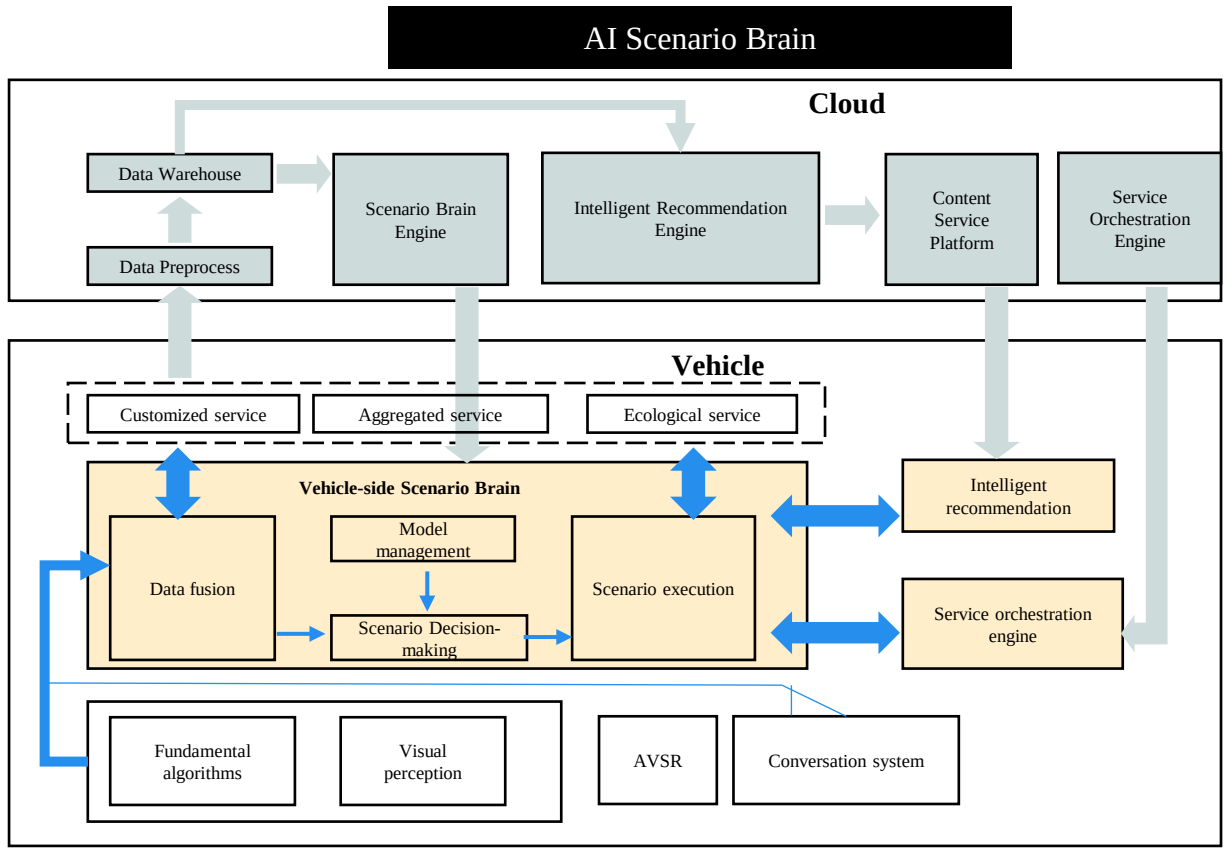
Source：Internet Public Resource

Thoughts and Explorations

New User Experience-Oriented Architecture

- Achieve the evolvement from “functional-based architecture” to “Experience Centric architecture” by building the worldwide first-coming “Central+Zonal ” Ethernet ring-network EEA.
- Create an individualized experience scenario brain, allowing vehicles to make decisions autonomously according to the environment.





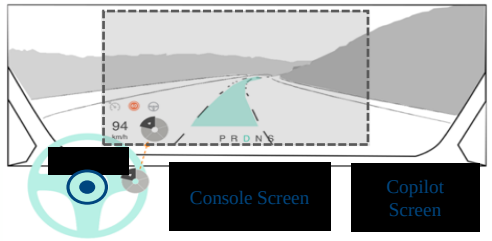
Brand New Product Experience

- Build a third space with all dimensional care, empathic interaction and “human + AI” co-driving for users, satisfying their diverse demands.

