

# #CES2023 Round-up - RAM's Tech Revolution, Luxury AVs, Feline Design, Electrified Skates, and More...

Lynn Walford - Jan 09 2023



Creative minds from all over the world are offering new kinds of mobility and technology solutions at CES 2023. Concept vehicles from Stellantis and Toyota Boshoku revealed their views on future technology. VinFast announced V 6 and V 7 specifications. There were some fun technology surprises on the exhibit floor.

## CONCEPT Vehicles from Stellantis

Stellantis CEO, Carlos Tavares, was a keynote speaker. He talked about Stellantis' sustainable goals and new technology.

"We have got the right focus and resources to support shape and scale. The best breakthroughs in all facets of sustainable mobility, shared pre-owned bikes, commercial vehicles, electric aircraft, automated, you name it. We have got the complete package and are guided by a clear strategic vision. The Dare Forward 2030 plan is our blueprint for providing cutting-edge, freedom of mobility," said Tavares.

The company revealed the PEUGEOT INCEPTION CONCEPT with flashing lights and exciting music with 'cat' allegories. Linda Jackson, CEO of Peugeot, called the INCEPTION a "new breed of cat."

"We call the design - feline future. It has the magnetic poise and posture of a big cat," said Jackson, who detailed the INCEPTION's me-wow tech and roaring electrification.



RAM brand CEO, Mike Koval, introduced the battery electric RAM 1500 Revolution Concept truck with a truckload of tech features that will "re-define the pickup

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He called it a "stunning vision of the brand's future and the future of trucks."

Revolution tech features include two screens, an augmented reality HUD display, four-wheel steering, solid-state batteries, a smart backup camera, connectivity, personal assistant, trip planning and an intelligent storage app that shows the most efficient place to put scanned items.

The Revolution has several different interior configurations with many materials sourced with sustainable materials. The powered mid-gate features mounted jump seats with a removable lower section for placement in the bed or outside the vehicle. The mid-gate with powered glass enables a pass-through (and into the frunk) that can fit objects up to 18 ft. long with the tailgate closed.

For autonomous driving, the RAM will have Shadow Mode.

"Imagine you are an architect in Austin - checking on the progress of the job site with blueprints or digital files. Or-- you are a farmer, starting your morning between barns with feed meds for your stock and your morning coffee and a cup holder. Shadow Mode allows your RAM to follow you as you make the rounds where space allows and keeps what you need within reach," said Koval.

Ram expects the 1500 BEV production model in 2024.



### VinFast Fast Facts

During a news conference, VinFast gave more details about the VinFast V 6 and V 7 electric SUVs revealed at the LA Auto Show in November. Preorders for the vehicles will start in March.

Each model comes in Eco or Plus versions. Both FWD V 6 models can have 59.6 kWh battery packs with 15-inch screens. V 7 models can have 75.3 kWh battery packs. The V 7 Plus features all-wheel drive and a 17-inch screen.

All V 6 and V 7 models' ADAS features include highway assist (level 2), lane centering assist, adaptive cruise control and emergency lane keep assist.

Madam Le Thi Thu Thuy, Vingroup Vice Chairwoman and CEO of VinFast Holdings, says the models will resonate well with young customers who are passionate about technology and exhilarating driving experiences.



### New Autonomous Shuttles Are Comfy, Clean And Feed You From The Roof

Many exhibitors are showing new kinds of autonomous people movers from Hyundai Mobis, Italdesign, ZF and HOLON.

Toyota Boshoku's 2030 concept autonomous mobility rideshare vehicle takes autonomous shuttle service to a new level of luxury and sanitation.

In a demonstration video, Chief Branding Officer, Richard Chung, detailed design advancements for the MX 221 shuttle with some far-reaching future features.

There are three different levels of service - basic, MX (a kind of business class) and MX Prime ultimate premium experience. Each level has different seating configurations and comfort levels.

MX Prime is super comfy with a special seat, phone sanitising, aromatherapy and skin softening.

Chung says in the MX Prime, the premium space provides a luxurious space full of comfort and convenience features. The seat is surrounded by a premium finish furniture wall which contains UVC LED smartphone sanitiser. A mist generator sprays a fine mist of aroma and hyaluronic acid to keep skin moisturized.

