

# *Enigma*

Exterior Design For Successful Chinese Female



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## INVESTIGATION

Country	USA	Germany	France	China	Japan
Female vehicle purchase	55%	57%	35%	51.4%	35%

Year	Before 2002	2002	2008	2011	2012
Chinese Female vehicle purchase	>10%	20.3%	32.9%	43.1%	51.4%

Age	25-30	31-40	41-50
Chinese female potential customer	41%	32%	20%

The 'woman living in the fashion, men living in the car' era has inadvertently subtly changed. A lot of female trying to own their private car, and automotive is already going into their daily life. With growth rate of consumption of private vehicle, the number of female vehicle buyers is increased these years.

## TARGET CUSTOMER

Successful Chinese female

### SUCCESSFUL FEMALE



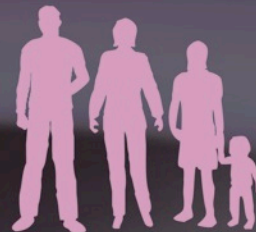
Successful Chinese female daily use: commuting, shopping

### WITH FRIENDS



Go out with friends: party, shopping, having dinner

### WITH FAMILY



Go out with family: travelling, pick up children

# SCENARIO



7:00 a.m.  
Morning



8:00 a.m.-5:00 p.m.  
Working

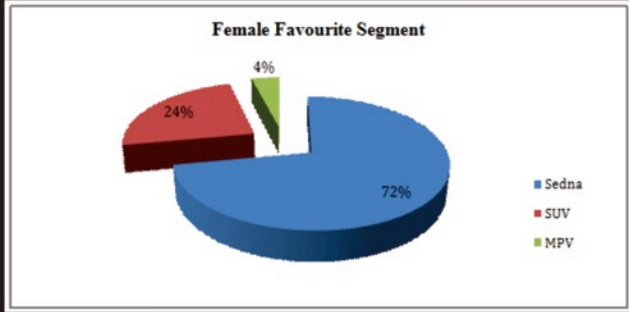


5:30 p.m.  
Shopping



6:00 p.m.-12:00 a.m.  
Casual

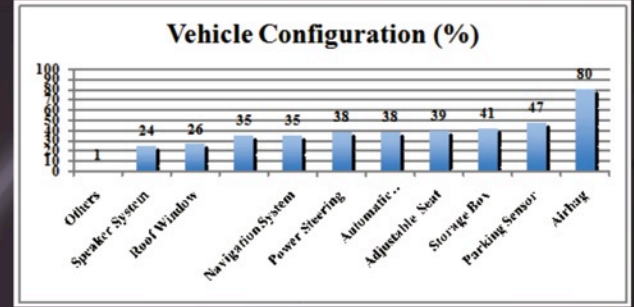
## SEGMENT



Of the whole Chinese female, the finger from the Xintai Survey shows that female's favorite segment is sedan of 72%, and the SUV is 24%. But in the questionnaire of the Chinese successful female, there are 41% female choose sedan, 42% female choose SUVs, 5% female choose cross-border car, 2% choose MPV and 10% female choose small cars.



## BRAND



## FASHION BRAND

Female have no resistance to the beautiful jewelry, as he brand Cartier has the name of 'Emperor's jewelers, jeweler of kings, it is the integration of female's dreams and elegance. Natural geometry found in nature is inspiration for the initial proposal for an advances technology cross the exterior, especially of the incarnation of the eternal natural flower, lily.

*Cartier*



# KEY SKETCHES



# INSPIRATION



- Leopard
- Momentum



- Wrap
- Hollow



- Swan



## RENDERING



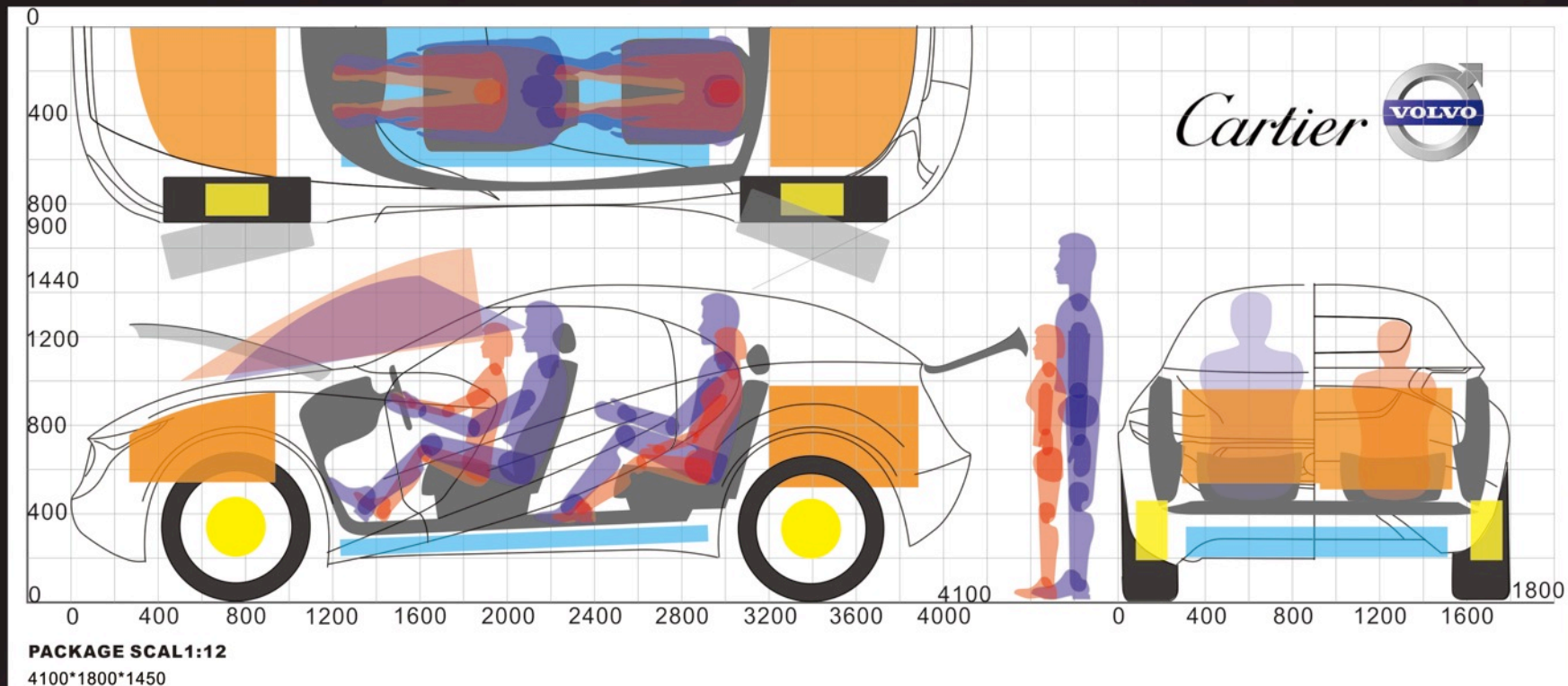
- Front & back storage
- Graphic doors
- Decorative air inlet
- Transparent alumina front glass
- New proportion
- Electricity

