# LG to unveil innovative concept vehicle at CES



LG is set to unveil a new concept vehicle at the upcoming Consumer Electronics Show (CES), showcasing their innovative approach to automotive design and technology. The company aims to captivate audiences with the introduction of the Lifestyle Solution for Mobility concept, a futuristic van featuring a unique dual-cabin design. The front of the vehicle resembles a traditional cockpit, while the rear is designed to provide a highly customisable experience space.

According to Carscoops, the customisable space “can be transformed into anything from a high-tech man cave to a business lounge.” Although specifics remain limited, it is evident that users will have the option to convert the rear section into various configurations, including a creative studio or zones for hobbies and relaxation. Additionally, the space can be equipped with LG appliances, enhancing the overall experience for occupants.

Promotional materials illustrate the concept with a man cave setup that includes a refrigerator, wine cooler, and a television among other features. There are also elements of comfort, such as wood paneling and seating arrangements aimed at producing a relaxed environment.

The Lifestyle Solution for Mobility employs LG's Mobility Experience (MX) platform, which aligns with contemporary trends in the automotive industry. The platform reflects a shift in consumer preferences from traditional transportation concepts to vehicles designed as personalised lifestyle spaces. LG emphasises that this platform delivers a tailored lifestyle experience, seamlessly integrating the latest products, AI solutions, and services to enhance user comfort and convenience. As suggested by the company, this technology will allow users to check their schedules or place food orders directly from their vehicle.

In conjunction with the concept vehicle, LG will also present an AI-based in-cabin sensing solution at CES. This system incorporates sophisticated artificial intelligence alongside driver and interior monitoring technologies to intuitively respond to the needs of those within the vehicle. It is intended to enhance the driving experience by offering personalised driving routes and highlighting nearby points of interest.

Furthermore, the AI solution is designed to monitor the driver’s health and emotional state through real-time heart rate tracking and facial expression recognition technologies. This capability could potentially alert drivers to their levels of alertness and overall wellbeing, significantly impacting the safety and comfort of driving experiences.

As CES approaches, LG’s advancements serve to underscore the evolving intersection of automotive design and artificial intelligence, reflecting broader industry trends and forecasts regarding the future of mobility. The unveiling of such innovations at one of the foremost technology showcases promises to attract significant attention from attendees and industry stakeholders alike.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.prnewswire.com/apac/news-releases/lg-presents-vision-for-expanding-its-ai-home-solutions-into-mobility-spaces-at-ces-2025-302341026.html> - Corroborates the introduction of the Lifestyle Solution for Mobility concept vehicle and the LG Mobility Experience (MX) platform at CES 2025, highlighting its customizable space and integration with LG's smart life solutions.
2. <https://www.fastcompany.com/91254063/lgs-new-tiny-home-van-concept-is-a-tech-bros-dream-on-wheels> - Supports the description of the concept vehicle as a futuristic van with a customizable living space, including configurations like a 'creator studio' or 'business lounge,' and the use of LG's smart home appliances.
3. <https://electriccarsreport.com/2025/01/lg-to-present-ai-van-concept-at-ces-2025/> - Confirms the showcase of the Lifestyle Solution for Mobility concept vehicle at CES 2025, emphasizing the MX platform's role in creating a seamless connection between mobility and the AI Home.
4. <https://www.prnewswire.com/apac/news-releases/lg-presents-vision-for-expanding-its-ai-home-solutions-into-mobility-spaces-at-ces-2025-302341026.html> - Details the modular package system of the MX platform and its ability to transform the vehicle cabin into various adaptable environments, such as an extension of the home or a private media lounge.
5. <https://www.fastcompany.com/91254063/lgs-new-tiny-home-van-concept-is-a-tech-bros-dream-on-wheels> - Illustrates the customizable space with features like entertainment systems, laundry, cooking appliances, and comfort elements such as wood paneling and seating arrangements.
6. <https://electriccarsreport.com/2025/01/lg-to-present-ai-van-concept-at-ces-2025/> - Explains how the MX platform reflects contemporary trends in the automotive industry, shifting from traditional transportation to personalized lifestyle spaces.
7. <https://www.prnewswire.com/apac/news-releases/lg-presents-vision-for-expanding-its-ai-home-solutions-into-mobility-spaces-at-ces-2025-302341026.html> - Highlights the integration of LG's innovative appliance hardware and AI technologies to enhance user comfort and convenience, including services like daily schedule management and information briefings.
8. <https://www.fastcompany.com/91254063/lgs-new-tiny-home-van-concept-is-a-tech-bros-dream-on-wheels> - Mentions the use of LG's voice-activated AI assistant, ThinQ ON, to power the various appliances and systems within the vehicle.
9. <https://electriccarsreport.com/2025/01/lg-to-present-ai-van-concept-at-ces-2025/> - Supports the idea that the MX platform will offer a tailored lifestyle experience by integrating the latest products, AI solutions, and services.
10. <https://www.prnewswire.com/apac/news-releases/lg-presents-vision-for-expanding-its-ai-home-solutions-into-mobility-spaces-at-ces-2025-302341026.html> - Describes the potential for additional services from external providers, such as food and beverage orders, laundry, and hotel bookings, to be integrated into the MX platform.
11. <https://www.fastcompany.com/91254063/lgs-new-tiny-home-van-concept-is-a-tech-bros-dream-on-wheels> - Notes that the concept vehicle will be on display at LG's booth at CES 2025, showcasing the future of mobility and connected hybrid living spaces.
12. <https://www.carscoops.com/2025/01/lg-is-bringing-a-mobile-man-cave-to-ces/> - Please view link - unable to able to access data