

5 cars you (probably) didn't know were developed by racing drivers

AHBAR MILKY



Ayrton Senna and the Honda NSX

In February of 1989, a gaggle of Honda engineers were awaiting the newly crowned World Champion's verdict on the company's most ambitious project ever; The New Sportscar eXperimental as Senna was asked by Honda to fine tune the suspension, in a spur-of-the-moment request by McLaren's engine supplier. What was to be a last minute minor adjustment, led Senna requesting the entire chassis to be comprehensively reinforced, after the engineers were met with disappointment from the world champion as they have been just told that their car was good but



not good enough. It's safe to say Honda burned the midnight oil as the NSX was due for launch next year and later in the year, the R&D department regrouped and met Senna at the Nurburgring after engineers managed to stiffen the chassis by 50%. Senna's further input honed the all-aluminium NSX to be as forged and honed as a perfectly balanced katana.

Would the NSX that we know of be where it is today had the Maestro not give his seal of approval? The 4th gen Honda Prelude certainly has Senna's seal of approval as he starred in a number of adverts aired in Japan, driving down the coast of Amalfi in a silver prelude.

Sebastian Vettel, Sebastien Buemi and Infiniti

Whilst developing the q50, Infiniti, main sponsor for Redbull Racing, started to cash in on its association with RBR's star f1 outfit Sebastian Vettel, giving extensive input to the Q50's driving dynamics, advocating with regards to its vehicle dynamics being stiffened. RBR's reserve



driver Sebastien Buemi took the prototype saloon clad in camo-wrap to the green hell.

Although what took everyone by surprise wasn't the dynamic Q50 that resulted from the RBR-Infiniti marketing exercise, was the FX50 Vettel Edition, a limited edition of the FX50 SUV.



Michael Schumacher at Fiorano

Alongside his ten year stint at the Scuderia Ferrari F1 team, the seven time World Champion spent hundreds of hours of seat times inside Ferrari test mules incorporating formula one technology and experience garnered by Ferrari into their road cars, including restricted technology (back then) in F1; active aero. Schumacher's portfolio includes the Posterchild Enzo with an F1 styled sloping nose (now you know why) and the track only version it spawned with a face and howl of a banshee: the FXX. The F430 Scuderia was christened by the star as well.

Walter Rorhl and Porsche

The two time World rally Champion, most famous for piloting the group B behemoths like the Lancia 037's and the Audi S1 Quattro's and now in present day Porsche's came from humble beginnings and with the image of a Porsche being held with high regards since his childhood- his first car was a damn 356C!

After retiring from WRC, the "Genius on wheels" as dubbed by Niki Lauda was picked up by Porsche as a test and development driver. Porsche's technological marvel at the time- the 959 has had Rorhl's imprints on it, as did the Carrera GT, which he took to the green hell and set a blistering time of 7:28 at the Nordschleife. He's still seen all over YouTube thrashing his company car (an array of whimsical Porsches) and talking to the onboard GoPro on Porsche's official YouTube channel.



Colin Chapman

Being an ex RAF pilot, studying structural engineering and becoming one of the great innovators and minds in motorsport and revolutionizing Formula one, suggests he knew a thing or two about making cars go fast; Simplify, then add lightness resonates with Lotus Engineering Ltd. What may surprise you is that he built a time machine.

John DeLorean being no stranger to the automotive industry himself and his creation, made instantly recognizable by Doc Brown's time machine from BTTF

owes in no small part to Colin Chapman penning the design for DeLorean's car of the future; the DMC-12. The back story and what followed suit later on might have been more interesting than the car itself, as there are stories as to how the factory in Ireland was fashioned into a barrack as the Northern Ireland was at war and blueprints for how the gullwing doors are meant to stay open were lost. After DeLorean got caught up in a drug trafficking fiasco, Chapman's design was sold to Toyota, intended for the AW11 MR2.

Emerging consumer trends and their future in a post-pandemic world

SAIM AHMED SHIFAT

Virtual Companions

People today are getting increasingly accustomed to digital assistants. With evolving expectations, consumers will soon start to seek virtual personalities that can entertain, befriend and heal them while in crises like the one we are in now. Once consumers get a taste of it, these behaviours may well persist in the post-pandemic world.

