

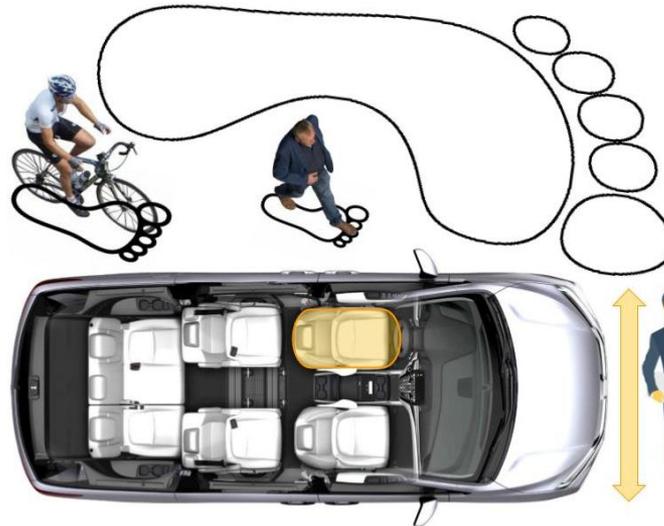


**Information technology** went from bulky and cumbersome to lightweight, sleek, versatile....

**Personal Mobility** is transitioning from already bulky and cumbersome (SUV and truck trend) to full-fledged overweight and wide, because of all the batteries...

Can't we do something? Yes, we can.  
Reduce vehicle footprint, mass and energy intake, without compromising, even *improve* safety.

**Introduce a car equivalent of the smartphone.**



"1 in 900 suffices"



## Electric Car 2.0 = basically an appliance on wheels

How to provide "Lean - Clean - Green"  
in Personal Mobility without  
bringing a small car?

2



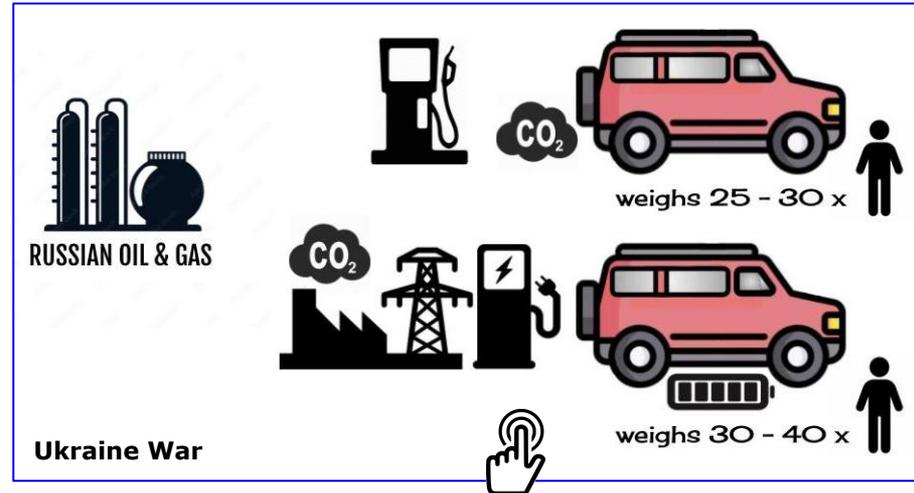
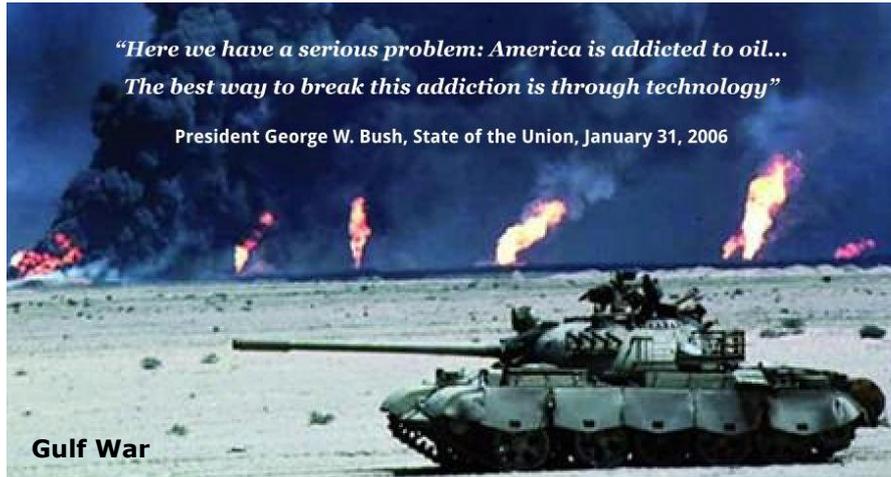
by Ralph Panhuyzen  
[click for 'credentials'](#) 

