



Group 4

HORIZON

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PITCH

In looking at car customisers in China, we found that they connect, communicate and socialise in a unique way: car clubs. These clubs are in fact representatives of a need we all share, a need for connection and interaction with those who understand us.

We introduce an interactive dashboard that intensifies this exact feeling of belonging.

It facilitates communication and sharing with one specific, or multiple, persons, at the same time. It brings the people in your life, closer to you, even when you are alone in your car.