



Polestar is an innovator in incorporating sleek and efficient design in the world of sustainable vehicle manufacturing | Photo source Polestar

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## POLESTAR'S CAR OF THE FUTURE REPLACES PLASTICS WITH A FULLY-VEGAN INTERIOR

  MOBILITY & TRANSPORT

### The Precept concept car incorporates flax-based natural composites, seat covers made from recycled plastic bottles and carpets made from reclaimed fishing nets

**Spotted:** Polestar, the electric performance brand of the Volvo and Geely Car groups, has announced that its concept car, the Precept, will be entering production and could see release in the next three to four years. The Precept was originally framed as a “vision” for the future, what Polestar CEO Thomas Ingenlath described as, “a declaration, a vision of what Polestar stands for and what makes the brand relevant.” Now, it seems the four-door EV is becoming a reality.

The Precept is the fourth production car by Polestar, and also the most advanced. It features a range of safety features, including two radar sensors and an HD camera. It also comes with Lidar and is fully equipped with autonomous tech. The car has been designed for maximum aerodynamics, with wing-mounted cameras replacing mirrors to reduce drag and a “front-wing” on the bonnet, designed to improve the car’s progress through the air.

In addition, the Precept completely embeds Google’s new Human Machine Interface in the cars operating system. As part of Polestar’s move towards zero carbon usage, the Precept has a vegan interior which incorporates flax-based natural composites instead of virgin plastics, 3D-knitted seat covers made from recycled plastic bottles, cork-based vinyl head-rests and carpets made from reclaimed fishing nets. The car is expected to have a range of 625 km.

The Precept has been designed to represent a vision for the future of driving that is sleek, unfussy, high-tech and sustainable, what Ingenlath [describes as](#), “much more extreme and further away from Volvo. It’s on the way to becoming truly sustainable, beyond just in terms of electrification.”

Polestar is an innovator in incorporating sleek and efficient design in the world of sustainable vehicle manufacturing. Moreover, it is in good company – the market for electric vehicles is exploding. At Springwise, we have seen a number of innovative EV vehicles, including the lower-priced [Fisker Ocean SUV](#) and a prototype for an ultra-slim, autonomous [EV truck](#).

**Explore more:** [Mobility & Transport Innovations](#) | [Sustainability Innovations](#)

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Website: [polestar.com](https://polestar.com)

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### **Takeaway:**

The Precept still has some way to go before it is available to the public. The company's Polestar 1 was hand-made and limited to just 1,500 cars, and the Polestar 2 is only now coming on sale. It also remains to be seen how much of a market there is for another ultra-premium fully EV vehicle. The sticker-price has not yet been released, but if the company can compete on price with other manufacturers such as Tesla and Fisker Ocean, with lower-priced models, then it could go a long way towards making the transition to fully EV, carbon-neutral autonomous driving a reality.