



2014 Chicago Auto Show
Trends & Insights



ALL-NEW

2014 ROGUE

Innovation
that excites

EVERYONE DESERVES A
LITTLE "PREMIUM"

3rd-Row Seating

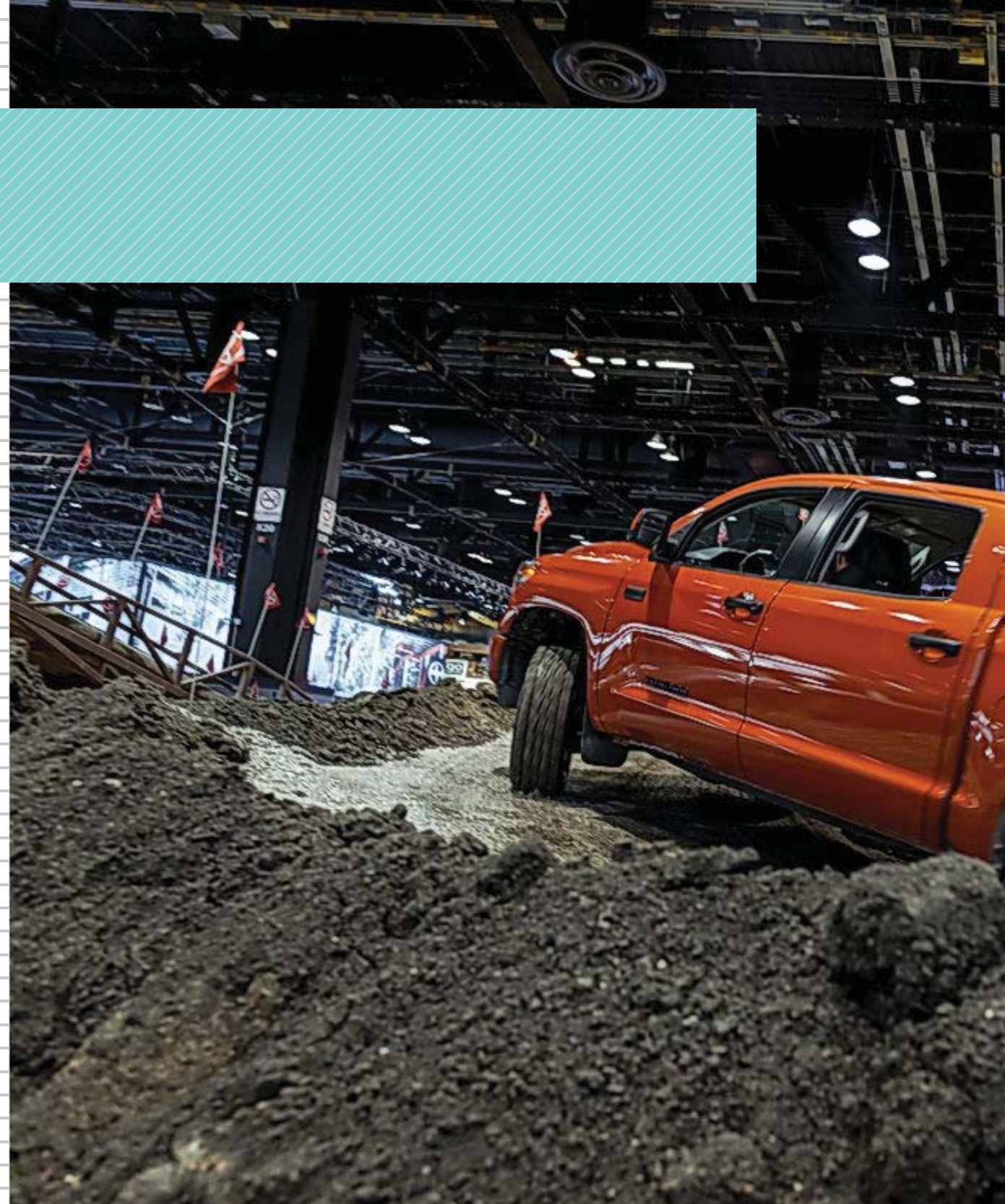
LOW END, FEATURE RICH

Nissan making a statement with their "Everyone Deserves A Little Premium" campaign. The maker of the cheapest US vehicle wants us to know that they're pushing premium features in their low end products.