Aren't you getting impatient about the slow progress in really smart, electric vehicles? As the car is to lose its ICE-related engineering, it basically becomes a large, battery-powered 'appliance on wheels' to displace yourself. Most people think that 'smart' is about gadgets and on-board systems. In author's opinion it's primarily about how to deal with vehicle mass - energy - space - time more intelligently.

In this outline you will read how the Next-Gen EV you see depicted here will carry three passengers safely, comfortably, economically and autonomously.

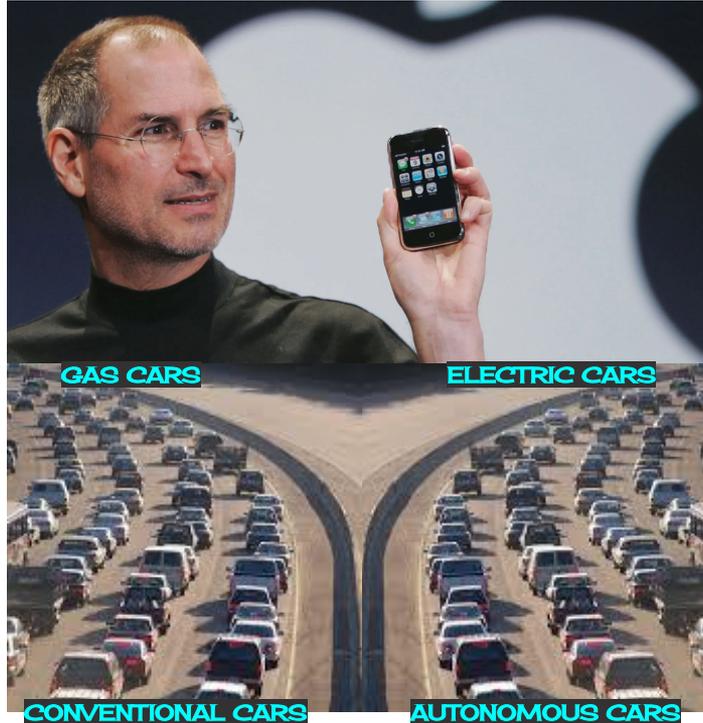
## Combining Need and Opportunity

- 1. Talk about Need:** ditch our dependence on fossil energy because of the volatility involved (pricing, social unrest, war, climate). Since electricity is still being generated by burning fossils and needs to be distributed (raising demand on the grid), curbing an electric car's kWh intake is crucial.
- 2. Talk about Opportunity:** realize more space-efficient 'auto-mobility' and therefore self-driving.
- 3. Tame Inflation:** a more cost-efficient vehicle in terms of using less materials, energy and space.



## Greening the Car and making it Driverless are two sides to the same coin

The same change in mindset is needed as what took place in personal communication



**Personal Communication** → **Smartphone**

APPLE disrupted the whole Personal Communication industry with the Smartphone. Personal Mobility (the biggest industry in the world) needs a similar smart device: lean, clean, green, and self-driving when you want it to be.

Besides swapping the gasoline engine for electric drive, TESLA never came to reformatting the electric car. You'd be surprised how *everything in personal mobility is size-related*, particularly the things we want: affordable electrification, self-driving and of course arriving at our destination on time.

**Personal Mobility** → **Smart-Mobility App(liance)**

New challenges as well as persistent problems in auto-mobility, together with new possibilities, invite us to rethink the car.



## Save the Planet

We need to look beyond the present day electric car to see what should be next.