# CG RENDERING





# PACKAGE



97.5%ile Dutch male seat and steering position

2.5%ile Chinese female seat and steering position

dimensions are in mm

200mm×200mm square grid

INTERIOR

WOMEN'S SIGHT

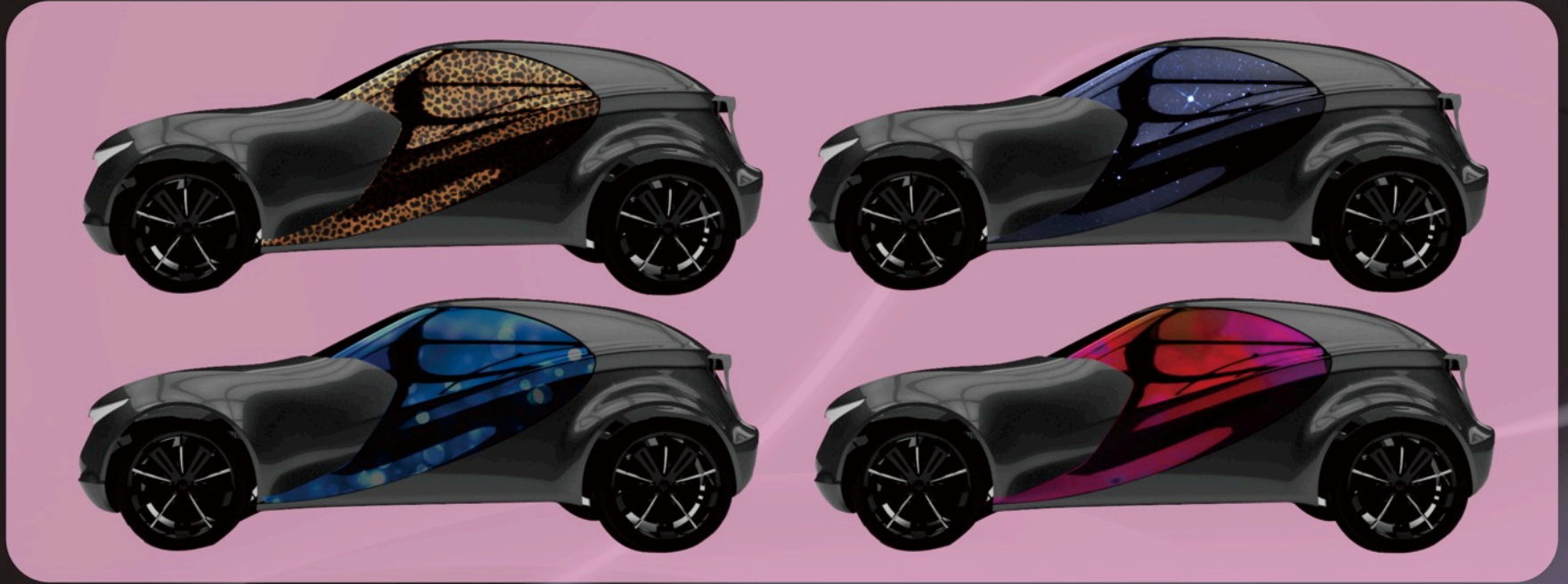
ENGINE

STORAGE

MEN'S SIGHT

BATTERY STACK

## TECHNOLOGY: E-INK



The two doors have the self-painting system, only consume the electricity while refresh, and it does not consume the electricity while showing. Show different color and graphics on the two doors. While for a female, the car is not only a transport tool, but also a fashion product, just like their clothes and bags. Can coordinate the female's daily wearing.

## MATERIAL



### Carbon Fiber-Reinforced Plastic

- Highest strength to weight ratio of all materials
- Greatest potential for weight reduction
- Slow cycle times
- High cost
- Limited familiarity within the industry



Front glass:  
Transparent alumina  
(3 times stronger than steel)