"Premium" in this case is being defined as integrating delighters such as social connectivity or safety features that are important to 90% of consumers. This development blurs the lines and begs the question: what then is premium vs luxury? If the connectivity and safety features are comparable, why would a buyer pay more for a 'luxury' brand? Will status still lie in the brand name or will the brands known for luxury and high price tags have to find a new meaning of luxury?

FULL PRODUCT EXPERIENCE

The ultimate goal of the dealerships that sponsor the auto show is to get consumers behind the wheel and to deliver an experience as close to real world situations as possible. The huge open floor of McCormick Place offered a bit of everything, from construction sites to off-road and city driving.



ENTRY LEVEL EXOTIC

Maserati's entered the growing entry level luxury/exotic category with the release of their Ghibli sedan. Their sub \$100,000 price point aims to attract the high end BMW/Mercedes/Audi consumer.

Why are exotic brands offering a product that could potentially dilute their brand? No doubt they are trying to capitalize on the success of Porsche's entry level Boxster model.





PERSONALITY PACKAGE



The Volkswagen booth was a splash of color, featuring testosterone-injected graphic treatments and trim packages with black trunks and glass roofs.



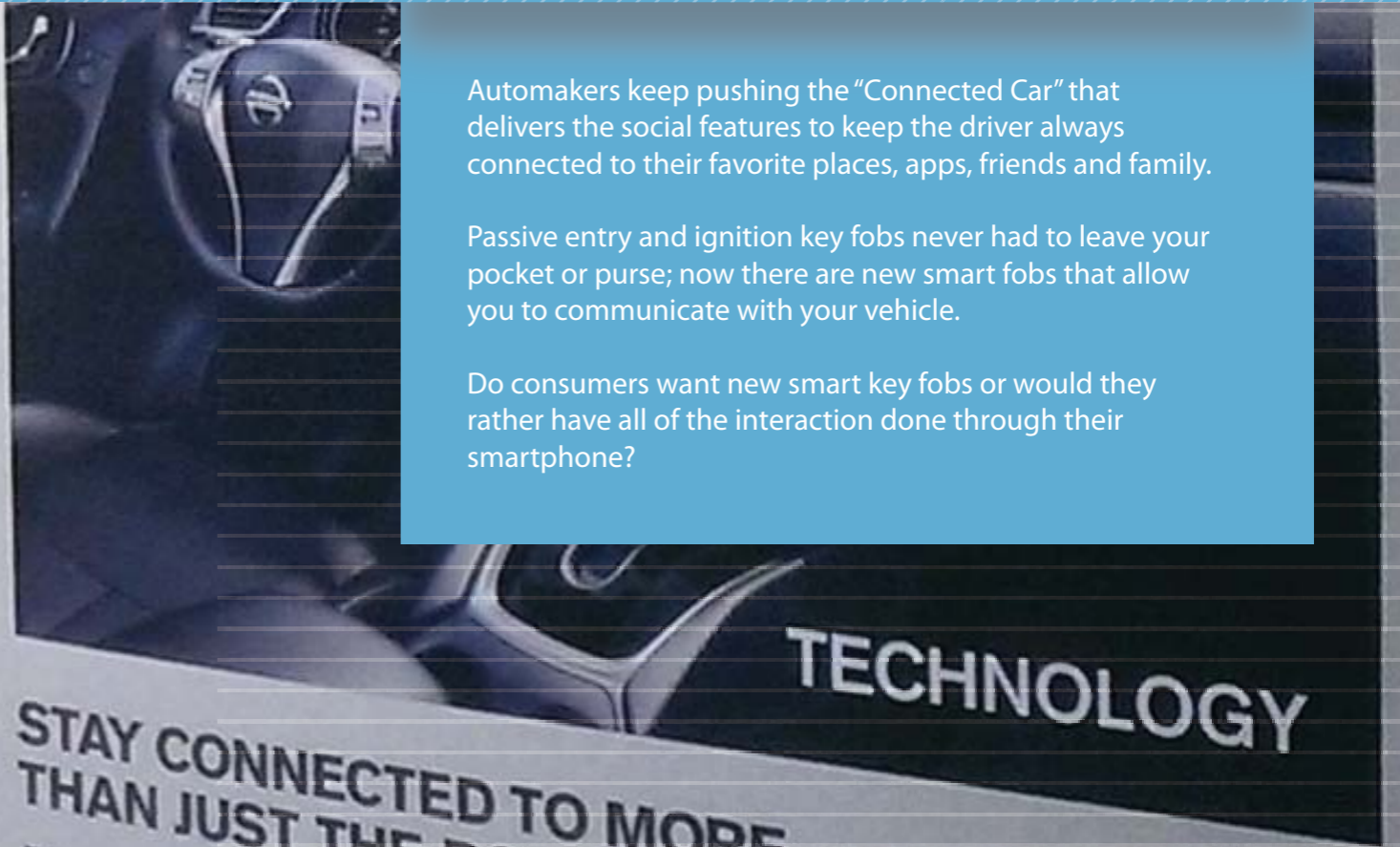
ALWAYS CONNECTED



Automakers keep pushing the “Connected Car” that delivers the social features to keep the driver always connected to their favorite places, apps, friends and family.

Passive entry and ignition key fobs never had to leave your pocket or purse; now there are new smart fobs that allow you to communicate with your vehicle.

Do consumers want new smart key fobs or would they rather have all of the interaction done through their smartphone?



