

PriestmanGoode unveils vision for future of ride-hailing vehicles

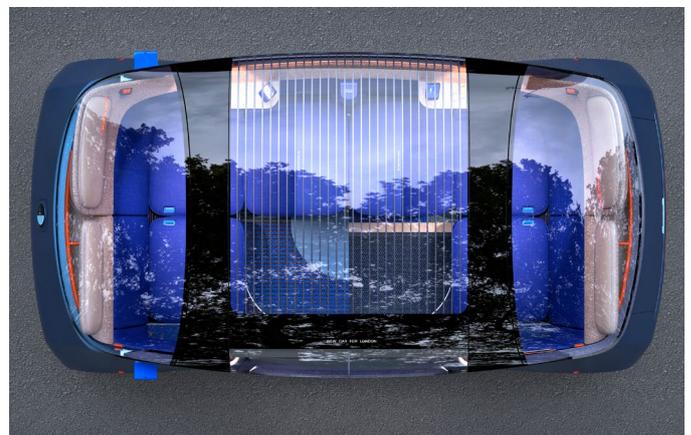
- The New Car for London concept recognises the need for user focused vehicles that serve a wide range of users, and explores how they might serve their communities
- The project also recognises the importance of transport design as integral to how we experience cities
- Watch the animation [here](#)
- For press information or to request an interview please contact anna@priestmangoode.com

Leading design company PriestmanGoode has unveiled its vision for the future of autonomous ride-hailing vehicles: New Car for London is a concept for future transport that is designed to accommodate a wide range of user needs for journeys up to an hour.

Paul Priestman, Chairman of PriestmanGoode explains: "Autonomous vehicles are at the heart of future mobility solutions. Tech companies and car makers are working on developing vehicles that address emissions challenges and user needs. We wanted to create a vision for what these future vehicles could look like, focusing on ride-hailing services. Future car interiors are looking increasingly like luxury suites, and our vast experience in designing First Class aircraft interiors means we understand what passengers want and how to maximise comfort, space and flexibility of use. Meanwhile, our experience working in the public transport sector also means we understand the requirements around ease of maintenance."

New Car for London also acknowledges the unique role that transport design can play as an emblem of a city or country. From the yellow taxis in New York, to the Shinkansen train in Japan, the vaporetto in Venice or the Paris Metro, transport is fundamental to how we experience our environment, both as locals and as tourists.

Dan Window, Creative Director says "Cities risk losing their unique identity as a result of the globalisation of the major ride-share apps. We wanted to address this. While our new concept could be adapted to any global city, the vehicle you see here has been designed with

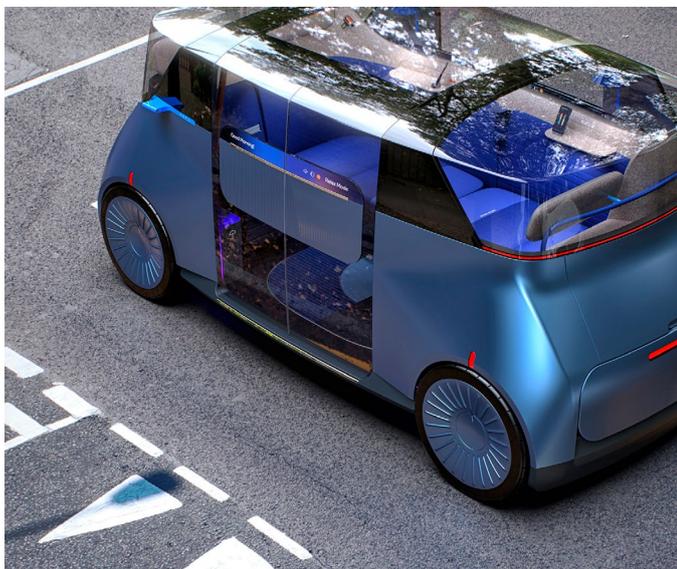


London in mind. The idea is for the New Car for London to live alongside the city's existing transport icons, like the tube, the double decker bus or the black cab, and create a new offer that adds to London's great transport landscape."

Informed by PriestmanGoode's expertise in human-centred design and in transport design, the New Car for London combines simple geometric forms with angular details inspired by London's brutalist architecture. The interiors represent a reinvention of a heritage aesthetic, combining traditional and modern London.

