



GM RENAISSANCE

GM VISION 2039

Team Ethos



×



Meet the Team

ETHOS

GM × AAU

DEC 13, 2021



Rex Cong
Graphic Design



Shixiong Du
Graphic Design



Mark O'Dell
Advertising



**Krithika
Sengottaiyan**
Textile Design



Yunlei Shen
Web & New Media



Una Su
Industrial Design



Paul Chikan
Sound Engineer

Mission Statement

ETHOS

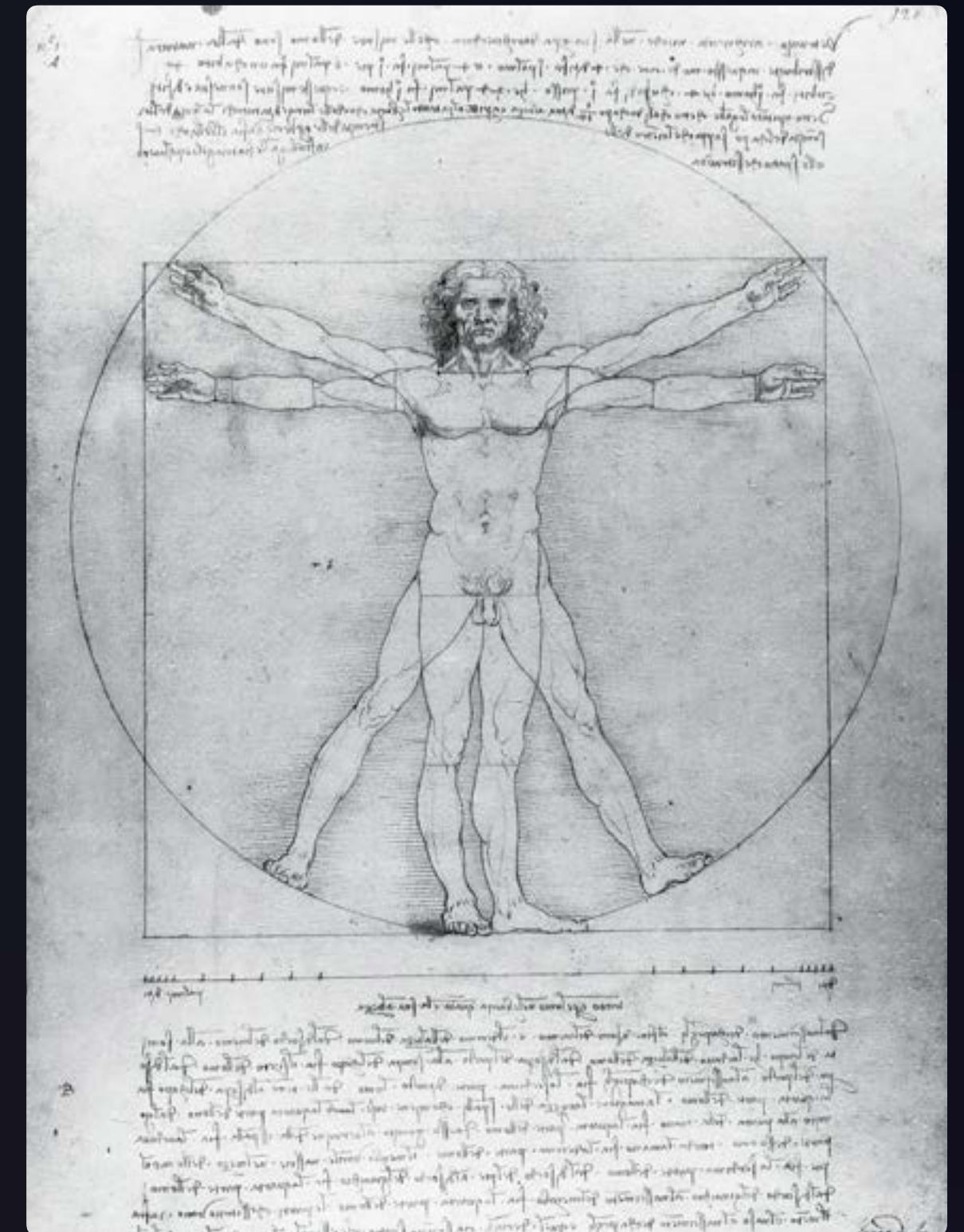
GM × AAU

DEC 13, 2021

Introducing the world to the life changing capabilities of our future concepts.

Ethos is the collective spirit and character of Project Renaissance. Our goal is to create a unifying format for all teams to showcase a holistic approach to innovation.

We will highlight the defining features and unique components that intertwine with all teams under the theme of renaissance.



We see a world where driver assisted and autonomous vehicles live up to the **full potential** of their abilities. Simultaneously making the experience completely **immersive** and as **intuitive** as possible to the passenger.

The radical upcoming changes to the typical driver experience will be a natural progression into something that is more **efficient, less stressful** and better intune with its passengers.

Envisioning the world for 2039. A lot can change in eighteen years. Especially with technology the entire world depends on.

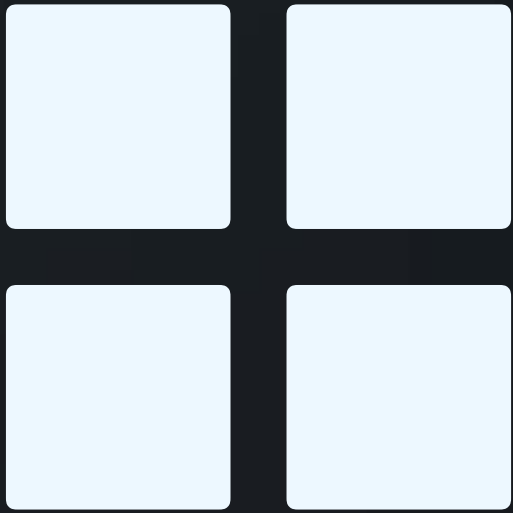
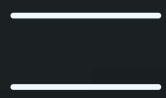
Each team is embracing this EV renaissance in a mindful way that's incorporating the most advanced technology imaginable. Each explores a unique application of multi-sensory engagement that's tailored to the specific demands of its user.

Project Logo

ETHOS

GM × AAU

DEC 13, 2021



Four Teams



Compass Star

GM RENAISSANCE

Utilizing the latest micruise technology dramatically increases the fluidity of our concepts by automating specific functions.