STAY CONNECTED TO MORE THAN JUST THE ROAD.

From handy gadgets like the Nissan Intelligent Key,* to the ultra-convenience of NissanConnect,** to the parking assistance provided by the standard RearView Monitor,** everything you want from technology is available in the all-new Rogue.

*Nissan Intelligent Key is a registered trademark of Nissan North America, Inc. **NissanConnect is a registered trademark of Nissan North America, Inc. RearView Monitor is a registered trademark of Nissan North America, Inc. All other trademarks are the property of their respective owners. ©2013 Nissan North America, Inc. All rights reserved.



THE FACE OF EV's

We appreciated how the Kia Soul EV was designed with minimal venting and techy graphics, going beyond just a trim package, speaking to the new tech they're built around and their clean, quiet operation.

We're hoping next we'll see EV designers take advantage of the dynamics of an electric powertrain and make dynamic shifts to the face structure.



EXPRESSIVE LIGHTING

Lighting design is becoming more expressive and continues to evolve with LED tech. These bright brand elements were once unique to luxury vehicles but can be found on economy vehicles today. How will lighting design evolve and remain innovative and premium?

Will the emergence of the self-driving car create the need for more visual communication between cars?



WHATS NEXT FOR INTERIORS?

Leather, wood and aluminum are still the premium choices. Warmer tones, like chocolate-toned leather and warmer tinted aluminum, are being integrated beautifully.

Automakers are using aluminum in every level and all types of vehicles, from hybrids to exotics, no doubt because they can shape it to almost any surface their designers desire. Has it reached its peak in design?

We wonder what the next unique or premium interior material will be? Cork, ceramic, glass, concrete?



IS THIS THE FUTURE?