With electrification, the car will become a household's biggest electrical appliance. This will put extra strain on power grids. Billions need to be invested in charging infrastructures. Obviously the smaller the appliance, the less kWh are required. A small battery pack suffices. This will also help to [SAVE the Energy Transition itself politically](#), and help to build momentum.



### Mission

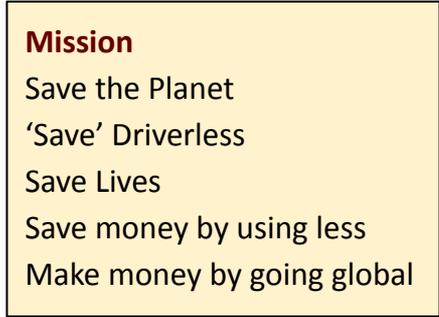
Save the Planet

'Save' Driverless

Save Lives

Save money by using less

Make money by going global



## 'Save' driverless

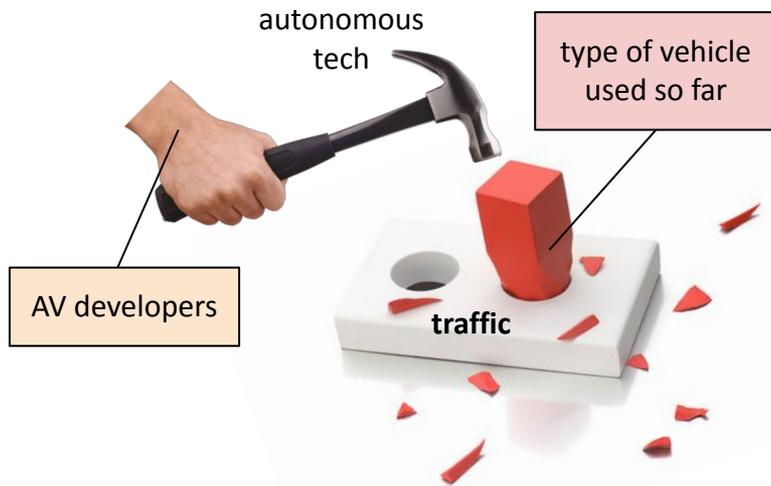


Tens of billions have been spent on making cars drive themselves. So far without a clear finish line in sight. Could it be that all those autonomous car developers have got it backward by fitting hard- and software to existing cars, usually **SUVs and MPVs?**

NHTSA, IIHS and ETSC have warned that SUVs cause **more deaths among pedestrians** because of the way they are built. **Cause more damage to smaller cars.**

Do we need to 'save' driverless by infusing new ideas into the development process? It sure beats "fake it till you make it" (endless pilots and simulations).

When technology is supposed to take over control, the car basically becomes the 'app', the application. Why not reformat the car first to optimize the use of autonomous vehicle technology?

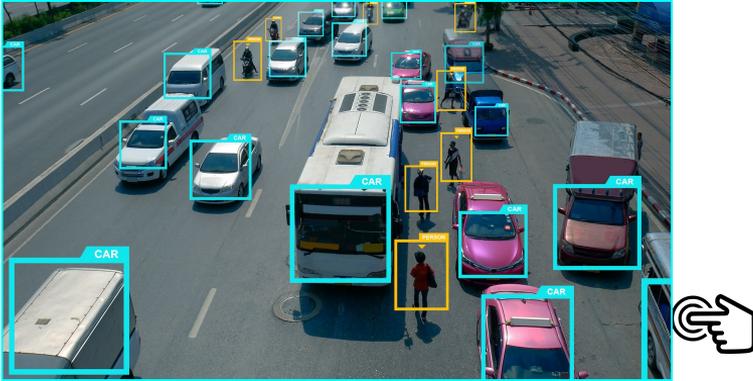


'Real estate on wheels' invading precious public space to carry the average 1.2 passenger. Really?



## Driverless that Saves Lives Part 1

As long as there's no Level 5 self-driving, it is better to have the person behind the controls **seated on the curbside** for better visibility of pedestrians and cyclists. Also to avoid injury in case of the most frequent type of frontal collisions. A three-wheeler is more agile than a four-wheeler.



