



## TARGET MARKET

### GENERATION Y

- Age: 17 -21
- Gender: Unisex
- Status: High School graduate/College student

It is the year 2015 and our average high school student is in the process of finishing his/her studies and transitioning to college. His/her life revolves around school, work, family and friends. Their car and cell phones are what enable their activities and contacts to be reachable when needed. This young individual desires a replacement vehicle to his/her handed down car and is looking into something that is fuel efficient, compact and reliable enough so it will last through their college experience. Besides affordability he/she has certain expectations of what they acquire. Music, fashion and connectivity are important factors in the purchasing decision-making process and the ability to personalize their vehicle is highly desired.

Based on this principle the Dash Tech team developed an Instrument panel that responds to Gen-Y's thirst for customization, innovation, environmental responsibility and their desire of new materials and technologies.



1



## MATERIALS & TECH.



### Ultra-Thin Photovoltaic Cells

- Flexible, lightweight & cost effective
- Semitransparent cells can be embedded on plastic or cloth
- Uses less material than conventional cells



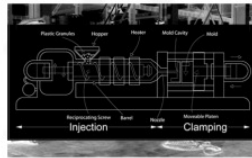
### Holo-iTouch Technology

- Thin, lightweight, flexible & cost effective
- Interactive touch screen display
- Performs in virtually any lighting condition
- Minimal tooling required



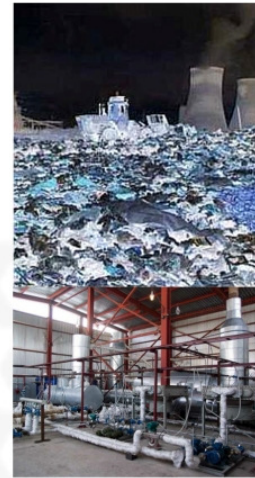
### Plastarch Polymer

- Renewable & biodegradable thermoplastic resin
- Can be produced using conventional injection-molding equipment
- Properties similar to Polypropylene



### Injection-Molding Process

- Low cost & high volume capability
- Minimum scrap losses
- Minimal secondary work needed



### Ethanol Fuel From Waste

- Uses garbage and landfill material instead of relying on crops
- The process improves agricultural economies
- Renewable & in high supply



2



**DASH  
TECH**  
DESIGNS

Henry Ford Academy

# INSPIRATION



3



**DASH  
TECH**  
DESIGNS

Henry Ford Academy

# OVERVIEW



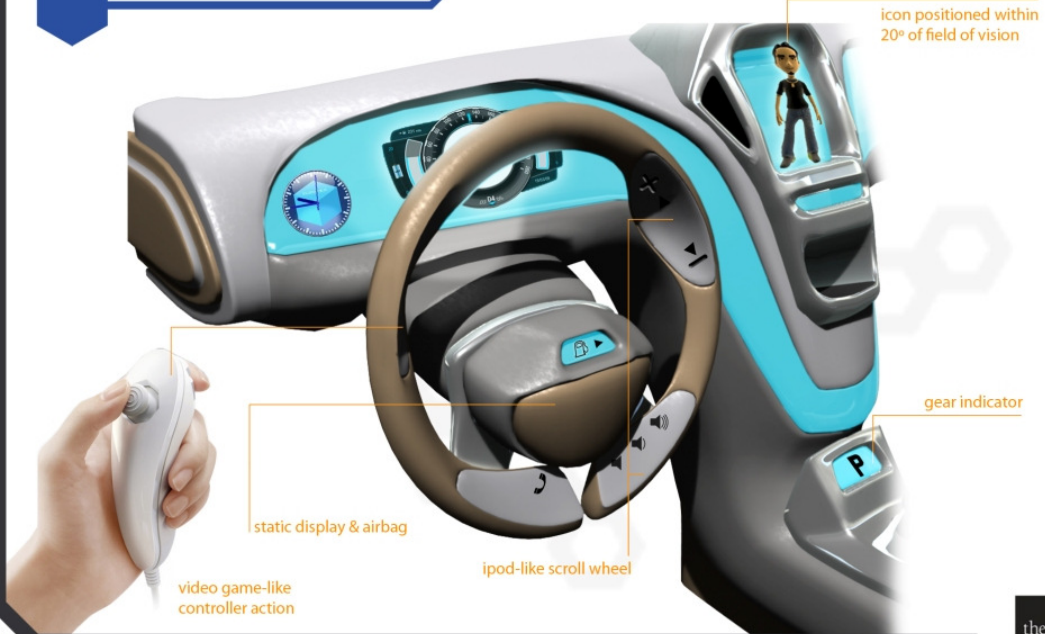
4





Henry Ford Academy

# FEATURES



icon positioned within 20° of field of vision

gear indicator

static display & airbag

ipod-like scroll wheel

video game-like controller action

5



Henry Ford Academy

# ECO-FEATURES



optional voice activated indicator

life indicator

avatar

eco-points

personalized avatar/efficiency indicator

wireless charging dock

6





**DASH  
TECH**  
DESIGNS

Henry Ford Academy

# USER ORIENTED IP

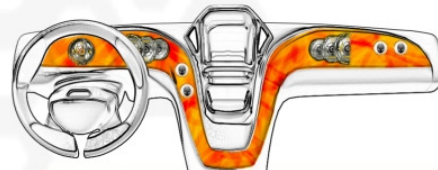
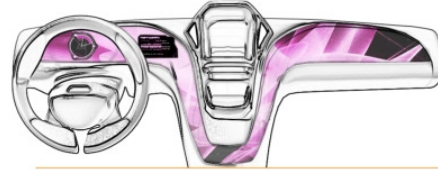
Holo-iTouch screen enables  
reduction of tooling for instrument cluster components



interactive  
app. positioning



passenger  
synched applications



**digital customization**  
low-energy consumption & lightweight screen