VIA is a shared community vehicle, designed to improve transportation within rural areas, focusing on both the ageing demographic and social deprivation.

The vehicle will run systematic routes to productively move around the communities and the daily activities undertaken by the citizens of the village. VIA-Rural will be a government-funded project, which will be allocated to certain rural communities which currently have little or no transport. The vehicle will be owned by local councils and cities, in order to increase productivity in rural areas and address issues such as an ageing demographic and social provision for the disadvantaged.

The powertrain will be a four-wheel electric motor with 100kw lithium-ion battery, regenerative braking and all-wheel torque vectoring. The vehicle will have level five autonomy, active health monitoring, alerts and caution warnings, safer route navigation, voice alerts to pedestrians, vehicle communication on the road, sensors around the vehicle.

The body of the vehicle will be lightweight aluminum plus rolling chassis (skateboard) and polyethylene details and bumpers.