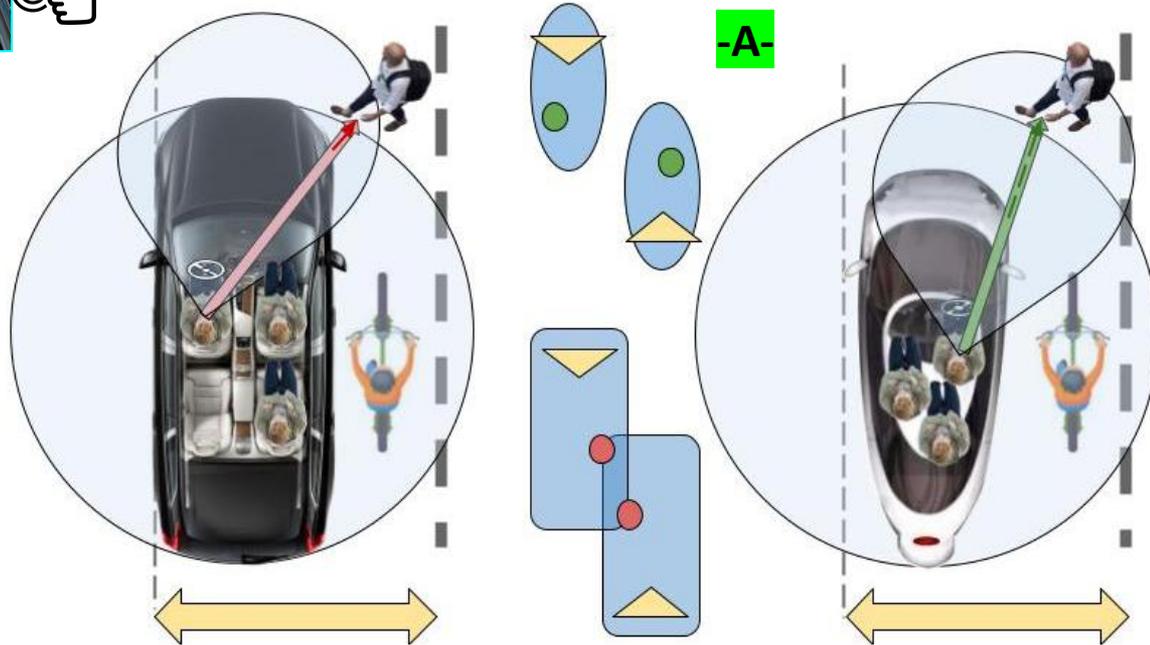
AV developers can't control traffic, the weather, nor legislation.

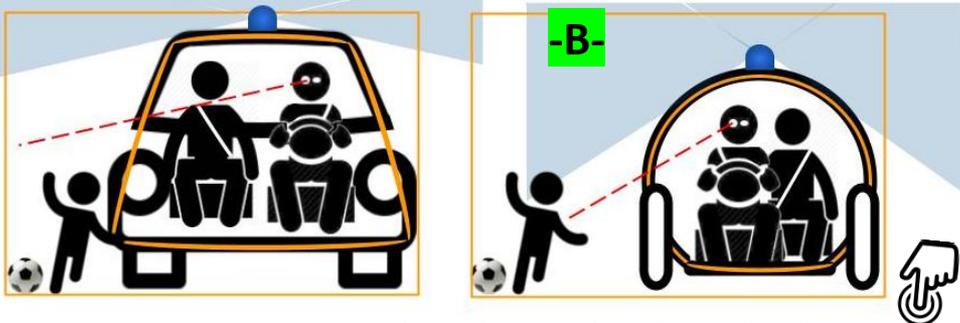
**What they *can* control, is the vehicle itself.**

Wouldn't you say that:

