Changing mobility demands like the increase of car sharing especially in cities and among the Generation Y accompanied by blurring boundaries of product capabilities pose new challenges for the automotive industry. Automotive customization can be a possibility to even consider opposing needs, in either aesthetic or functional customization and thus create wellbeing. Adaptive customization enables cars to adapt to user preferences continuously. Hence, value can be created beyond product-evoked wellbeing such as an increase of feeling of safety due to a reduction of secondary, or tertiary tasks.