"The ultimate highlight of the MX Prime is the Cloud Swing feature. It assists the busy executives to fall asleep much quicker and to power nap, allowing more time to sleep during travel rather than trying to fall asleep."

UV light destroys odours and zaps germs.

"There is nothing worse than getting into a rideshare vehicle from a lingering smell of hamburger eaten by the previous passenger. With the Always Clean Space System, after the previous passenger gets off the vehicle, the air is purified and deodorized and disinfected through the HVAC system with a built-in-UVC lamp system that kills airborne bacteria and viruses. Also, the in-cabin monitoring system detects any surfaces that are touched and occupied by previous passengers and activates the overhead UVC LED lamp to disinfect the affected surfaces while the vehicle is on the way to pick up the next passenger," explained Chung.

Plus, a UV air curtain prevents more viral invasions into the vehicle.

A fine dining experience is delivered through the roof via a drone waiter. Hungry passengers order food through an app.

The drone flies in to arrive on the top of the vehicle and scans the QR code to send a signal to the vehicle for a safe drop-off. A drop-off door will deploy the overhead serving console for the drone to drop off the meal. After the meal is delivered, the meal is served to the passenger through the overhead serving tray on the overhead rails, said Chung.

Seats have three airbags. Passengers can be entertained via a large screen and "work up a sweat" playing games.

There are special wheelchair features and an MX Access wheelchair that is docked at the docking station and secured with the backseat seat belt.

To prevent motion sickness there is the directional sensory forewarning system. Its purpose is to inform the passengers in which direction the vehicle will move by alerts through audio seat sounds, seatbelt vibration, and visual alerts. This allows the passengers to anticipate the upcoming movement direction.

In each seat is a motion sickness mitigation system inspired by ancient Japanese remedies. A cool rapid air jet is blown to the back of the neck, relieving the symptoms of motion sickness and helping recovery.



## New Mobility Vehicles Special Device And Sensors

Vehicle concepts are not the only things on display at CES this year. New mobility devices can help get things done steered by feet or propelled feet or prevent sleeping at the wheel. New sensors mitigate driver impairment, overactive HVAC systems or wheelchair blindspots.

The hands-free PickWheel is on display. PickWheel is an electric four-wheeled lawnmower-sized vehicle with a bicycle-style seat controlled by feet only. Hands are free to pick up garbage, stock shelves or hand out flyers. Company literature says that the PickWheel can lower injuries from walking.

Electrified rollerblades were popular with reporters visiting CES. Remote-controlled electric inline skates from AtmosGear have a waist-belted battery pack and can travel up to 22 miles (32K).

Oraigo displayed headbands that prevent sleeping while driving. The headband has a brain-computer interface that collects EEG data. Then sends it through Bluetooth to the free Oraigo mobile application. Using AI, the app detects if the user is falling asleep and then wakes up the driver through tangible alerts.

Asahi Kasei's, Senseair showed a sensor that detects and calculates the blood alcohol level from a driver's breath. Senseair has also developed a CO2 sensor to monitor cabin air quality for air recirculation, helping EV efficiency and extending driving range.

For wheelchair users who struggle to manoeuvre safely or need more spatial awareness - Braze Mobility invented a blind spot sensor.

A Braze sensor installed on any wheelchair transforms it into a 'smart' wheelchair.



### The App with a Driving Purpose

For people worried about being pulled over by police and miss-profiled - there is an app for that, the 'Make it Home Safe' traffic stop app. The app provides safety and security for citizens and police during traffic stops. Police can view the license, registration and insurance documents of the driver. Then police can send a notification of the violation to the driver before leaving the police car. Loved ones can receive notifications of the exact location of the driver being pulled over. Video can be recorded. The app, developed by Carlton and Pamela Vreen, was inspired by Carlton's past law enforcement racial profiling experiences. The promotional video says 'Make it Home Safe' takes the stress and fear out of traffic stops making them safer, simpler and better for drivers and law enforcement. Hopefully, the close to 100,000 CES attendees will make it home safely, too

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Rahul Dutta Roy - May 18 2023

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Adrian Smith - May 18 2023

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Staff Writer - May 18 2023

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