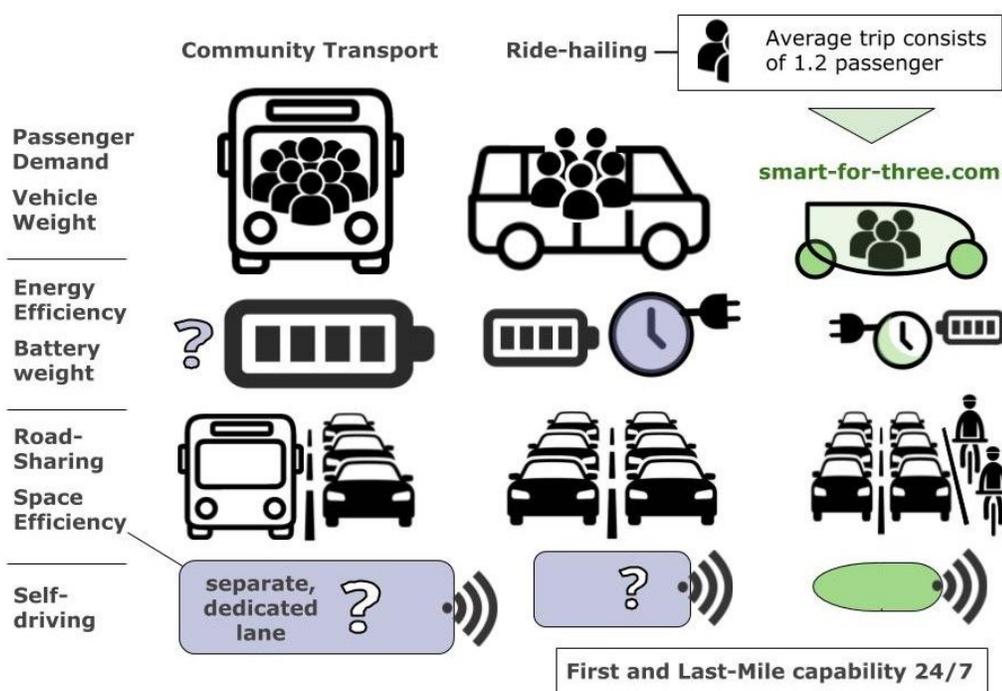smart for three
2022

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Car needs a New Narrative: lean - clean - happy - peppy - autonomous

Steve Jobs said: "design is not just what it looks and feels like, design is how it works". In the specific pod shape you see here, a vehicle cannot only combine low weight and drag, structural rigidity and a stable platform, it can comfortably and safely carry three people, utilize road and parking infrastructure more efficiently, plus it is better suited to self-driving. Low vehicle mass will make it possible to bring a zero-emission vehicle (battery- or hydrogen-powered) without asking governments to shell out billions in subsidies. Not only huge savings, but a great selling point too, in the U.S. and all over the globe.

Ride-hailing can be made profitable; investors may finally look forward to a return of their billion-dollar investments, instead of being sold a load of wishful thinking. Why a three-seater? Most private car trips consist of 1.6 person (1.1 during the commute) and 1.2 passenger on UBER rides. Why use cars that outweigh the driver 20-30 to one, and are as wide as the driver is tall? **Below:** Not only a safe and fun personal auto-mobile, but also the perfect 'tool' for ride-hailers and public transport to work together.

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The auto industry monopolizes the personal mobility market. Not good if you want things to change. There are enough issues, from poor air quality, electric car sales needing billions in EV tax credits, to gridlock and Global Warming. Silicon Valley tried, in vain. People don't see the car as the culprit.

Look, when Steve Jobs introduced the smartphone in 2007, people weren't exactly complaining about their cellphones either. However, he understood that personal communication can be about so much more than calling each other. The iPhone product format (size, shape, feel, possibilities) became the industry standard all over the world, making Apple the richest company in the world. I would like to do the same thing, but then in the infinitely larger market of personal mobility.

Design is how it looks *and works*

Configured (and IP recognized) in the unique way of a three-seat, (semi) three-wheeler, it's not only the ideal vehicle format (size, shape, feel, possibilities) to tackle the issues the car industry has left unaddressed, but as is, it will also stand the test of time as an 'industry standard' IMO. Change one element, and it falls apart, loses synergy. More info: **new-iSetta.com** - BEV | **newiSetta.com** - FCEV. Still have questions or comments? (Make sure not to insult your own intelligence) Then contact me.

Three differences (with the iPhone) which only ADD to my vehicle's potential and significance:

❏ People spend 20-50 times more on a car purchase than on buying a new smartphone
❏ People DO complain a lot about car travel; Uber and Lyft keep hemorrhaging billions
❏ **Environment and Climate** are at stake

However... What's also a difference between Apple bringing the smartphone and me aspiring to bring a smart-app vehicle: I'm no Steve Jobs and don't have a global brand company to help me launch my concept. Should I've left it on the shelf then? I think not. This is one of the most principal issues in 'the world of creating'. One private person does not make a believable project investors can relate to. It felt weird last year being the only civilian who gave a presentation for NASA Ames Research / AHS among sixty scientists, engineers and industry experts. My project misses status. *Having said this...*

What my vehicle project needs is...

A Platform. Endorsement. Nurture & Networking aimed at creating stakeholders and find funding. Once launched, the project should be 'here to stay', go viral, never to lose momentum in the media and with stakeholders. We've seen more than enough wishful thinking and venturing. I want brilliant people with a feel for the bigger picture in things and for identifying what will work best. Specific expertise can be contracted; suboptimal to disastrous would be to bring in the wrong ones.

In many ways, what I propose and project, is inevitable. Better see where developments are heading, and come prepared with something future-proof, rather than patch up what's already ground to a halt. Viable? One in a 1000 prospective car buyers suffices to start the revolution. People don't particularly favor 'small cars', that is why I made sure not to suggest one. Wanna change the World for the better? The world of personal mobility? Then work with me.

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