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## **PRESS RELEASE**

# Icona Nucleus, the ultimate self-driving living room

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**Turin, 6th March 2018** — The Italian design company Icona announces its debut at the 88th Geneva International Motor show, unveiling a worldwide premiere: the autonomous driving concept vehicle Icona Nucleus.

## **THE CONCEPT**

Nucleus represents the synthesis of futurism and a human-centered mindset. It takes the Icona Neo Concept one step further by reconsidering the very way that we use a vehicle.

Neo introduced us to tomorrow, Nucleus will introduce us to after-tomorrow.

The Icona Nucleus embodies Icona's vision for the future of mobility. First seen in 2015, the Icona Neo concept demonstrated a very tangible tomorrow for the electric vehicle. With its fully autonomous driving level five, the Nucleus jumps two generations ahead. Inside the vehicle, the absence of a driver does not only mean the absence of a steering wheel and a dashboard, but the opportunity for a new understanding of mobile living spaces, where the focus is no longer the road but the destination.

Technology should be felt but not seen and so a “less is more approach” has been used, resulting in a fluid and sculptural body that combines the needs of both aerodynamics and ergonomics. Beyond its technological innovation, Nucleus also shows us the future for the next generation of cars. A generation that aspires to be socially responsible through respect not only for the natural environment but also for the human environment. Mobility in after-tomorrow will be very different from today, with a large number of shared, self-driving, electric vehicles which will serve as individual or small group shuttles between mass mobility infrastructure and large hub destinations. Yet, the future will remain multi-faceted and cars will continue to reflect our needs as well as



express our individuality. With a fully autonomous self-driving car, we can make so much more use of it than the current family car: it will take you to the airport, come back to pick up the kids from school then later take the grandparents to a doctor's appointment. The car will spend much less time parked, and will be much more usefully employed on the road. One car will replace several cars, and by nature will be an excellent place to be: its use and versatility will be directly reflected in the multiple possibilities of its interior design.

## **ESSENTIAL EXTERIOR DESIGN**

"A seamless gliding first class form of transportation" says Samuel Chuffart, Global Design Director of Icona.

The mono-volume exterior is unlike any vehicle you have ever seen. The shape looks purposeful and beautiful. The profile and surfacing look as though the vehicle was shaped to move efficiently and quietly through the air. Being fully autonomous, there is no side glass in the traditional sense, rather semi-transparent bodycolor panels that allow the occupants to see out from the vehicle but remain shrouded for privacy while traveling. The upper glass from windscreen to the complete roof is asymmetrical, divided into fully transparent and semi-transparent glass, giving a distinct visual cue that this vehicle is something truly different.

The Icona Nucleus is a self-moving executive lounge: the body side is characterized by long elegant sculpting which emphasizes the luxury nature of the vehicle. Like a protective bubble, the Nucleus protects and embraces its passengers, at the same time offering a stunning view of the outside, thanks to an extremely wide glass surface which constitutes the majority of the upper body.

The graphically asymmetrical body is divided by two portions marked by a diagonal line which crosses the roof from front right to back left, dividing the transparent and partly semi-transparent glass. Just one large entry is granted, to the right, on the safe side. It includes the main sliding door and the oyster roof opening to accommodate the passengers in a walk-in access.

With a length of 5.25 meters and a width of 2.12 meters, the Nucleus stands at 1.75 meters high on 27 inch wheels. Its slick aerodynamic design with full underbody diffuser and wheel arch aerodynamic blade extensions bring the CX to just under 0.22, a very good number that definitely helps its rolling resistance and energy consumption. Its in-wheel motor technology helps to optimize the space inside the Nucleus and its hydrogen



range extender can bring the autonomy to 1200 kilometers.

## **LUXURY LOUNGE-LIKE INTERIOR**

Now that all occupants are passengers, their interaction and the individuality of their personal space become a priority. Individual preferences can be catered for, as seating arrangements are flexible. The road is there and can be seen, but it is no longer the focus of each and every passenger, as in a cinema. This first class traveling lounge is not a foreign concept if we consider air travel. The flexibility of movement for each individual, along with the Infotainment guided by the car computer, gives a sense of luxury well beyond the material and finish that will be expected from such modern and sophisticated vehicles.

This is not too dissimilar to the iPhone, which changed what we consider a phone to be: doing a lot more with what seems in appearance to be less.

The Nucleus can easily accommodate six people. Seats can be adjusted to different use, rotating to face the desk or the rear passengers in the front, strongly reclining to the rear and even transforming into a couch on center. The large seats in the front and in the back make it as comfortable and cozy as a luxury living room. If you are heading to a five-star hotel, sitting in the Nucleus will make it seem as if you are already in your room. A small table and all necessary spaces and connections for a laptop are available, as well as a wet bar so that even the shortest trip can be effectively used for business or leisure.

Being a large luxury car, the inspiration of Nucleus has come as much from the Concorde airplane as from a yacht. A gliding speed form that travels elegantly through the landscapes of cities and countryside. A flair which may after all take us back to the true romance of the image of travelling in the 1930's; a time when there was no aggressive design to illustrate people's driving ambition. In spite of actual dynamic capabilities that would naturally be well beyond what was possible for a driven car of that size, Nucleus shows a more mature and peaceful world waiting for us.



## TECHNICAL DATA ICONA NUCLEUS

### STYLE AND DESIGN

Icona

### ENGINEERING

Tecnocad Progetti

### MANUFACTURING

Cecomp

### POWERTRAIN

Propulsion: Electric AWD

Power: 600 hp

Drivetrain: 4 Elaphe L1500 in-wheel 110 kW motor in wheel

Battery: 6 Coils (300 kg) by Bolloré Blue Solutions

Hydrogen Range Extender: 5.3 kg Capacity at 700 ps

### DRIVING SYSTEM

Level 5 by HoloMatic

### PERFORMANCE

Acceleration: 0-100 km/h in 3.5s

Combined Range: 1200 km

Drag Coefficient:  $C_x = 0.22$

### AMENITIES

Infotainment: Personal Control, Center Travel Dashboard, Multidisciplinary Media System

Business: Mobile Office Access Kit, Wireless device charger

Refreshment: Front wet bar

### DIMENSIONS

Length: 5259 mm

Width: 2115 mm

Height: 1742 mm

Weight: 2050 kg

Wheelbase: 3310 mm



Front & Rear tires: 205 35 R 27 Run flat System

#### INTERIOR

Seats: 3 in High Luxury configuration or 6 max adults

Ingress & Egress: Curb-facing walk-in access

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#### **ICONA COMPANY PROFILE**

Founded and located in Turin since 2010, Icona is first and foremost a creator of unique and beautiful automobiles. With such in-depth knowledge and experience, as well as offices in Shanghai and Los Angeles, Icona is also the global automotive industry's ideal partner for new vehicle development. Through its integrated partnership with sector leaders Tecnocad Progetti and Cecom, also located in Turin, Icona offers a complete range of services for vehicle development, including styling, engineering, and manufacturing of style models, show cars and prototypes. Icona counts 120 employees of which 16 in Turin, 89 in Shanghai and 15 in Los Angeles. In 2017 Icona recorded revenues for 18 million Euros and a net profit of 1.4 million Euros.

Discover more about Icona at [www.icona-designgroup.com](http://www.icona-designgroup.com)