**-A-** the smaller the vehicle, the more margin there is to maneuver, evade other road users?

**-B-** could a vehicle be formatted in such a way that it has more built-in safety for all involved to begin with?





podlike build combines **lightweighting and rigidity**

## Driverless that Saves Lives Part 2

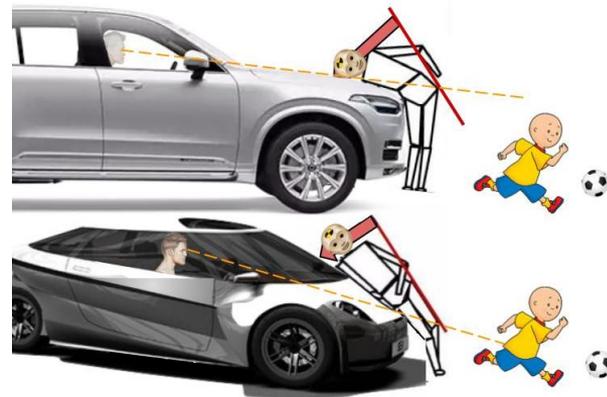


Boarding curbside. Wheelchair users won't have to roll onto the street to enter and exit.

**Car itself needs to 'smarten up'** when it comes to the use of space, to 'street ergonomics' and to safety.

Left: sleek, rounded, sloping vehicle contours make it easier to scan-sensor-image the AV's vicinity. Author's sleek-footprint vision and the specific concept that's featured on next page is filed with the NHTSA (U.S. DOT).

Instead of installing ADS on cars as we know them today, reformat the car first to optimize ADS. The car becomes the extension of the tasks it is supposed to perform. Sleek vehicles squeeze more effectivity and safety out of any ADS. **Important to avoid the 'small car' stigma** though. Ergo, reformatting is quintessential.



How to combine **lightweighting**, structural rigidity and improved in- and outside safety? By reformatting the vehicle. In this case a pod-like body with rearranged seating layout, featuring a long wheelbase thanks to a protruding rear-wheel(s) assembly. This also yields great comfort and rear-impact safety. **Fahrvergnügen** is guaranteed as it leans into the bend.



Passenger heads cannot collide when vehicle is side-impacted.

Notice the **curbside 'driver' \*** position for much better view of cyclists etc. When the AV technology has matured, the steering wheel can be left out.



new-iSetta.com

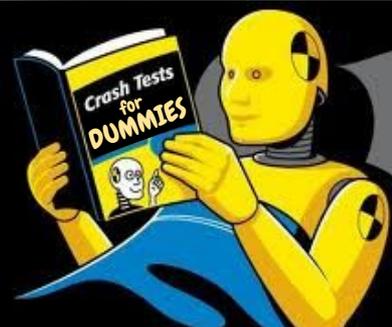


T-bumper

Frontal Impact Offset Collision. Most frequently occurring frontal collision type according to NCAP.



Author Ralph Panhuyzen  
For assessment purposes only | IP registered design



The slender build already suggests substantial materials use savings. Together with carefully 'topographed' lightweight materials, weight loss may well turn out to be spectacular.

\* **UK driver** is obviously seated on the left side of the vehicle.



