

A photograph of a car chassis on a lift in a showroom. A large white circular overlay is centered over the image, containing text. The background shows a person standing near a counter and a sign with text.

# 5 Apple Car Rumors

We Learned Over  
the Past Month



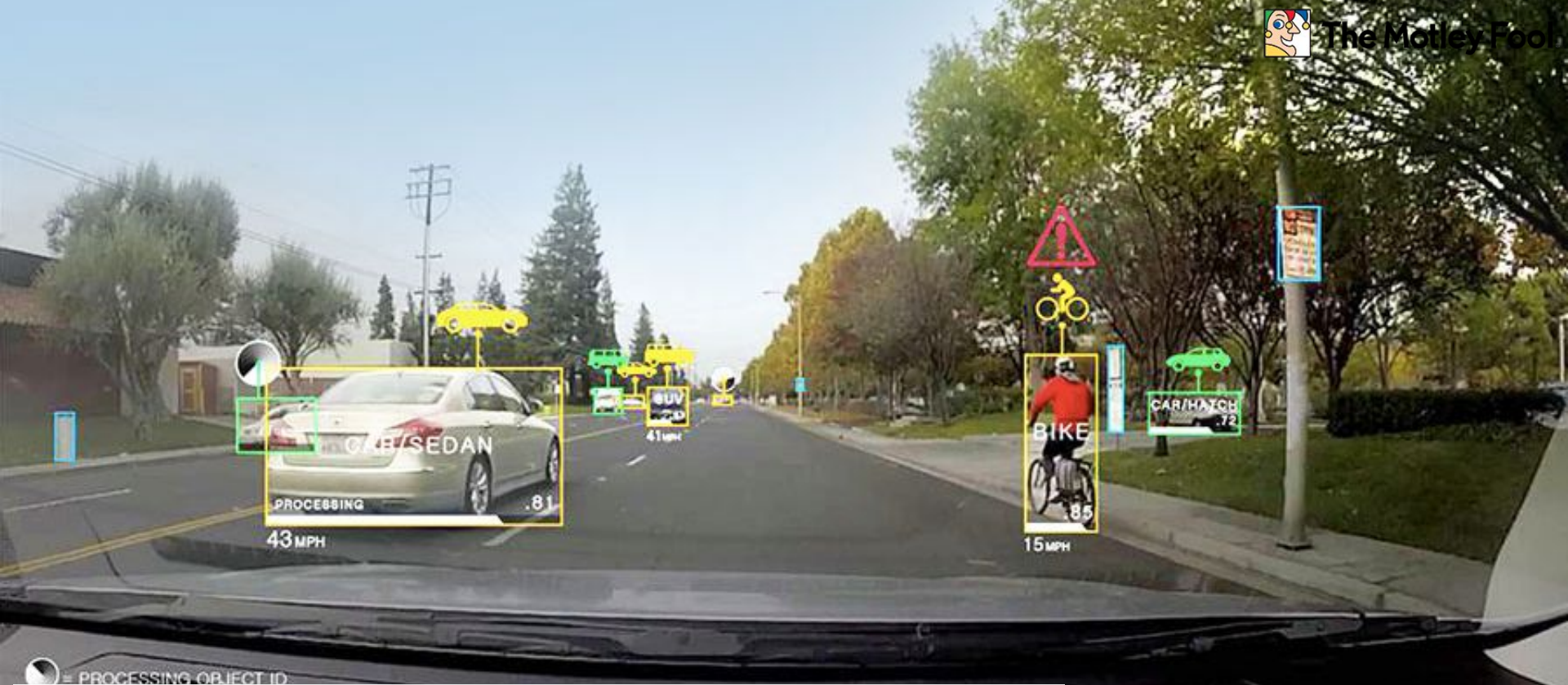
## Apple hiding in plain sight

Image credit: Faraday Future.

Recently, the Wall Street Journal reported on the relatively unknown Faraday Future electric carmaker. The carmaker recently received a massive \$1 billion investment, and employs the former head designer of the electric BMW i8, a former interior designer from Ferrari, a battery specialist from SpaceX, and Tesla's former director of vehicle and chassis engineering.

Since then, some have speculated that Faraday Future is actually a front for Apple's car, code named Project Titan. The rumors speculate that Apple may not be able to keep such a massive car-building project under wraps and may be using the company to hide in plain sight. 9to5Mac published an article refuting the idea, but at this point it's not completely conclusive.





## More autonomous car rumors

Image credit: NVIDIA.

Last month, Apple hired an artificial intelligence (AI) expert, Jonathan Cohen, away from NVIDIA. Cohen was the former director of deep learning at the chipmaker and has extensive experience in advanced driver assistance systems (ADAS), such as NVIDIA's DRIVE PX. That system uses visual processing and deep learning to make autonomous cars a reality.





## Possible Apple car land purchase

Towards the very end of September, Apple purchased a 27-acre space in San Jose for \$166 million. AppleInsider speculates that the company may end up using the new space for its automotive project. While nothing has been confirmed yet, Apple would likely need a large space for its growing automotive project that would be located close to its headquarters in Cupertino.



## Electric drive system hires

Last month, Reuters reported that the electric motorcycle company Mission Motors filed for bankruptcy, after Apple poached numerous top employees away from the company. Starting in 2012, Apple hired a total of eight employees away from the 35-person team, fueling speculation that Apple's car will be electrically powered. Mission's former CEO Derek Kaufman told Reuters, "Mission had a great group of engineers, specifically electric drive expertise. Apple knew that - they wanted it, and they went and got it."

Image credit: Mission Motors.





## A voice-controlled automobile

In October, Apple acquired a natural language speech recognition company called VocallQ, which created software that actively learns from past conversations. Using this type of technology could allow users to interact with a device using conversational language, instead of preset commands and phrases. While the tech could be used in many of Apple's products, VocallQ's software specialized in voice-recognition for automobile interfaces.

## The next billion-dollar iSecret

The world's biggest tech company forgot to show you something at its recent event, but a few Wall Street analysts and the Fool didn't miss a beat: There's a small company that's powering their brand-new gadgets and the coming revolution in technology. And we think its stock price has nearly unlimited room to run for early in-the-know investors! To be one of them, just [click here](#).