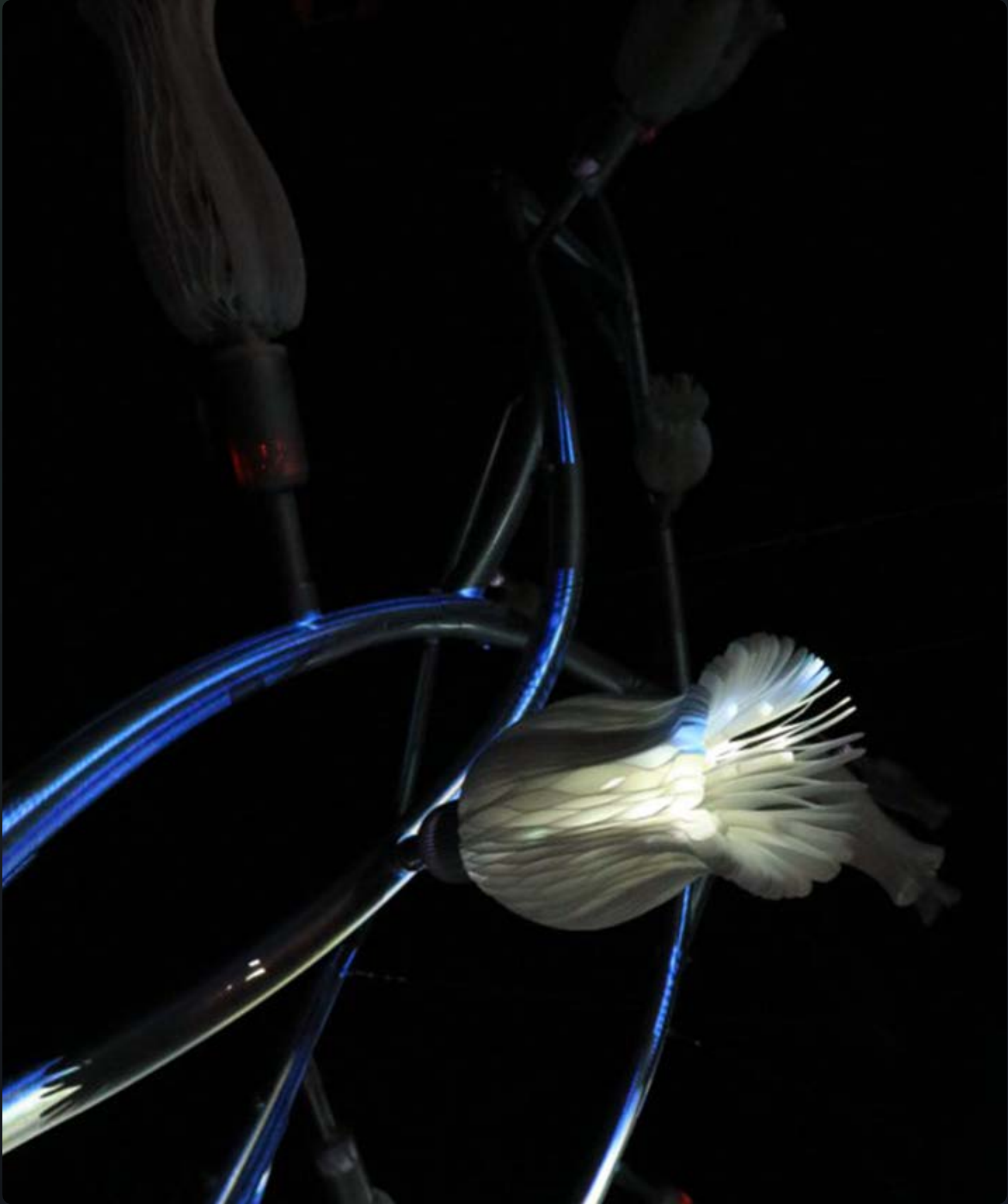
Multi-Sensory Experience

Multi-Sensory Experience – Axon

INTEGRATED

EVOLVE

SOLACE



Biomimicry

Sea Anemone, Eco-Friendly, Symbiosis Flower, Nerve

Multi-Sensory Experience – Wanderer

CONNECTIVITY

SERENDIPITY

EXPLORATION



Biomimicry

Chameleon, Natural Camouflage, Reflection