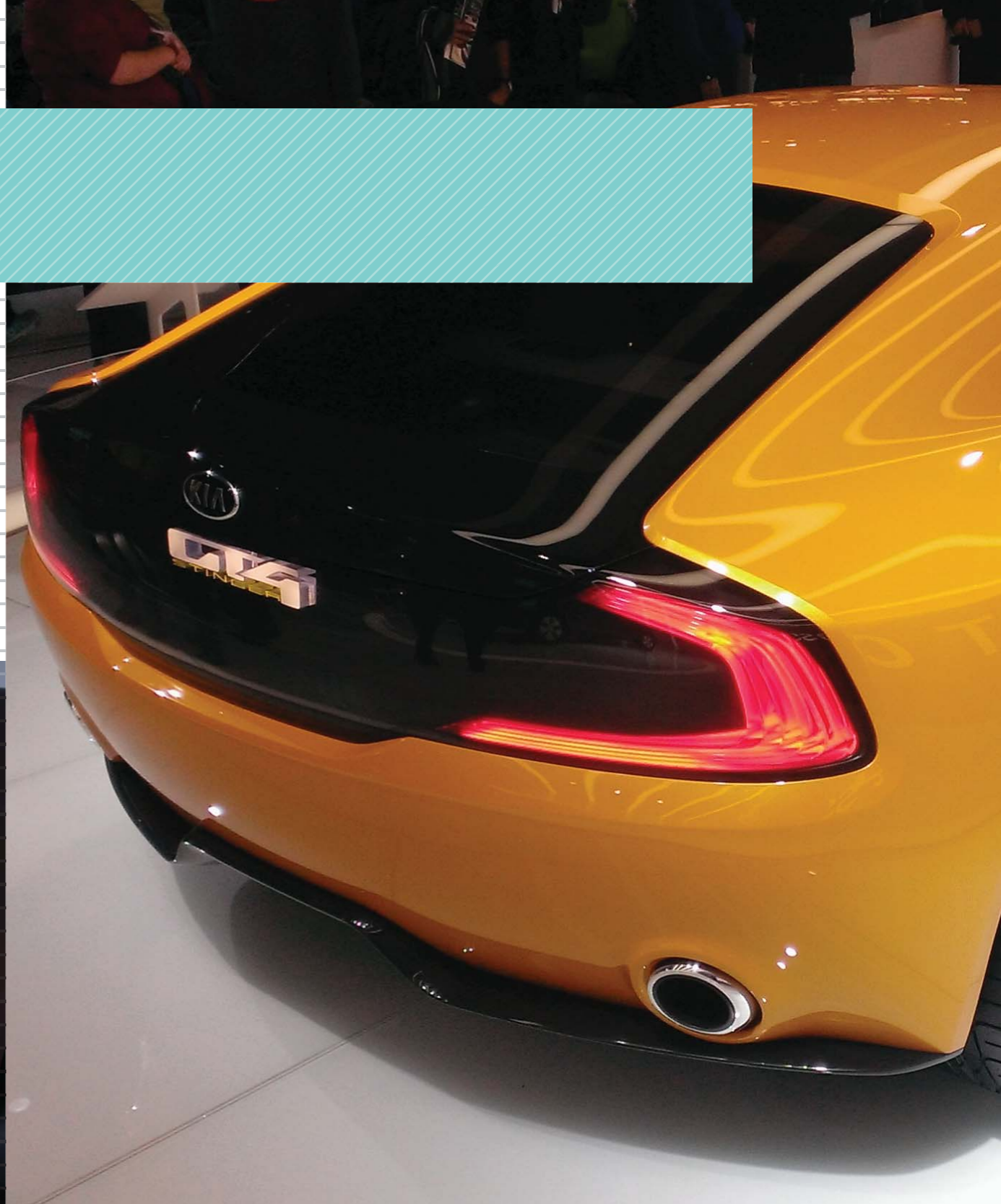
Honda released their FCEV Fuel Cell powered concept which features a radically styled rear end. The futuristic design is supposed to help make it more aerodynamic. Will this soon be a standard in car design in order to meet fuel economy standards?

We've seen similar styling before...who remembers the Honda Insight Hybrid from the early 2000's?



NICE GLASS

We love this giant piece of glass that makes the rear window and taillights one cohesive element. Reminds me of Audi's OLED Swarm lighting concept from a couple of years ago.



WHO'S GOING TO GET IT RIGHT?

Interiors are walking a fine line between offering high tech interfaces that consumers are familiar with and creating an intuitive, feature rich experience designed with safety in mind.

The interior of an automobile should be a playground for UI/UX designers to explore. Every automaker has their own vision for how the driver connects with their vehicle as well as the road.

We're waiting for the first automaker to nail it and give us a game changing "iPod" of automotive interiors.



SINGING THE BLUES

These blue, white and orange finishes popped at this years show. We love how automakers are playing with bright colors juxtaposed with matte and pearl finishes.



SLEEK SPOILERS AND SURFACING

These European exotics accomplished some beautiful surfacing that feature rear ends that flow smoothly from the back. This subtle design feature sets them apart from American competitors who leverage the spoiler as a bold focal point and performance statement.



This Issue's Contributors



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About PDT

At PDT we believe the success of a project relies on our team members' insight into today's product development issues, advances, technologies and trends. We actively seek out the information needed to stay savvy to the issues and opportunities facing our clients, continually building a foundation of knowledge and inspiration that helps our team design products which spark desire, devotion and success in the global marketplace. For more information, please visit us at www.pdt.com or contact us.

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