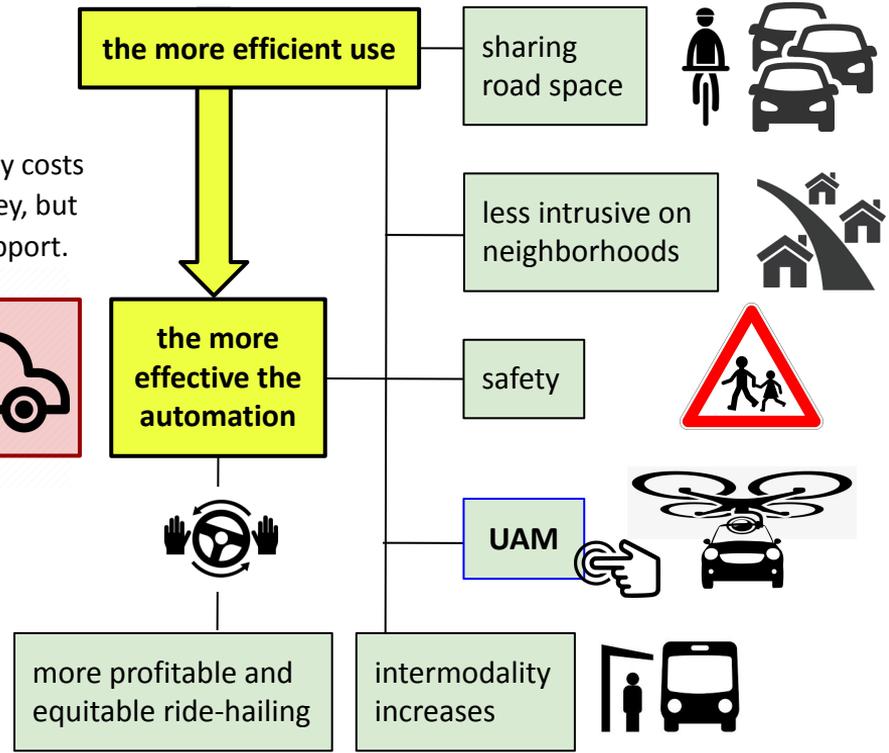
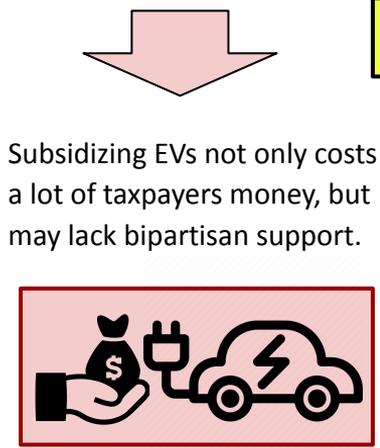
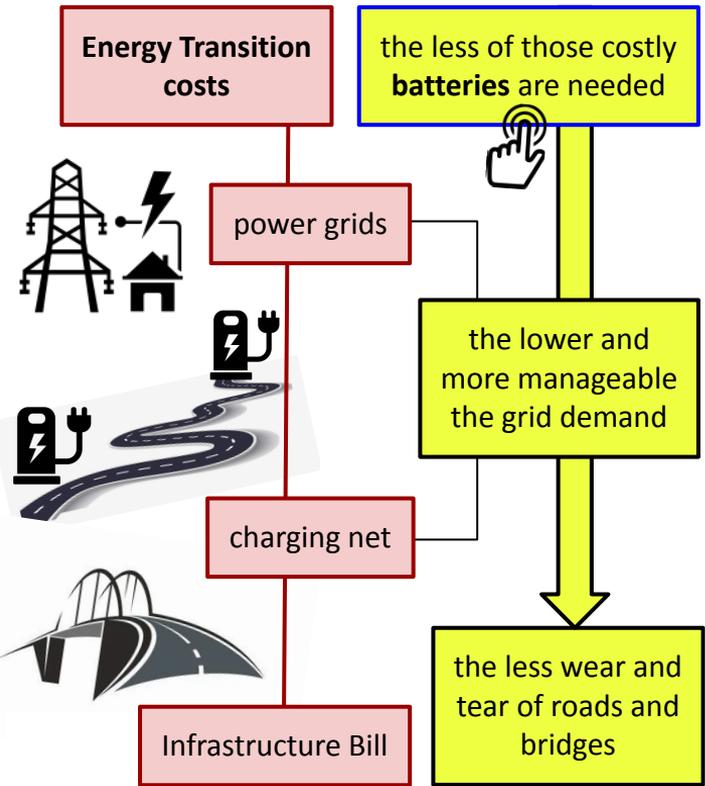
# The Bigger Picture \*

INVESTMENTS / COSTS

SAVINGS

SAVE THE ENERGY TRANSITION

SPACE UTILIZATION



\* No carmaker 'connects the dots' like this!

Size determines efficiency, versatility, driverless, safety, costs



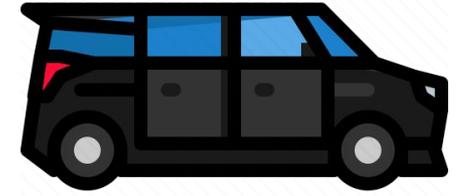
**Car Ownership:**

instant availability  
customization  
wannahave  
performance  
manual Fahrvergnügen  
privacy



**Smart-Mobility app(liance) - Best of Both \***

faster response time than robo-taxi  
cheaper than personal car & robo-taxi  
wanna-use (wannahave?)  
no parking needed in ride-hail mode  
manual Fahrvergnügen optional  
more privacy than in 6-seat robo-taxi  
less 'hardware' per person traveled (VMT2)



**Robo-Taxi:**

availability  
all-in priced  
no driver license needed  
no parking  
ease of use  
no privacy  
more efficient use 'hardware'

\* Smart-Mobility 'app' can be used as a three-person autonomous taxi as well as make driverless available to people who want a personal AV.

