

AUTOMOTIVE

Jaguar Land Rover working on shape-shifting seat to address driving ergonomics

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Jaguar Land Rover is working to make its cars' seats more ergonomic. Image courtesy of Jaguar Land Rover

By STAFF REPORTS

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While most automaker talk currently focuses on transition to electric motors or hybrid engine with appealing paint and trim options, few focus on the one area that could use innovation: the seat. Jaguar Land Rover is setting out to change that.

The British carmaker is working on a shape-shifting system meant to improve passenger wellbeing by tackling the health risks of sitting down for too long. The company makes Range Rover, Land Rover and Jaguar cars.

"We are using our engineering expertise to develop the seat of the future using innovative technologies not seen before in the automotive industry to help tackle an issue that affects people across the globe," said Dr. Steve Iley, chief medical officer of Jaguar Land Rover, in a statement.

No ifs and butts

The "morphable" seat is being tested by **Jaguar Land Rover's** body interiors research division with a series of actuators in the seat foam to create constant micro-adjustments that make the user's brain think he or she is walking. This can be individually tailored to each driver and passenger.

According to the World Health Organization, an estimated 1.4 billion people almost one-fifth of world's population are living increasingly sedentary lifestyles. This can shorten muscles in the legs, hips and gluteals, causing back pain and increased likelihood of injury from falls or strains.

Jaguar Land Rover's technology aims to address that issue.

By simulating the rhythm of walking, a movement known as pelvic oscillation, the car company's technology can help cut the health risks of sitting down for too long on extended journeys.

The company said British drivers alone cover an average of 146 miles weekly, citing U.K. Department of Transport data for 2018.

Jaguar and Land Rover vehicles currently feature the latest in ergonomic seat design, with multi-directional adjustments, massage functions and climate control fitted across the range, the company claimed.

Dr. Iley also recommended drivers adjust their seat to ensure the ideal driving position, from removing bulky items in your pocket, to shoulder positioning and ensuring their spine and pelvis are straight to supporting the thighs to reduce pressure points.

Jaguar's guide to the perfect driving position

PREVIOUS JAGUAR Land Rover projects included research to reduce the effects of motion sickness and implementation of ultraviolet light technology to stop the spread of colds and flu.

The overall goal for the automaker is driving t towards Destination Zero: safer, healthier and cleaner.

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