

form and brand analysis

Volvo Pursuit

How do you maintain the legacy of brand when
introducing a novel accessory to the lineup?

Partner: Max Niehaus
Timeline: 6 Weeks
Intent: Form study



The Last Mile

Closing the gap between Last Stop and Last Step



Commute:	2Miles
Terrain:	Pavement
Population:	Dense
Apartments:	Cramped
Cargo:	Heavy



“I **don’t like** it when a product has a **heavy façade**, I want to know what I am getting into”

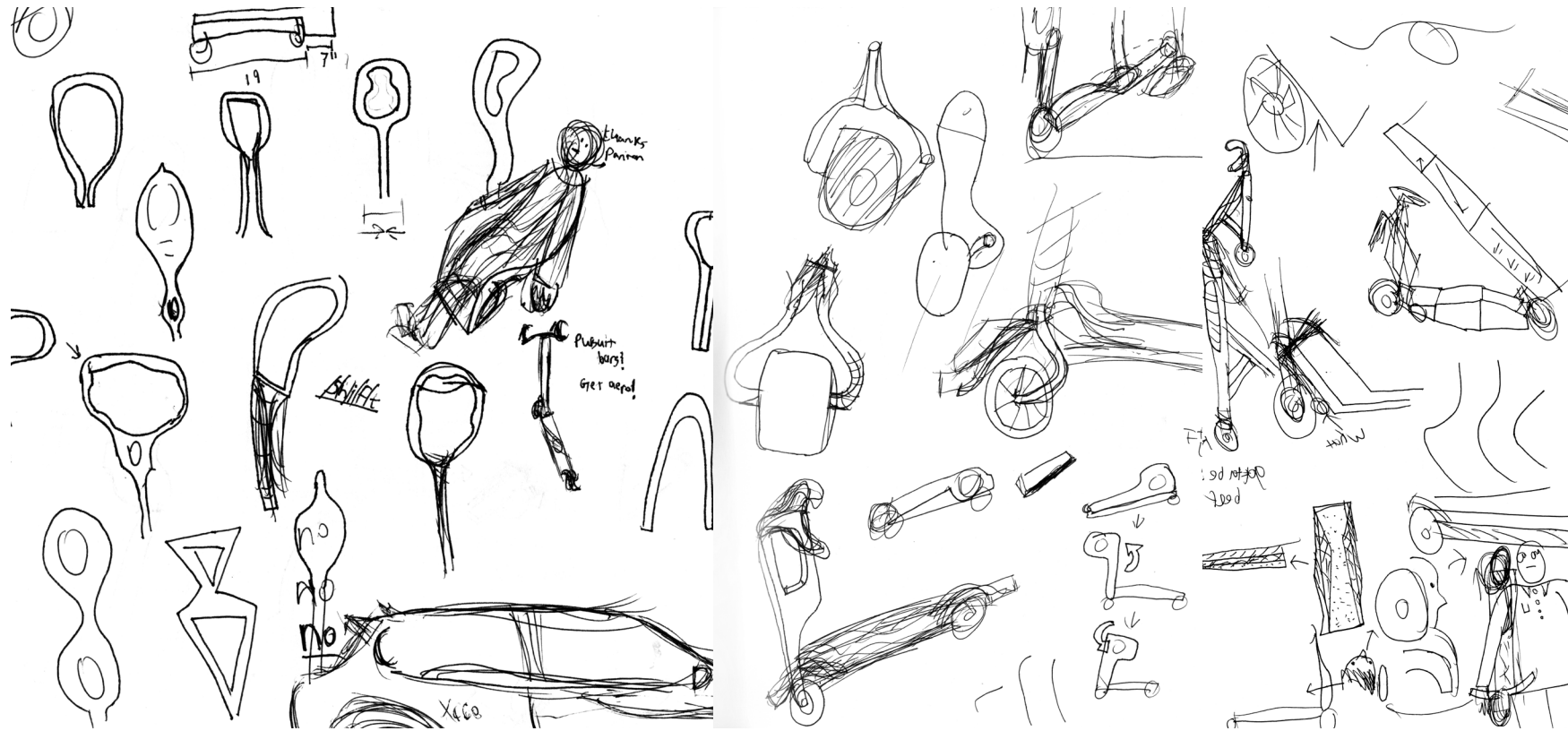


“I have trouble seeing the benefit over the **speed** and **versatility** of my bike”

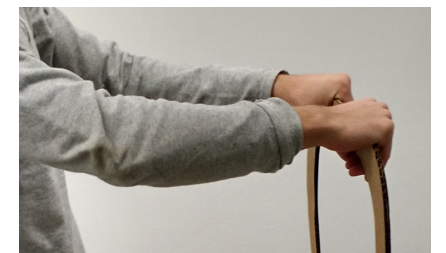
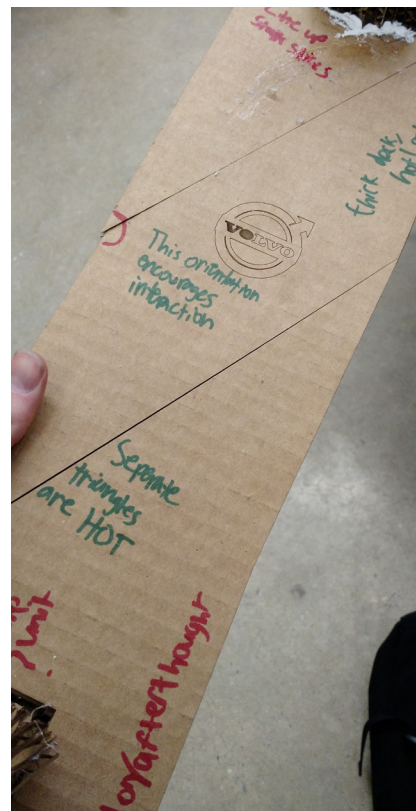


“I don’t want to get **hit** by a car or taxi and **die**”
“It’s the **embarrassment** of looking lame”





Developed as a **utilitarian extension** of daily life, Volvo Pursuit is not only built to **seamlessly blend** into the daily routine, but also to blend into the **human form**. When not being ridden, the Pursuit folds to be either **placed upright** or **carried over the shoulder** while walking short distances.



Volvo is a **utility product**, a natural extension of the self that fits directly into the preexisting lifestyle of the user rather than being a lifestyle product itself. Design decisions beyond **heritage aesthetics** are rooted firmly in **functional causes** designed to aid the user in the interaction with the vehicle. This creates a space of **strength through simplicity, luxury through restraint, and comfort through empathy**.

