**Problem Statement**

Goodyear would like to be more engaged with customers, but with the upcoming autonomous vehicles' customers would be becoming less engaged with vehicles.

**IDEA**

**GOODYEAR's Role**

The Gap between Cars & AVs

*Now* 83%

*Future* 92%

The concierge service stands in a position to aide users in the transition from conventional cars to autonomous vehicles, which can ease user concerns about a new, complex, technology that will take over their role within a vehicle and help bridge emotional barriers to adoption. Jarvis is a digital AI concierge that replicates the human driver in an AV. It is designed to address the emotional barriers in transitioning the human driver in an AV.

**DEVELOPING IDEA**

**What Could Increase/Decrease Engagement**

Positioning Shift

**Impact on GOODYEAR**

The concierge represents a unique opportunity for Goodyear to position itself as the go-to, trusted partner for consumers. Jarvis can act as an enabler to build a lasting connection to a new world of automotive consumer.

**Impact on Users**

The shift in expectations with the advent of autonomous vehicles presents a parallel opportunity in which the previously disruptive experiences in transportation can become seamless. Increased productivity and connectivity will allow experiences to be continued as we travel between fixed locations.

**SIGNIFICANCE**

The autonomous vehicle is a means towards a number of travel experiences. And lastly, Jarvis is a means towards a number of travel experiences.