Multi-Sensory Experience – Durant City

MOBILITY

ALCHEMIZE

BALANCE



Biomimicry

Firefly, Natural Lighting, Artificial Sun

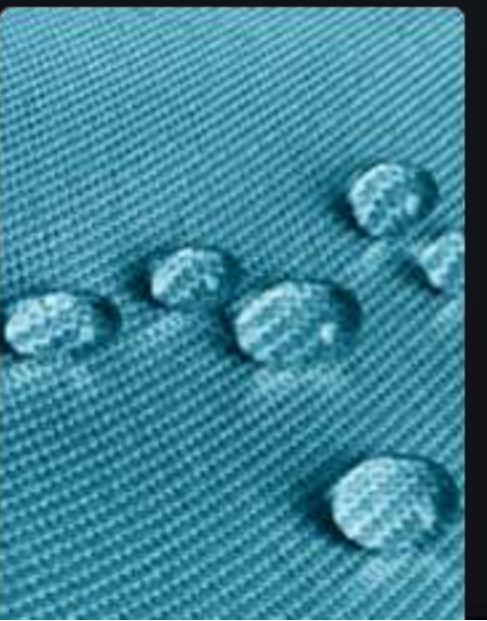
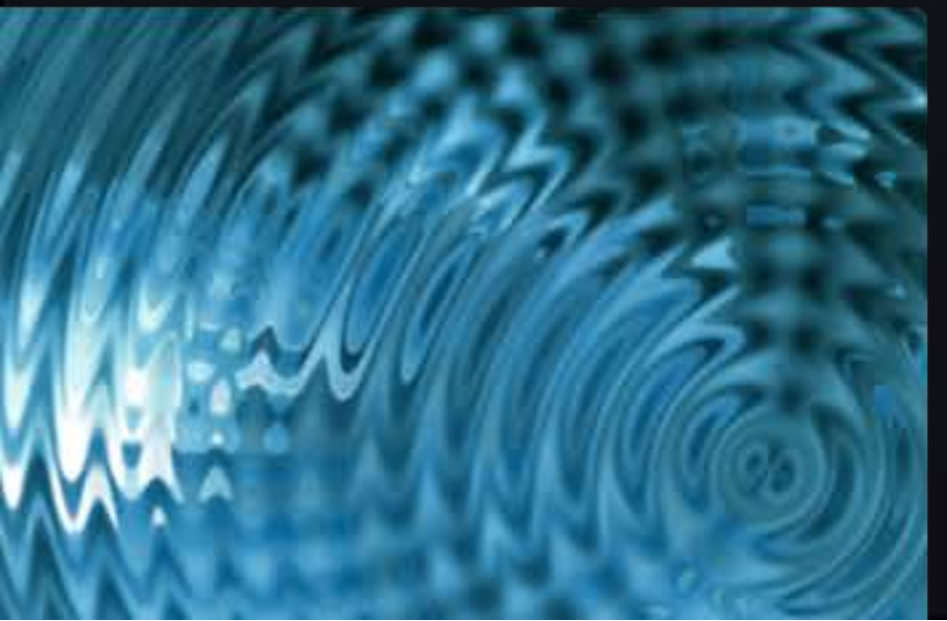
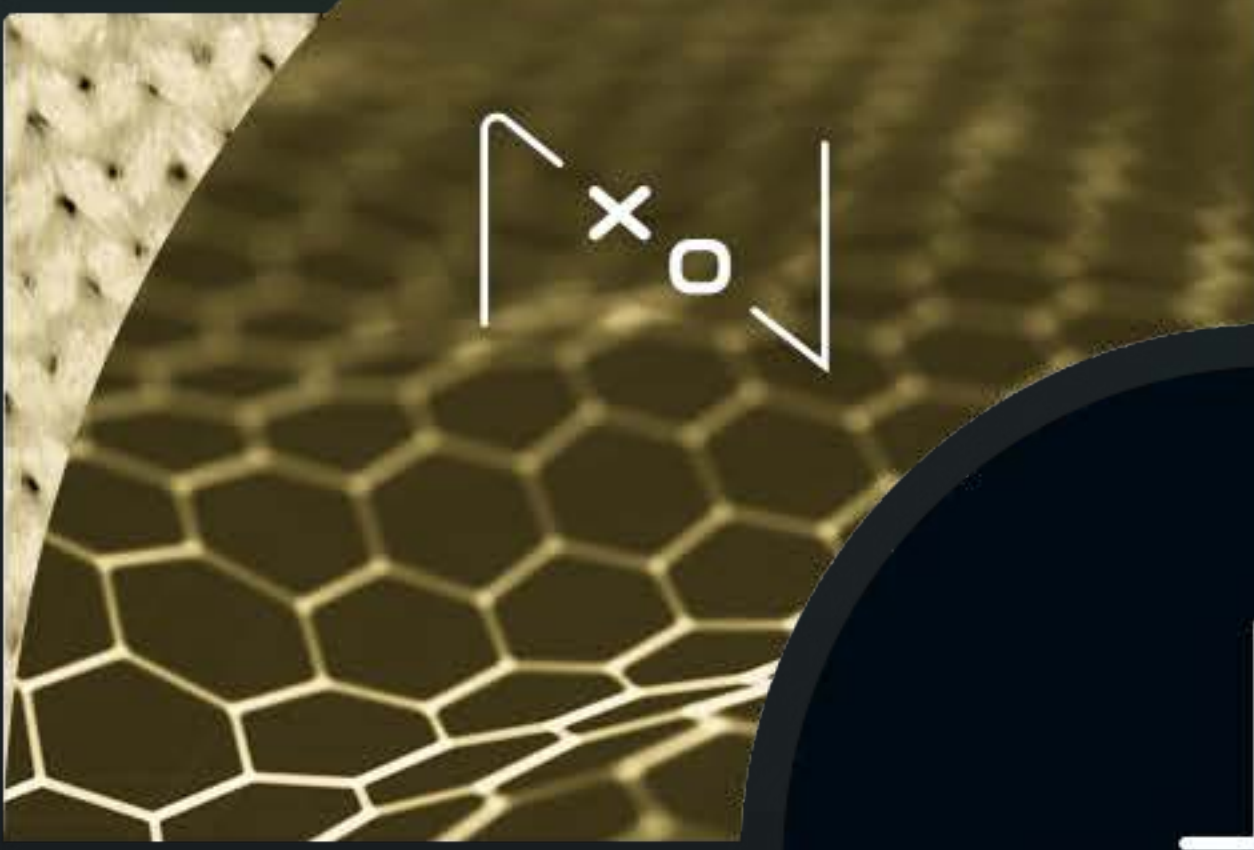
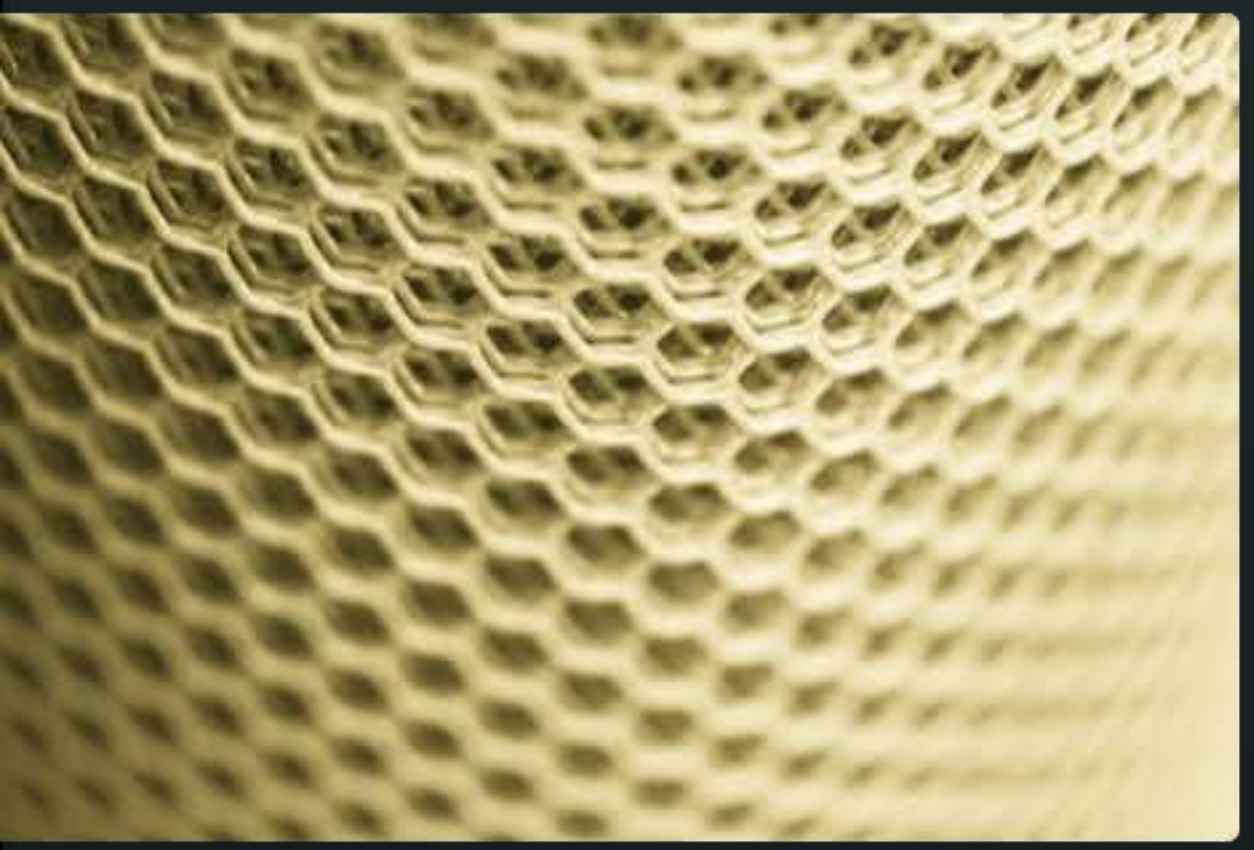
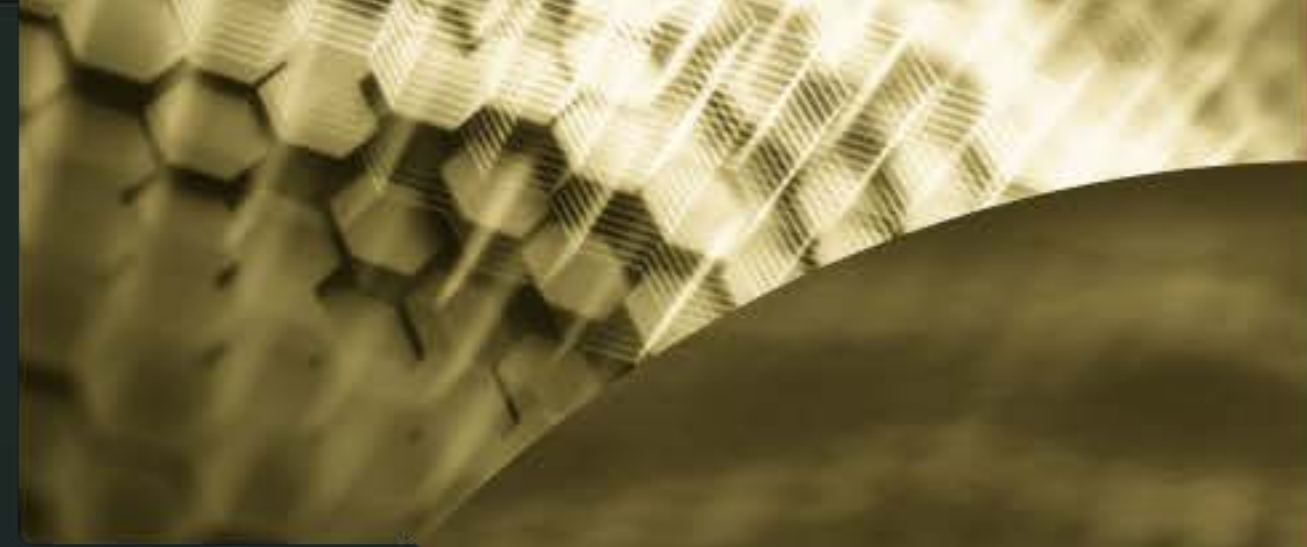
Multi-Sensory Experience – Halioi

RENEWABLE IMMERSIVE RESPONSIBLE



Bioluminescence

Jellyfish, Tranquility



Scent Package

ETHOS

GM x AAU

DEC 13, 2021

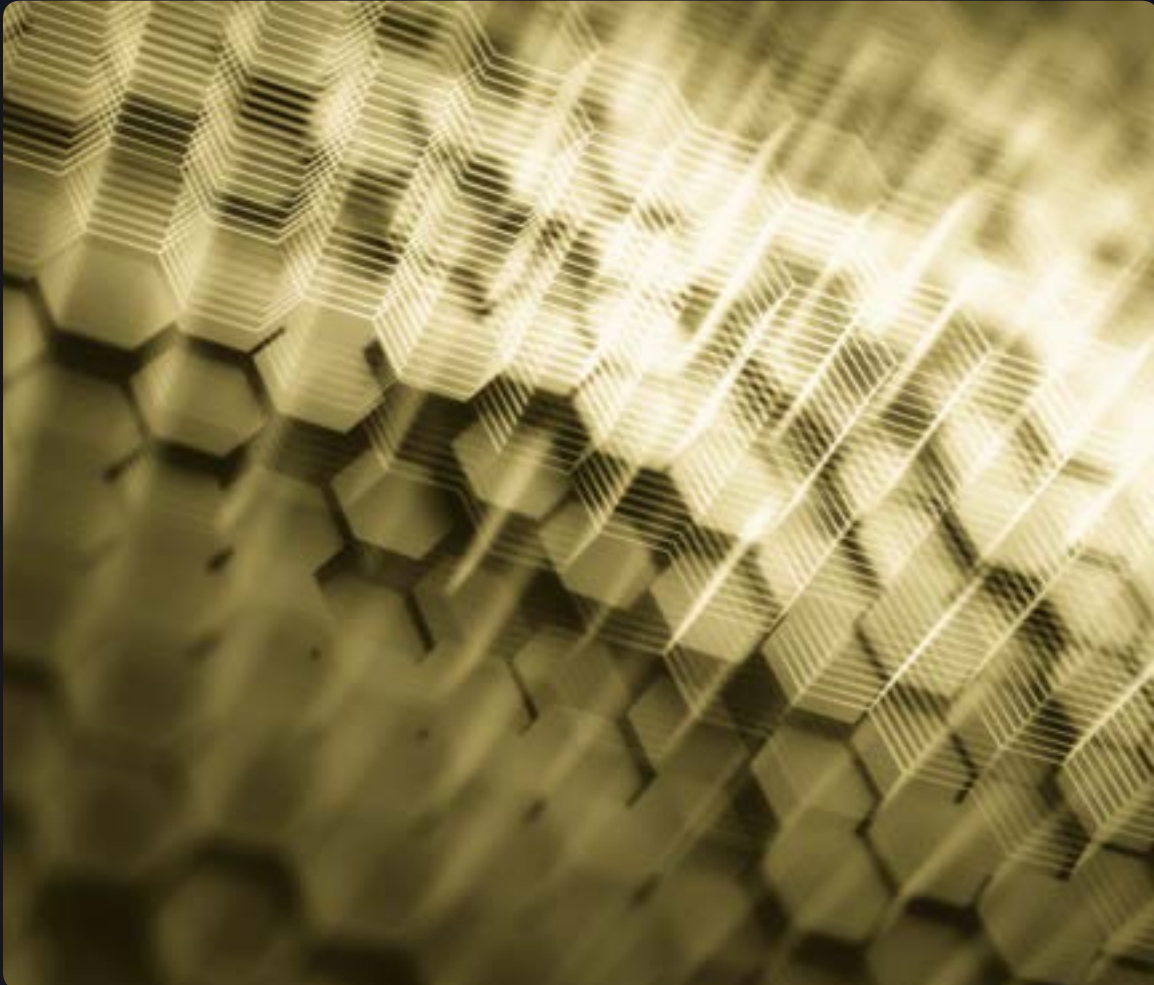
