

AIM Launch Press Release

Transforming the Future of Automotive with AIM: the Automotive Immersive Module

Journee announces the launch of its revolutionary solution to transform any traditional web-based car configurator into a fully immersive, interactive, and highly shareable online experience.

Wednesday 16th October 2024

Recent research by [ING](#) indicates that global car market growth is cooling after a strong rebound last year. In an automotive industry battling stiff global competition, fluctuating demand and a widespread shift towards electrification, the challenge of attracting customers has rarely felt more acute.

Traditional marketing, communication and sales strategies are no longer enough to engage today's tech-savvy, low-attention audiences. While discovery and decision-making are increasingly taking place online, engagement on classic social media content dwindles as younger audiences are not following the same digital footsteps as previous generations. In its place, however, immersive 3D experiences are emerging as a way for brands to hold people's attention for longer periods and create a more lasting impression on their target audience.

Against this backdrop, Journee is proud to announce **AIM - the Automotive Immersive Module**.

This revolutionary tech solution has been purposely designed to integrate with existing web architecture and transform the traditional car configurator experience into something immersive, interactive, social, and highly shareable.

AIM's Impact on a Shifting Market

AIM has been designed to take the entire process of buying a car – from discovery and decision-making through to loyalty and community building – to the next level.

Crucially, it is not a replacement for existing configurators or dealership models but an enhancement. Its signature plug-and-play design allows it to integrate with a brand's existing digital infrastructure, bridging the gap between a standard website and the more tangible experience of a showroom to create something altogether more emotional, impactful, and effective.

AIM Key Features

- **Incredible 3D environments** – create the perfect stage to showcase your vehicle and express your brand with jaw-dropping lighting, atmosphere and texture effects.
- **360° exploration** – walk in all directions and admire your car from every angle, complete with dynamic shadows, reflections, and super-sharp detailing.
- **Customisable atmosphere** – adjust the location, time of day, and even the weather to see your car in every imaginable context.
- **Interactive AI hosts** – walk customers through the process with an AI-assisted avatar or chatbot and help inspire them on their journey of customisation.
- **Multi-party sessions** – invite others into your unique configurator session to collaborate on decisions using voice, video, text chat and dynamic emoji reactions.
- **Personalised content generation** – snap photos and generate personalised videos at the click of a button, packaged and ready to be shared on social media.

Real-World Applications for AIM

With its unique combination of features, AIM opens up a whole list of new potential applications for automotive OEMs:

- **Virtual Product Launches:** Invite the world to witness your latest product launches as if they were right there at the physical event. Video footage can even be live streamed to digital screens within the environment, combining classic 2D and 3D presentation models for the best of both worlds.
- **Digital Dealership Integration:** Not only can online customisation sessions be scheduled between a customer and their local car dealership using voice and video chat, AIM can also be integrated in-store for customers to customise the vehicles on show, creating dynamic opportunities for conversion and upselling.
- **Social Customisation Sessions:** With AIM customers can invite their friends and family into the process of designing their dream car. What's more, once they've settled on their choices they can share the results easily on social media, creating an incentive for others to follow them and compare the results.
- **Post-Purchase Loyalty Programs:** AIM's utility doesn't end at the point of purchase. With the ability to generate unique URLs for individual customers, AIM can serve as an exclusive additional digital keepsake for customers when purchasing a car that helps foster brand loyalty.

Why AIM Matters for Automotive Brands Today

By implementing AIM, carmakers can reduce their reliance on costly physical showrooms or exclusive events without sacrificing the personalised experience they offer. By creating a more engaging and interactive digital presence they can overcome the shift in perception around traditional forms of automotive marketing and reach new audiences with something fresh, exciting, and highly shareable.

"The automotive industry is at a transformative crossroads, where traditional OEMs are losing their technical edge and new players fight for attention. Every product launch is crucial—not just for revenue but for brand loyalty and future business models. Despite large investments, many OEMs drive customers to outdated websites that don't meet modern demands or tap into direct sales opportunities.

AIM is the game-changer. More than a tech upgrade, it redefines how brands connect, convert, and create impact. AIM transforms the customer journey into an immersive, interactive

experience that sets a new standard for automotive engagement and creates a deeper, lasting connection with the brand and product, together with the people I trust.”

- Thomas Zuchtriegel, Head of Mobility - Journee

Built on JourneeX Technology

AIM is powered by JourneeX: Journee's advanced AI Cloud Streaming platform that delivers premium, high-quality experiences across all devices with no download, account setup or additional hardware required. With smooth speeds of 60 frames per second and latency under 80ms, JourneeX ensures a seamless, responsive experience for users across desktop, tablet, smartphone or XR devices such as the Apple Vision Pro. JourneeX also provides full GDPR compliance, adaptive UI design to meet brand guidelines, and full visitor analytics, giving brands the insights and capabilities needed to provide the best customer experience possible.

“With AIM, we’re rethinking the automotive experience by turning car buying into an emotional, immersive journey instantly accessible on any device. This isn’t just about customization and visualization—it’s about creating lasting connections between brands and customers. AIM drives higher engagement, boosts conversions, reward based retention and elevates loyalty. At Journee, we’re not just keeping up with the future—we’re in the driving seat!”

- Christian Loclair, CEO - Journee

About Journee

Journee brings the world's most beautiful digital experiences to people across the globe. Founded in 2020, it is the industry leading provider of immersive web technology, having won more awards for its work than any other company in its field. Headquartered in Berlin, Germany, the company's patented AI Cloud Technology makes jaw-dropping virtual spaces possible without the need for any additional download, account setup, or extra hardware. Its mission is to change the way people spend their time online and help create a more beautiful internet.

For more information on how Journee AIM can enhance the automotive customer purchase journey, visit Journee's [website](#).