Automotive Trends

Thematic concepts for Kansai Nerolac’s automotive customers indicating new emerging color trends in Automotive, focused on passenger car segment.

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Project Content Flow

1. International Overview
   - Auto show Immersion: Detroit, Tokyo, Frankfurt, LA
   - Global Mobility Futures
   - Current Trends in Automotive Styling
   - Global Color Observations

2. Indian Overview
   - City Visits: Delhi, Pune, Mumbai
   - Expert Insights
   - Brands Studies
   - Color Image Scale

Articulation of Need States
- Empowering my world
- Evolving Life-stage
- Expressing Self
- Enriching Experience
- Exacting Power

Trend Stories

3. Trends for 2012/13
   - Gathering Inferences from international color conferences
HATCHBACK:
1. Concentration of car repetition in chromatic colors
2. White finishes are being experimented with and hence present in various small pockets.
3. Luxury color choice is being given through soft pastel metallics. Brown is a new entrant.
4. Blacks are being seen in each brand as an offering.

SEDAN:
1. Concentration of car repetition in soft pastel metallic.
2. White finishes in expensive sedans have color interference effects.
3. Luxury color choice is new wines and metallic grays and blacks.
4. Sporty color choices are emerging in younger looking sedans

SUV:
1. A good representation of color choices in clean and fresh area.
2. Increasing metallic silvers, grays and black SUVs represent the growing urban need.
3. Little experiment is being done in muted deep colors.
4. Representative choices in bright colors in each offerings however only very few seen on road.
Automotive Paint Color
Movement Study

White:
- Clean Luxury
- Sculpted
- Color of innovation

Aqua:
- Camouflage
- Flowing motion
- Seamless

Orange:
- Burnt metal
- Expressing brown
- Intense sport

[Sedan images]
[SUV images]
[Hatchback images]
**Mobility Futures**

**New Concepts for Design**

**Alternative Energy & Optimized Material**

Toyota FCV-R concept can hold hydrogen to hold as far as 700 km. Mercedes B-class F-cell have circled the globe and return home.

Hybrid: Prius Plug-in Hybrid Concept. The Swift EV range extended hybrid, with the model being considered as a global one.

Smart For-vision: New concept and materials, setting new standards of lightweight design with first all-plastic wheels. Regina Suzuki concept: compact, low weight and aerodynamic.

**Family Pride**

Mega branding through extending successful product: The Toyota Prius family continues to grow.

Iconic classics for the future: Citroën looking to the future by taking inspiration from its cool past 2CV to Revoile.

Alignment of product platform, Ford showcased a family of 10 new C-segment cars.

**Future Interactive**

Lounger: KIA KV7 ties functionality to transport a large no. of people while also serving as a connected social hub for groups of friends and adventure-seekers.

Smart Gamer: The Toyota Fun-Vii concept allows owners to download different exterior images for the car.
Word Cloud - Idea Accumulation from On-ground as well as Online Research

Energetic, Vibrant, Refreshing, Delightful, Cheerful, Staying Alive, Chic, Charm, Sleek, Crisp, Fun, Performer, Follow me Home, Uber cool,

Thinking Tech, **Youthful**, Dressed to thrill, Current, Sexy, Daring, Edgy, Enthusiastic and Youthful, Rapid, Pace, Jazzy, Peppy, Futuristic, Dynamic, Gleaming Metallic Look, Sporty, Futuristic, Innovation, Agile

Feel at Home, Subtle Reliable, Ample, Bundle of Joy Pleasant, Space

**Efficiency**, Substance, Engineered, Quality, Safe, Classic, Ergonomic, Genius, Value without compromise, Refined, Convenience, Strength, Technology

Management **Comfort**, Pleasant, Smart, Balance, Compact, Warmth, Graceful, Classic, Reason and Indulgence, Touch of Luxury, Heart Car,

Made for you, Personal, **Soft Pride**, Being True, Feel at Home, Alive, Charm, Driver Focused

**Dominance**, Solid Stance, Enhance, Emphasize, Incredible power, Rugged, Dominate road, take the road, Imposing stance, Striking, Machismo, Firmly in command, Hunk, Impressive, Invincible, Fortress, Off roading thrill, Bold, Chrome highlights, Broad, Tough machine

Sculpted, **Reliable**, Responsive, Cleaver, Practical, Strong, Solid, Slim Compact, Sturdy, Low maintenance, Smart, Value for Money, Intelligent,

**Luxury**, Smooth flowing, Harmonious, Premium, Suave, Demeanor, Understated, Classic, Elegant, Radical, Streamlined contours, Fluid,

Sophistication, Poised, Suave Demeanor, Understated, Classic, Elegant, Radical, Streamlined contours, Fluid, Smooth flowing, Harmonious, Premium

Elongated, Cockpit like spacious, Stylish, Well appointed, Graceful, Cultivated, Subtle, Poised, Indulgent pleasure, Regal presence, Smooth, Long and Sleek, Beauty, Detailed, Seamless, Meticulous, Craftsmanship, High Tech, Plush interiors, Sophistication appeal, Cutting edge technology
Need States Identified: Mapping

Technological

Enriching Experience

Evolving Life-stages

Expressing Self

Empowering my world

Historical

Natural

Futuristic

Exacting Power
Comfort | Flexible | Human | Value Driven | Indian

Story:
Compacting is the next big thing that is going to be a few small things. A functional and value driven story, it has a lot of humility to realize and live from within that. This reality empowers one to make the fullest of every little thing available and to look at smallest of opportunity as a resource. It is about man maximum, machine minimum.

Persona:
Small aspirations that are pocket sized. Function over style is always given a priority. Adaptability and reliability of each product is weighed through word of mouth and experience. Clever and practical choices are made to reach each set goal giving each in the family ample joy.

Motives for car purchase:
The car needs to be combination of space, comfort, mileage quality and value.

Design factors:
Simple and Easy form | Slim dimension | Tall body | Spacious | Efficient Design | Adaptive and Multi-utility | Delight to Maneuver.

Car choices:
Maruti 800, Alto, Wagon R, Zen Estilo, Nano, Vista, Sumo Gold, Sumo Victa, Venture, Spark, Punto, Figo, Brio, i10, Pulse
Need State: Empower My World

Simple and Easy forms

Creating small wonders on your own

Man Maximum, Machine Minimum

Efficient Design

Adaptive and Multi-utility
Need State: Empower My World

Color Material
Finish:
Matt and Translucent
Warm and Cheerful
Energetic Color Choices
Solid Finish