Experience based Services	New Interaction Mode	Continuous Learning & Evolution

Human Care

Comfortable Vision

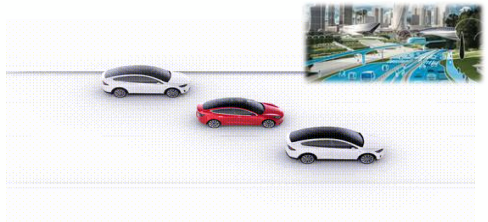


Meticulous Escort

Car Care

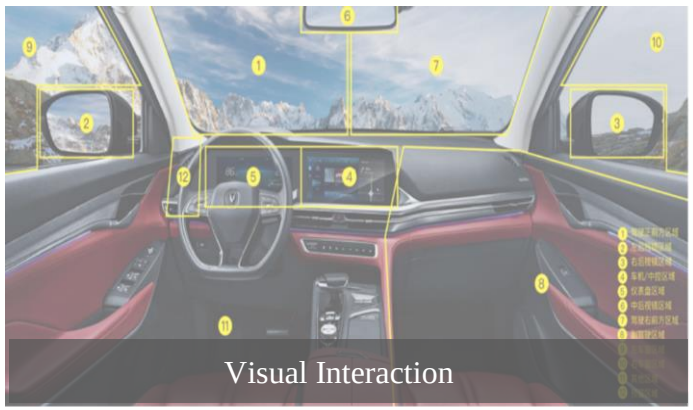
Convenient Operation

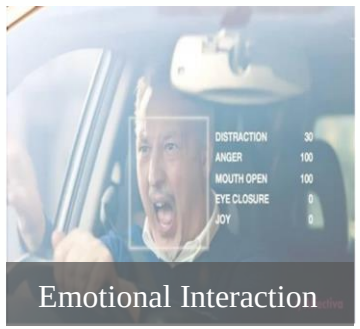
Reassuring Pilot

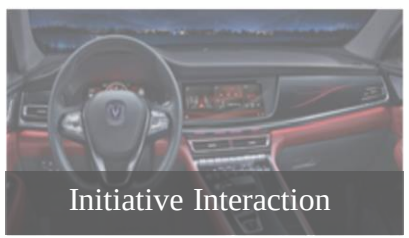


Human-Machine Interaction to Human-”Human” Interaction

- To achieve active interaction by using features through visual and emotional interaction, lip-language recognition, fatigue monitoring.
- To strive whole life cycle evolution by establishing a brand new computing platform with AI algorithms.







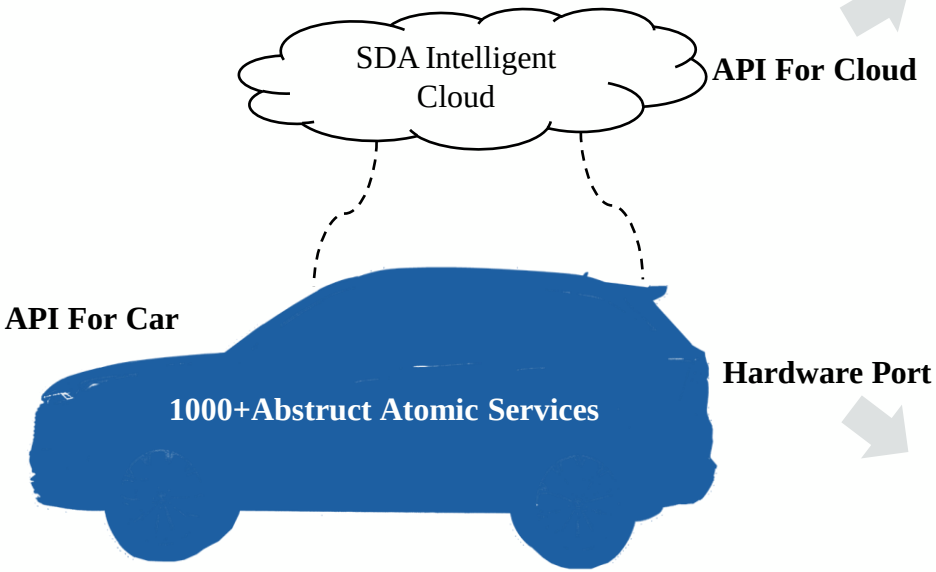
Provide What Users Expect, Lead The New Future

- Build an intelligent e-premium digital platform where there are pluggable hardware, programmable scenes, on-demand ecology and self-evolutionary system, based on the SOA architecture, to support high-efficient innovation and bring extreme experience for customers.

Limitless Combinations For Services/Features

Cloud/Mobile-Side Service Orchestration

Car Applications



Data intelligence for customized recommendations.

Provide seamless access to Changan's 3C certificated digital products

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