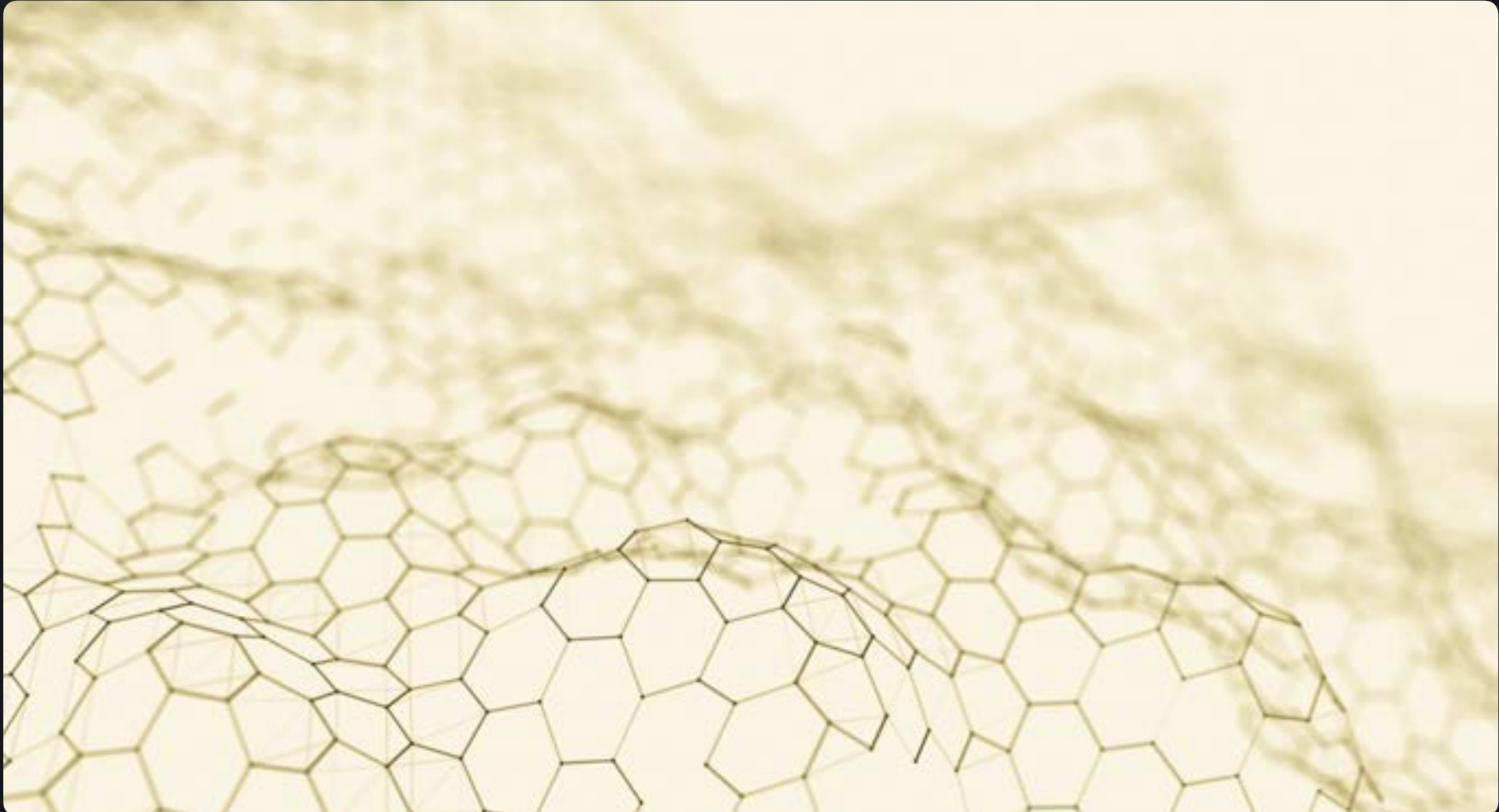
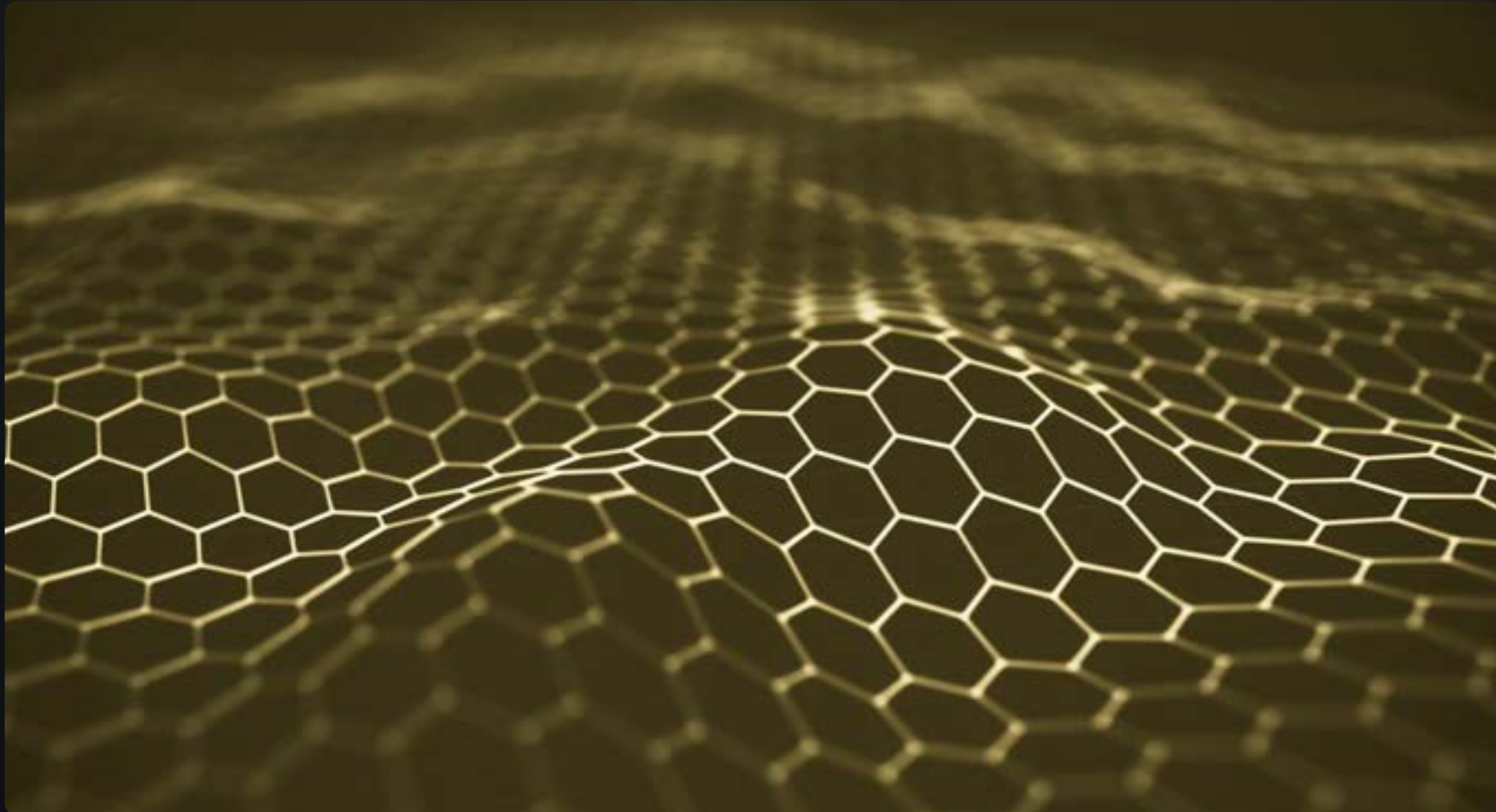
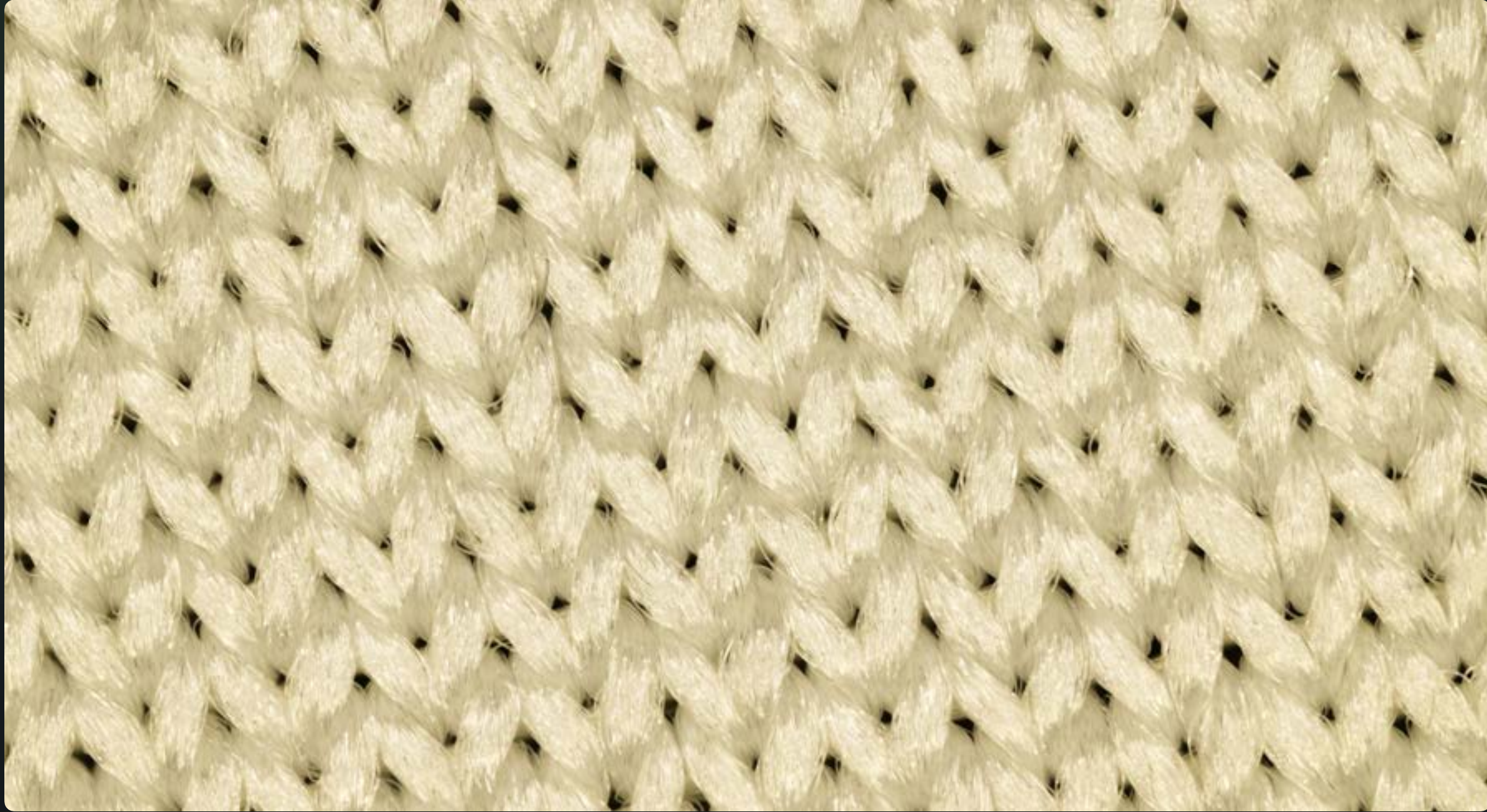


