

Styling Design of New STREAM

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ABSTRACT

The concept of Motion Designing was used in the development of the new model STREAM to produce a vehicle that offers a sense of integration at every point of contact between vehicle and human user and that urges the owner to drive it.

The aim of the design of the STREAM was to reproduce the dynamism of a high-performance sports coupe. A “Crouching Coupe Form” was the basis of the exterior design. In addition to this, the image of a “Silver Wolf” was adopted as a design motif, and the form was designed to express the sense of aggressiveness and sharpness suggested by that image.

The design theme for the interior was “Modern Sporty Interior,” representing a fusion between “Emotional Sports Cockpit” and “Modern Comfort.” This has resulted in an advanced cockpit with comfortable, high-quality seats producing the feel of a cozy living space.

1. Introduction

It is now more than 10 years since the minivan category became established in the Japanese market. When the first-generation STREAM made its appearance on October 26, 2000, the new concepts it embodied attracted numerous customers.

In the almost six years that have passed since then, the market, customers, and vehicles themselves have further diversified. Against this background, the new second-generation STREAM was developed to embody new values appropriate to the Honda name.

The development of the new STREAM commenced with the concept of Motion Designing, a design that offered a sense of integration at every point of contact between vehicle and human user and that actively urges the owner to drive the vehicle. The design team kept certain questions in mind throughout the design process: How could they create a vehicle that would become a

new standard in the category, that would make customers proud to own it, and that would provide an entirely stress-free driving experience? The motivating force behind the design was the team’s desire to create a minivan that would do away with any lingering resistance to the purchase of a vehicle in this category, and that would grow to be loved by customers owning it; a sporty vehicle that incorporated new values that would, for example, make owners want to look at it, feel pleasure in washing it and be proud of driving it. This can be summed up in the phrase “Fun to Have STREAM.”

To actualize the design concept for the new STREAM, designers focused on users who took seriously the challenge of balancing their lifestyles and their social responsibilities. Aiming towards a stylish design, the team realized a passenger vehicle that is both sporty and comfortable to drive around town. This paper presents an overview of the design of the new STREAM (Fig. 1).

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Fig. 1 Fun To Have STREAM

2. Design Aims

To enable the creation of a more distinctive sporty passenger vehicle, “Crouching Coupe STREAM” was established as the design concept. Based on this concept, the design team lowered the front slope of the vehicle to give it a sense of leaning forward, ready to spring into action. They also aimed for the high quality and individualistic style of a coupe.

The issues in realizing this concept were to give the vehicle a low profile and a sporty and individualistic appearance when viewed from the outside, while bringing these qualities into harmony with the seemingly contradictory requirements for the interior space: a spacious and comfortable cabin with a level of quality that provides a sense of custom design throughout (Fig. 2).

3. Package Layout

Numerous studies were conducted to enable the exterior to be lowered to give the vehicle the profile of a sports coupe, while making the interior more spacious than the first-generation STREAM, while at the same time ensuring high quality. The basic requirement in terms of the package layout was to ensure a comfortable ride for occupants despite the cabin height, which is low for a minivan, and the space limitations of a C segment vehicle.



Fig. 2 CROUCHING COUPE STREAM

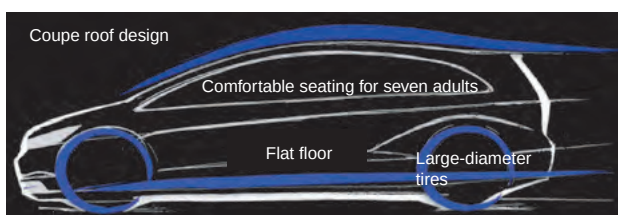


Fig. 3 Package layout

Discussion of the numbers was of course important in achieving these goals, but first maximum use was made of package models, with the entire design team contributing ideas. Development proceeded with the pursuit of increased comfort in the limited space from the floor to the seat as a specific goal.

To achieve this goal, the design team focused on the design of the floor. The use of a floor design that is flat throughout the vehicle (like a bathtub) and that has been lowered significantly at the position of the third row of seats, has ensured that users feel no sense of restriction on any part of their lower bodies no matter what seat they sit in. This has made the interior seem larger than its actual dimensions and offers a sense of ease of use, fulfilling the design goal of providing a comfortable living space (Fig. 3).

4. Exterior Design

The design theme for the exterior of the vehicle is the “Crouching Coupe Form,” a low-riding form that emphasizes the large-diameter tires, with a front inclination making the vehicle appear ready for take-off; the first impression created by the compact, sophisticated exterior is that the vehicle could not possibly accommodate seven occupants. The compactness and refined dynamism of the new STREAM makes it a vehicle that is at home anywhere in the city.

- (1) The powerfully dynamic exterior form is the result of the integration of a number of design elements: A roof and side window graphics that slope to the rear as they do in a coupe, a solid front nose, a large, rounded and sloping tail end, and the use of large, overhanging fenders despite the compactness of the body (Fig. 4).
- (2) The motif of a “Silver Wolf” was established to further heighten the sense of dynamism produced by the vehicle. In an attempt to project an image of the aggressiveness and sharpness of these animals, the front mask was lowered to represent the face of a wolf, the sculpting of the body was deepened, and a tense, firm front structure was employed, while maintaining a total width of 1695 mm (Fig. 5).



Fig. 4 Side view

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Fig. 5 SILVER WOLF

- (3) The rear windshield has been angled as much as possible while ensuring space in the third row of seats, and the rear pillar graphics gradual slope even more strongly from the tail lights. This produces a sense of lightness in the form, making it hard to judge from the exterior that the vehicle is spacious enough for three rows of seats (Fig. 6).

The design elements discussed in (1) to (3) above respond to the needs of users to whom family life is important, but who also value their individual style, and integrate to form an overall design that makes the new STREAM a stylish driving experience whether the driver is alone or accompanied by someone else.

5. Interior Design

The design theme for the interior of the vehicle was “Modern Sporty Interior,” representing a fusion between an advanced “Emotional Sports Cockpit” and the “Modern Comfort” offered by the high-quality, comfortable and spacious seats.

5.1. Emotional Sports Cockpit

On the driver’s side, vehicle controls such as the shift lever and the air conditioner controls have been concentrated in one area, which provides metallic accents; the navigator’s side is simpler but textured and soft to the touch (Fig. 7). In keeping with the



Fig. 6 Rear view



Fig. 7 Emotional sports cockpit



Fig. 8 DUALFACE METER

concept of a “Dual Face,” controls and accessories look different during the day and at night. During the day they have the compactness and texture of metal, while at night the figures glow white and an indirect blue light illuminates the meters, the switches and the cup holders. This means that the cabin has a different “emotional expression” during the day and at night. The Dual Face Meters provide an example of this (Fig. 8).

5.2. Modern Comfort

Under the category of “Modern Comfort,” designers aimed to create an interior that offers quality and comfort whether passengers are sitting in the first, second, or third row of seats. