

Ideas Inspired by a Road Trip through the American Automobile

Consumer marketing strategist [Kelley Styring](#) loaded up her family in a brand-new [Honda Pilot](#) for a 30-day, 5,800-mile road trip. The goal: to immerse themselves in the automotive lifestyle and research what other drivers across America carry in their vehicles. Styring shares the product and service ideas inspired by her unique research project in her book *In Your Car: Road Trip through the American Automobile*.

“Okay, some of these are weird, but sometimes the weirder ideas can reveal more reasonable innovation opportunity,” explains Styring. “Taking action from the insight in this research is not only possible, but in some cases imperative, because the ideas are just too much fun to pass up.”

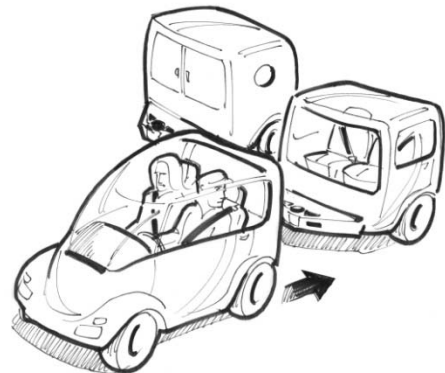
- Pop-out or flip-down dining trays hidden in seats (1)
- Car sanitizer that functions like a flea bomb
- Pop-out purse storage pocket hidden in the front passenger seat
- Post-it-style floor mats that allow you to peel off and throw away floor dirt (2)
- Cooler compartment to protect cosmetics, medications, and other items from heat
- A “yak-bak” style recording system to remind drivers what items stored in the trunk need to be retrieved
- A car wash option at fast food outlets
- Expandi-car: a small unit for single drivers with easily attached modules for additional passenger or cargo space (3)



1



2



3

For more information, go to www.insightfarm.com. *In Your Car: Road Trip through the American Automobile* is available through [Amazon.com](#) and [Barnes&Noble.com](#).

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