

Honda Insight  
70 mpg

total sales = 18,000



### The Originator

Looks like a CRX with wheel covers.

Honda was the first to make a hybrid-powered vehicle for sale in the U.S.

The fuel economy of 70mpg combined made it the most fuel efficient vehicle in the U.S.

Despite having no competition, sales were slow, and overall was a total loss for Honda.

Toyota Prius  
50 mpg

total sales = 1.2 million



### The ICON

Prius Coupe



Through sheer recognition alone, consumers are more inclined to purchase the PRIUS hybrid over all other hybrid vehicles, including those by Toyota itself.

After Research pointed out that door-count was not the cause of the initial Insights U.S. failure to sell, a Prius Coupe was planned.

2010 Honda Insight



### The Knock-Off

Looks like a Prius

Not wanting to lose all sales potential in a lucrative market, Honda chose to copy the Prius, and will be forced to compete on price.

This not only lowers the sales value of the cars sold, but also lowers the perceived value of Honda against its rivals.

## THE DIFFERENCE IS THE DESIGN

In a recent survey conducted by CNW Marketing Research, more than 50% of Prius owners revealed that the MAIN reason they bought their car was that "it makes a statement". In an interview with the International Herald Tribune, one Prius owner mentioned that he really wants people to know that he cares about the environment, and another said that the Camry Hybrid was too subtle for the message they wanted to present.

This example leads one to ponder the question of iconography, and the importance of a product's message to consumers.

In this case, the exterior form, and the language it represented, proved more important to consumers than technology; more important than performance; more important than innovation.

This is the place we want to be. How can we make an iconic product line?