

## **Fostering Onboard Conviviality in Vehicles**

### Overview:

We want to foster “onboard conviviality” in our vehicles. As people tend to travel more and more outstation and we move towards more shared mobility, we would like to enhance the gamification in the car.

### Current Challenges:

The journeys are getting longer, be it in the cities because of increasing travelling distances and congestion or be it for leisure trips with more people taking long rides. Today, we tend to isolate with the use of all our devices individually. We, at Citroen, want to put relationships, conviviality and good mood at the heart of our cars. The aim is that the journey is perceived as shorter and the time spent in the car can be used to play or learn.

### Business Requirements:

It can be every innovative idea to foster interaction in the car space: communication Rear-Front, games, etc...