Samsung introduced Neon, virtual beings that can behave like humans exhibiting emotions and intelligence, at the CES 2020 in January. The introduced avatars are designed to work with people, share experiences and teach skills in addition to merely supplying data. The project is still under development and is expected to offer a beta version later in 2020. With widespread positive and emotional reviews about other AI software like Replika, virtual companionship is likely to find its way to consumer lives in

concerned about the air they breathe, the things they touch and the water they drink. Hence, providers will need to think and invest accordingly in initiatives like Stella's in order to make sure that the stores are clean and the surrounding physical components of these have a positive impact on consumers' physical and mental well-being.

A-commerce

With the increasing necessity of contact-free interactions and advancements in robotics, there is now a growing demand for automated commerce with AI and robotics. Proactive brands can experiment with their plans with A-commerce since consumers will be more receptive to this type of changes now more than ever.

Domino's has already piloted an initiative similar to this. They worked with **Nuro**, a robotics company, and launched the initiative where driverless robot cars



the post-pandemic world once consumers have realized how helpful some of these can be at times of need.

Ambient Wellness and Cleanliness

Although some of us may go back to having less hygienic habits, the will to stay stronger and healthier will be more than ever in the post-pandemic world. This will create opportunities for providers and business owners to incorporate measures endorsing healthy lifestyle practices, sustainability and good hygiene in places where consumers go to.

Stella McCartney opened a flagship store in London that features an in-house air filtration system. The fashion designer's store at Bond Street has a sustainable air solution that removes 95% of airborne pollutants. Coming out of the pandemic, people will be more

deliver pizza to customers in Houston, Texas. The vehicles were monitored by remote technology and human drivers in chase vehicles.

Open-source Solutions

An open-source solution is a new frontier to sustainability where companies share their innovative solutions to fight global pressing issues. In our neighbouring country India, top fund managers from several blue-chip venture capital firms — Sequoia Capital, Accel and Lightspeed etc— joined prominent startup CEOs to set up a Rs 100 crore fund that will help the firms working on products and services to fight the pandemic. A few days ago, **Apple** and **Google** came together to provide a comprehensive solution that includes APIs and operating system-level technology to enable contact tracing.

In May, APIs will be released by both companies to enable interoperability among Android and iOS devices. Having seen the fruits of meaningful collaborations among different companies, the post-pandemic world will further endorse such partnerships to address other pressing issues of the world.

Coordinated Development

With a lot of free time and little idea about what to do with it, many people will take initiatives to master life skills like cooking for themselves. Although branded as 'millennial', these trends have resulted in a huge growth of on-demand services that help users learn different life-skills.

Equal Parts, a cookery equipment brand, gives consumers access to pro tips through their feature Text a Chef. Through texts, users can get tips, inspiration and meal ideas. Similarly, **WAHL Home Products** has included a How-To feature in their website where most popular men's haircuts are shown with instructions that are very easy to follow. Trends like these are the reasons not all of us will come out of the pandemic as cavemen.

Virtual Status

When it comes to identifying ourselves and gaining respect from society, nothing replaces physical goods as these are limited and have value. However, there is a wave of change as a part of which consumers of younger age groups and gamers are seeking virtual goods that include newer technologies like blockchain and AR etc. With the current crisis where everyone is keeping up with the world staying inside their households, the adoption of virtual goods to portray status is more imminent than we think it is.

Fashion gaming app **Drest** revealed its waitlist in September 2019. The game is available on Android and iOS. It gives the users stylish challenges to execute on realistic photos featuring brands like Burberry, Gucci and Prada. The end-products can then be bought in-game or from online luxury retail platform **Farfetch**. With a huge part of the population now working online, spending more time gaming and in social media more than ever, people will realize there is a whole new realm where they are noticed. Providers, going forward, will try to understand the social dynamics at play in these virtual communities and provide online platforms where consumers will derive status through price, scarcity, feeling of accomplishment, sense of belongingness etc in their quest for status in virtual environments.

CAR CARE TIPS DURING LOCKDOWN



KEEP THE BATTERY CHARGED

START THE ENGINE EVERY 2ND DAY AND KEEP IT RUNNING FOR 20 MINUTES MINIMUM.



KEEP THE TANK FULL

A FULL TANK OF FUEL PREVENTS CONDENSATION AND RUST INSIDE THE IDLE TANK.



KEEP THE TIRES CHECKED

RE-PARK YOUR CAR ONCE EVERY FEW DAYS SO THE TIRES GET TO ROTATE AND REDUCES THE CHANCE OF FLAT SPOTS.



KEEP THE INTERIOR CLEAN

WIPE THE STEERING WHEEL, SEATS, DOOR HANDLES AND OTHER TOUCH SURFACES WITH A NON-ABRASIVE CAR CLEANER IF YOU HAVE TO GO OUT.

