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IMPACT OF ARTIFICIAL INTELLIGENCE ON CAR DESIGN

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Since 2020, the production of cars cannot be without the contribution of designers, who improve form, functionality and comfort every year of production. Now, in the age of modern technology, companies are implementing or planning to integrate artificial intelligence in designing cars. There is no doubt that integrating a completely new technology will lead to various changes in the label market and in the field of design.

Nowadays, more and more algorithms that use artificial intelligence technology are being used to analyze different design options and how a car's design looks in the environment. Artificial intelligence can also analyze the impact of design on the efficiency and environmental friendliness of a car, which helps companies save money on creating and developing design concepts. Before artificial intelligence, you needed your own employees to create a concept, analyze it in terms of car efficiency, and work out the design in detail [1].

Now all of the above can be done by a program. Artificial intelligence can take into account a very large number of factors (ergonomics, aerodynamics, efficiency on the road, and even preserving the brand image of the car) [1]. That is why at the moment the number of companies implementing artificial intelligence in the car designers' work is increasing rapidly. One of such companies is Kia Motors.

One of the main priorities and strengths of Kia Motors is to develop and create unique solutions as well as innovative technologies. At the moment, the company is making efforts to develop self-driving cars and autonomous driving technologies that will inevitably incorporate artificial intelligence. Perhaps in 2033, all Kia cars will be equipped with autonomous features that allow for full control of the car's movement. The brand will also continue to develop the model line of its cars, creating unique shapes, improving the ergonomics of the interior and making the

equipment richer and more functional. It is worth assuming that in the near future we will be able to see more compact cars, which will improve maneuvering on the roads, as well as become safer for the environment [2].

In connection with the trend of sleek forms, most likely the car of the future will completely get rid of pointed corners, and the "tiger-nose" grille will cease to exist at all or will have only a decorative function, as presumably the car will have an electric motor [2].

Innovation also will not get past the materials used to create the car. For example, body parts will be made of biocomposites, which will be created using recycled plastic, glass and metal, and cotton and bamboo fibers will be used to create the interior trim. This will be a big step towards improving the ecological state of our planet. Using more biocomposites will lead to changes in the process of creating cars and reduce the amount of toxic emissions. Artificial intelligence can also generate the interior of a car [2].

Artificial Intelligence is an ever-evolving broad technology that is being used by more and more companies each day. This fact cannot but upset the workers in the field of design, because the integration of artificial intelligence saves the company from the need to hire a person to take on the role of a designer. At this point, artificial intelligence has to be controlled by a human. The labor market is dynamic, so integrating artificial intelligence will both lower the demands of some professions and create new demands to support artificial intelligence and enter the right queries for the algorithm to work. Many people express dissatisfaction that design wastes its "soul" and "humanity" when using artificial intelligence. However, one should realize that design, especially industrial vehicle design, is not a creative process and is based primarily on a set of certain rules that a human can forget, but artificial intelligence certainly will not forget.

References

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