Emerging Mobility Lifestyles Across the Generations
& the Future of the Automobile

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A new generation of demanding consumers, advanced technologies, and
contextual changes are converging to shape both emerging mobility lifestyles
and the future of the car. Five transitional futures about how we will move,
connect and use the car will be presented – from fun to utility; from comfort to
wellness; from personal performance to social impact; from vehicle safety to
seamless safety; and, from informed driving to connected convenience.