CMF – Axon

INTEGRATED

EVOLVE

SOLACE



Scents – Axon

BERGAMOT



ORANGE BLOSSOM



PETITGRAIN

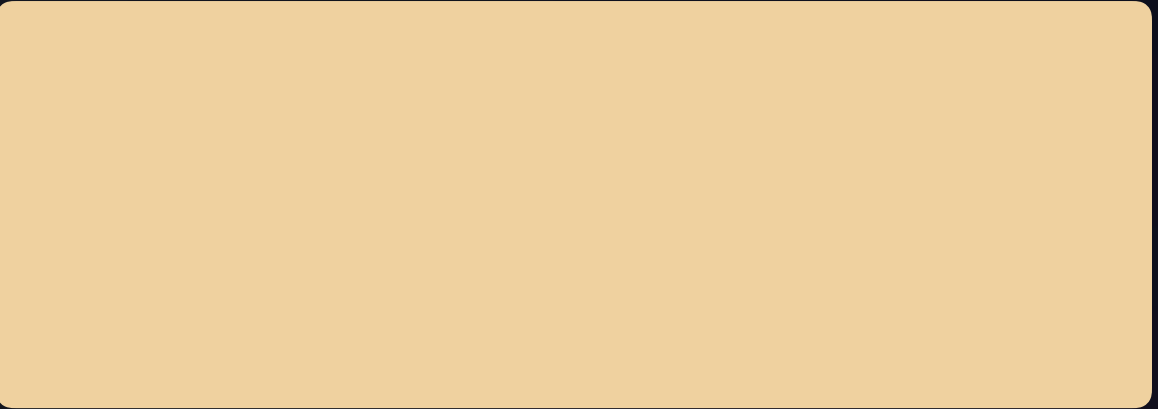


CMF – Wanderer

CONNECTIVITY

SERENDIPITY

EXPLORATION



Scents – Wanderer

PETRICHOR

BUKHOOR

CEDAR WOOD



CMF – Durant City