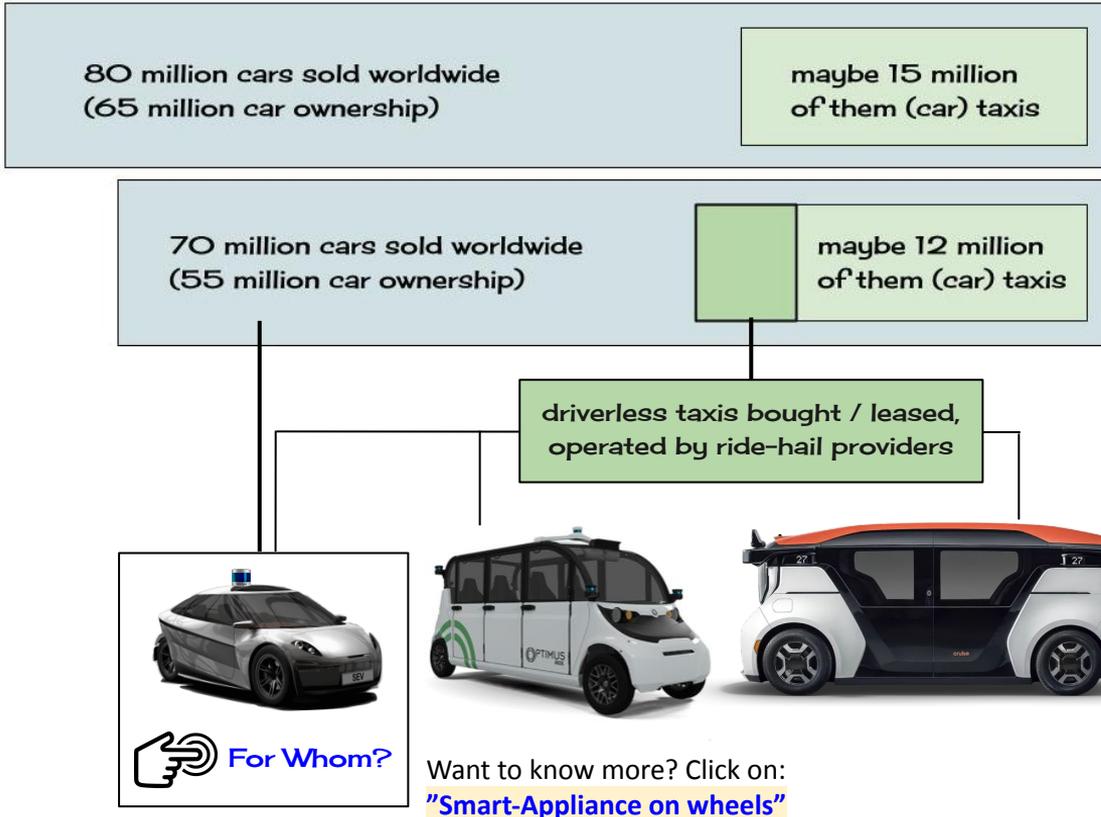


point-to-point

no responsibility in driverless mode  
do some reading or gaming

## Will Car Automation Disrupt the Personal Mobility market?...

Below estimates to give an impression what shift may take place



The good thing of ride-hail taxis is that they can operate in rural areas as they are driven by their local car owners. Robo-taxi companies will prefer to cater to mobility needs in and around cities as a way to cut their biggest expense: human drivers.

A (subscription-based) AV will be handy in cities all over the world, where ownership, having your own parking etc. is out of the question or too costly.

Of course driverless may still appeal to car owners mainly as a comfort feature. Especially on longer-distance routes. It would also make for the perfect 2nd car in 2-car households which may turn out to be the preferred, daily transport mode. Convincing one in every 900 looking for a new car, suffices.

Criteria for deploying/using an AV:

- operating costs
- does it fit the need?
- range (and recharging)
- response and transit times
- effectivity & safety driverless
- spinning off a whole **ecosystem**?