



TRANSCRIPT

Not a Car Configurator

This is not a configurator.
This - is an experience.
Powered by your voice.
So, want to customize your car?
Just say what you want to start with.
OK. Lights.
Now - rims.
And what about colors?
Just load up some colors you like,
and see them on your car immediately.
Cool.
You can try out some features.
OK. Open driver's window.
Stop.
Slow. Stop.
I could do this all day.
Want to try it yourself?
Go ahead,
check out this car's engines.
With this customizer, you can also explore info
and entertainment options.
And ...
Ambient lighting?
Yes!
Want to learn more about a special feature or
material?
Just dive in.
Wow. That's a lot.
As I said at the beginning.
And - you really built this?
Sure!