The New Car for London is PriestmanGoode's second autonomous vehicle concept, following the Dromos vehicle unveiled in 2020, which is currently under development.

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NOTES TO EDITORS

NEW CAR FOR LONDON DESIGN DETAILS

The starting point for the design was to look at Londonness. From the city's rich and vibrant history, its sense of tradition and flamboyant edge to London's reinvention as a centre for culture, and its leading global presence in design, engineering and technology, the PriestmanGoode team harnessed a wealth of references to create an aesthetic that represents this great mix of heritage and innovation.

The New Car for London combines simple geometric forms with contemporary angular details inspired by London's brutalist architecture. At 3.6 metres in length, the New Car for London is the size of a compact vehicle, but with maximised internal space. The vehicle has been designed with a large amount of glazing to give passengers a view of the city. An information strip on the door provides key information, ensuring passengers know they're entering the vehicle they've ordered. An illuminated front grille, side cameras and integrated indicators provide clear markings and ensure visibility for other road users and pedestrians.

PriestmanGoode envisages that an app will enable passengers to configure and tailor the interior to suit their needs prior to entry into the vehicle. Dan Window continues "Smart home technology means people are becoming accustomed to controlling their environment from their own devices. We wanted to integrate this as part of our concept. In the future, we believe passengers will be able to pre-select from a series of settings from work mode to leisure, or even sightseeing prior to entry, as well as customise the lighting, music etc once in the vehicle, all from their own devices.

The interior can be configured to suit riders' needs:
 Two premium seats - opposite the doors, allowing for easy access for luggage and other large items like a pram or bicycle
 With legrests - pull out legrests create a full sofa style seat
 Additional seats - space for 2 additional passengers without compromising on space (four passengers in total)
 Wheelchair accessible

Other features of the interiors include:

- Motion controlled lamp with accompanying app to adjust brightness and hue
- Console featuring cup holder
- Wireless phone charging dock
- Rotating table - app controlled, increases the surface area available to the passenger to have a laptop, book or food
- A belt and floor grooves keep suitcases in place
- Umbrella stand with integrated dryer
- Magazine pocket
- Coat/bag hook

Another feature of the interior is a central rug, which creates a more domestic feel. Made of woven vinyl flooring, the rug is washable and easy to maintain. The geometric pattern is inspired by the traditional moquette patterns found throughout London's iconic transport system. The interior colour palette includes contemporary blue, portland stone, oxford blue with punctuations of brick red and electric cyan.

PriestmanGoode has also ensured that key passenger anxieties surrounding hygiene and safety that have resulted from the pandemic are integrated within the design. The New Car for London includes a hand sanitiser dispenser, washable materials such as waterproof laminate textiles, leather and recycled plastic, while integrated UV cleaning ensures the vehicle is cleaned after every journey.

Another feature of the New Car for London is an integrated first aid kit. Window explains "The last few months have really highlighted the importance of supporting one another. As we develop future vehicle concepts, we wanted to explore how they might benefit communities more widely. We've envisaged that they could support emergency services through intelligent design elements. This integrated first aid kit, for instance, could help provide support in emergency situations while waiting for first responders. For us, it's really about thinking beyond just the individual user, and to consider the positive impact that future mobility solutions could have on communities."



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About PriestmanGoode

PriestmanGoode is a design consultancy that specialises in delivering exceptional brand experiences for a roster of leading international companies.

Using design as a strategic tool to transform businesses, we use our unique global viewpoint to deliver solutions that are tailored to place brands and cultures on the world stage, helping our clients achieve holistic brand experiences and customer loyalty.

From aircraft interiors, airports, public transport and high speed trains to hotels and consumer products, our diverse portfolio enables us to draw from our experience across different sectors to deliver new innovations. This unique way of thinking has led us to become brand and innovation partners with a number of leading companies around the world.

Our designs are about people: from end users to maintenance staff, they are used by millions every year. We're interested in how things work and how to improve them. We believe great design should be simple, elegant, intuitive, easy to maintain and efficient to manufacture.

Our company is steeped in the tradition of great British design, but our experience over the years, our interest in the new and our ambition to redefine expectations of great design has led us to become leaders in our field. We define future trends and are at the forefront of global design today.

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