MOBILITY

ALCHEMIZE

BALANCE



Scents – Durant City

EUCALYPTUS



SAGE



LOOSE LEAF TEA

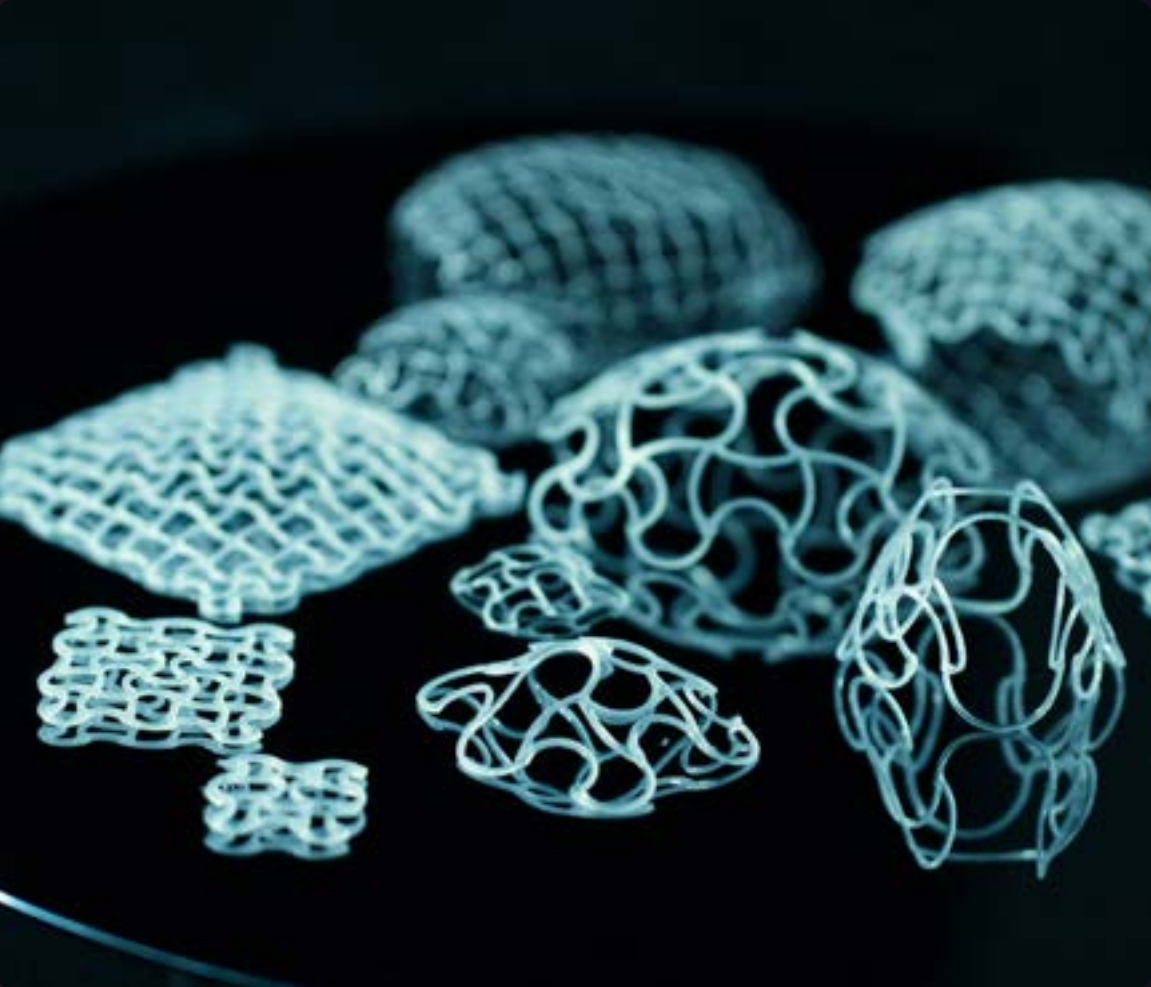
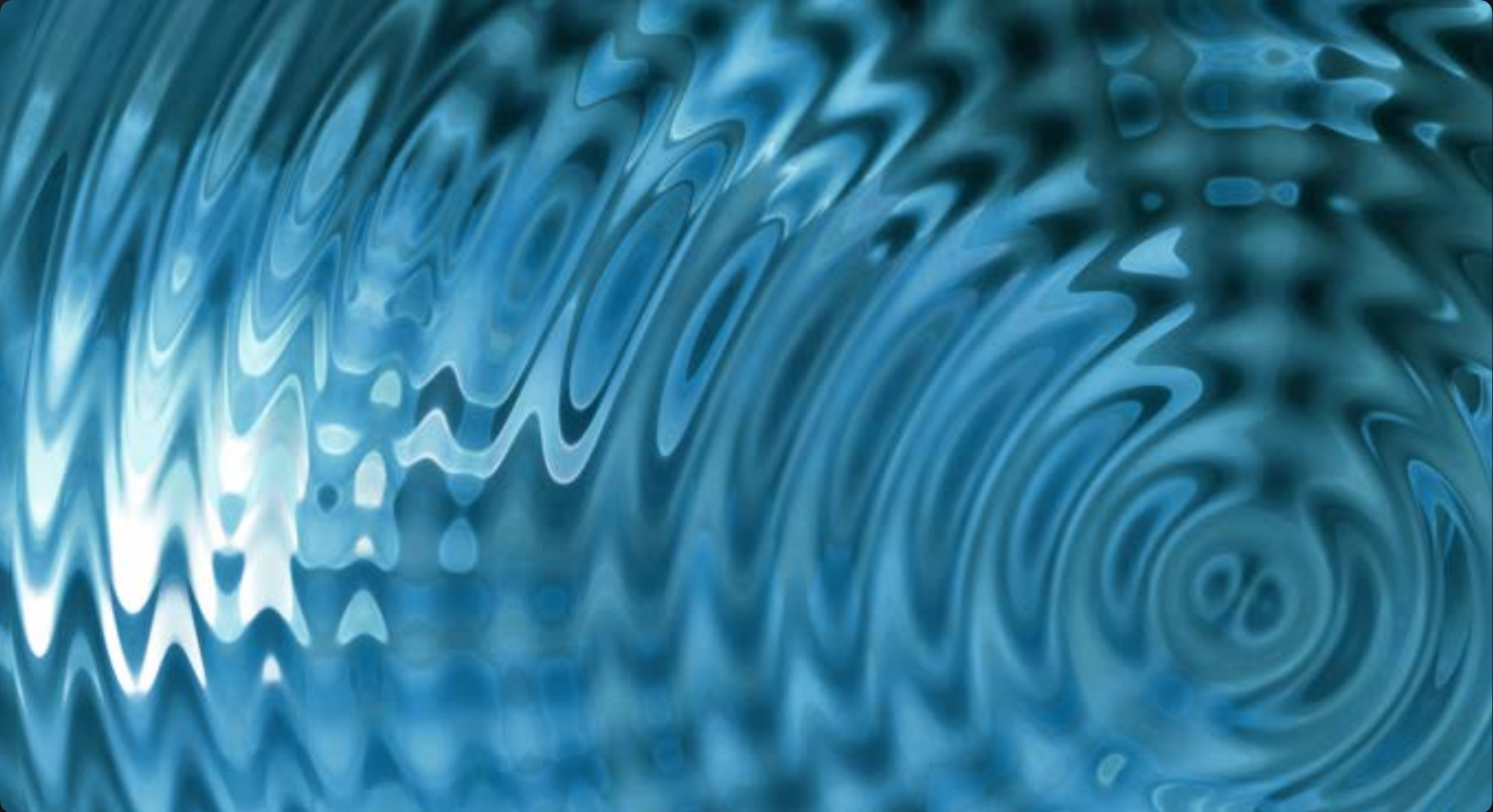
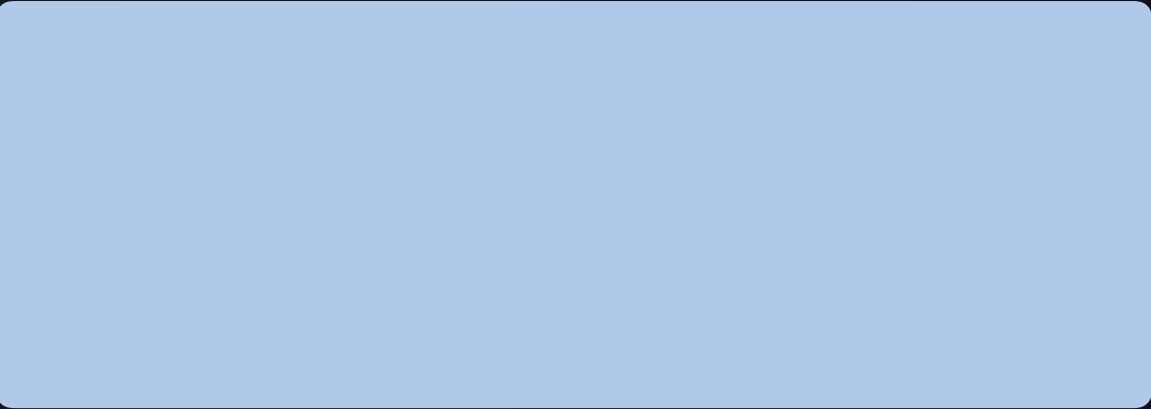
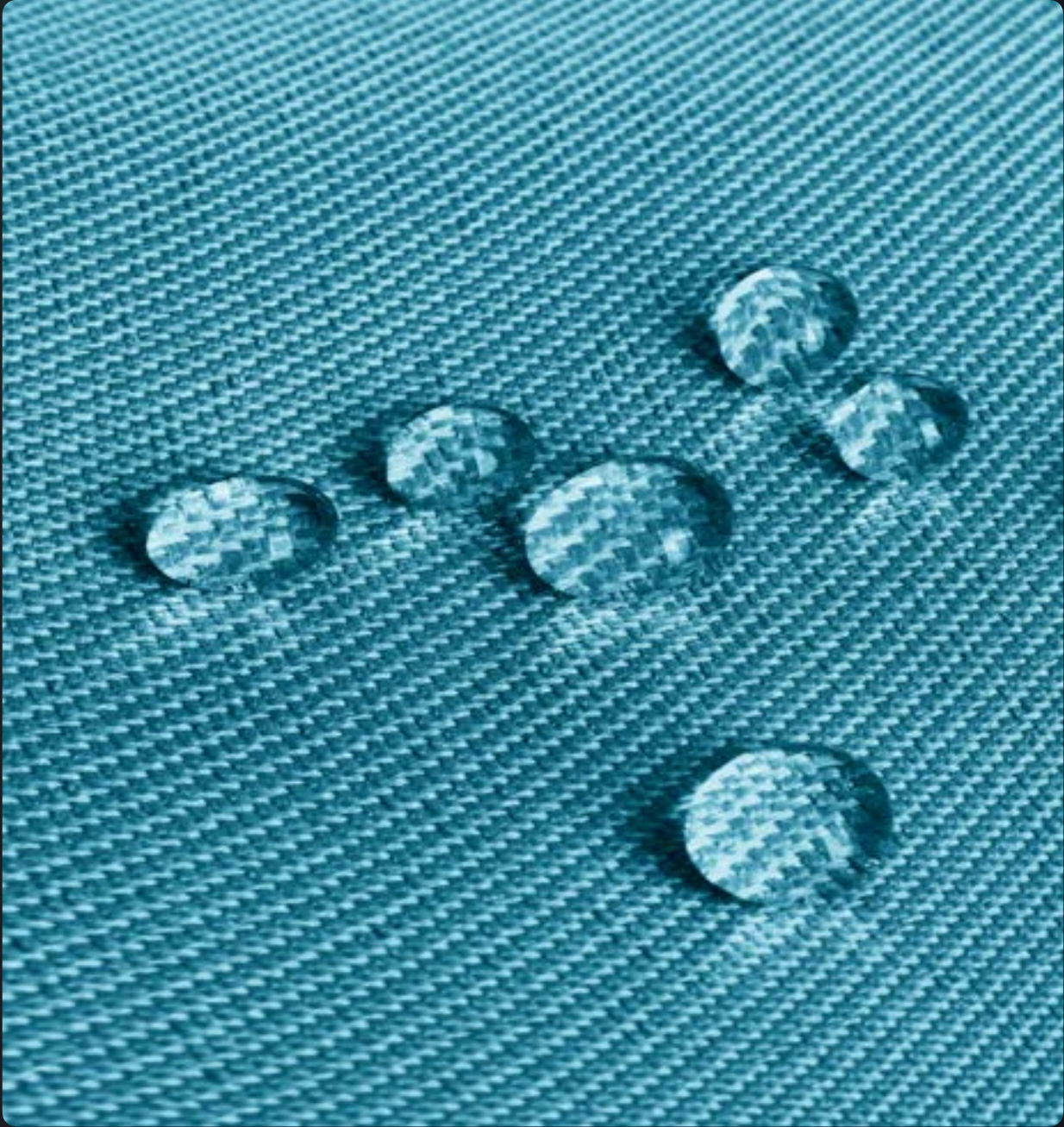


CMF – Halioi

RENEWABLE

IMMERSIVE

RESPONSIBLE

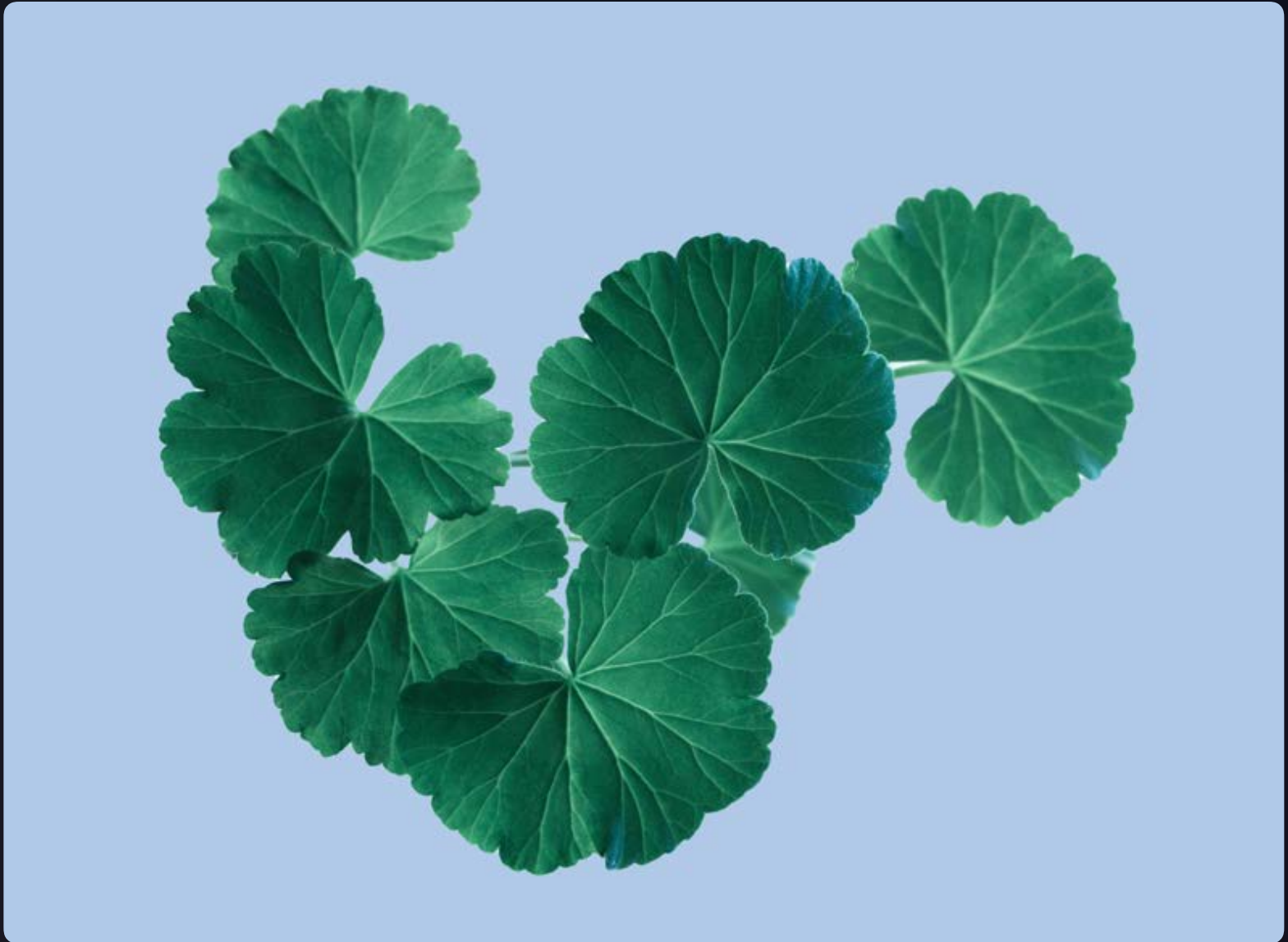


Scents – Halioi

GERANIUM

GINGER

LAVENDER



Thank You

Team Ethos

