

*Ride  
& Share*

PR CATEGORY  
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# THE OLDER CHILDREN IN THE SYSTEM ARE HIGHLY TRAUMATIZED.

They've spent prolonged periods within the system, potentially being relocated from abusive environments later or, as recent events have recently underscored, facing mistreatment within the orphanage itself.

**They require additional love and care to mend their wounds,** yet many individuals feel uncertain about their strength or readiness to provide the support they need.





A photograph of two women sitting on a bed in a bedroom, facing each other and talking. The room is dimly lit, with light coming from a window with sheer curtains in the background. A lamp is visible on a nightstand behind them. The woman on the left is wearing a blue t-shirt, and the woman on the right is wearing a floral patterned top. The overall mood is intimate and reflective.

**BUT THE BEST THING IS THAT THEY CAN  
TALK ABOUT IT.**

**Everyone carries their own baggage, but babies can't articulate their trauma just yet. As children grow older, they become more capable of expressing their emotions, allowing for deeper conversations about their feelings.**





**WHERE ELSE,  
THAN IN THE  
CAR?**

**Studies show that children feel safer and are more inclined to open up during car rides, as they don't feel like they're on the spot.**

**Moreover, without the need to divide our attention, we can fully focus on listening to them.**





# PARENTS NEED CONSTANT SUPPORT

**When children are younger, parents may rely on nannies or occasional assistance from grandparents to catch some sleep.**

However, as children grow older, parents shouldn't be left to navigate alone. At this stage, they require a different form of support.



A person is driving a car at night. The central infotainment screen displays the ChatGPT logo, which is a white knot-like symbol, surrounded by blue circuitry patterns. The text "ChatGPT" is visible below the logo. The car's interior is dimly lit, and the road ahead is visible through the windshield, illuminated by streetlights and the car's headlights. The driver's hands are on the steering wheel, and the passenger's hand is visible on the center console.

## WHY NOT GET HELP FROM AI?

AI is undoubtedly on the rise, particularly in the automotive industry. Mercedes recently trialed a built-in voice assistant powered by ChatGPT.

**It not only provides navigation updates but also handles intricate inquiries,** engages in discussions, retains context, and maintains empathy—all while ensuring reliability.





# Ride & Share

**Partnering with MOL Limo**, we welcome parents to embark on rides with their teenage kids. Our fleet features cars equipped with voice-activated ChatGPT, aiding parents in striking the right tone and asking meaningful questions to get the most out of their shared time.

With this integration, technology empowers parents even during challenging conversations.





## PARTNERING UP

**In collaboration with MOL Limo, Hungary's premier carsharing app, we offer special deals to new parents to enhance their bonding experience with their children.**

During their ride, the AI listens to the context of the passengers' conversations, aids the parent with questions or the tone they should hit. We give discounted or even complimentary rides, encouraging parents to explore this exciting new feature.



# ENHANCING DTK

**To garner greater attention, we showcase the new technology in a prominent YouTube series, ensuring it receives the spotlight it deserves.**

We enlist the hostess, DTK, to rely on the voice assistant's suggested questions and behavior rather than a pre-written script, enhancing authenticity and engagement.



# PRING IT OUT

