

NoAE Innovations-Competition 2010

Topic Cluster 1

Topic heading:

The Vehicle Interior, a special environment

Description

The utilisation of the car (PKW/LKW) is changing with society (aging, urbanisation...) as well as the framework conditions (resources, laws, infrastructure...). The demands are becoming more complex and more specific. In addition, the vehicle interior should contribute with new functionalities or extended parameters. Topic cluster 1 is searching for **innovations** that address aspects such as: new **functionalities** inside the vehicle, **flexibility** of usage, **customer convenience and comfort**, and **individualisation** as well as the **security** aspects.

Key points and sub-items

- Age pyramid
- Mental relief and support
- Simplified handling
- Comfort and well-being
- Protection and insulation from external influences
- Target group specific features

Considering customer needs

- Safety and security requirements
- Getting in, getting out and loading aids
- Communication and more time-efficient (additional) usage of the vehicle
- Precautions for the protection of the passengers and the driver from overloaded functions

Where innovations are found

- Universities, Universities of Design and Applied Sciences
- Commercial vehicle and long-distance travel industry
- Health and research institutes
- Aeronautic and nautical transformations

Cluster moderation:

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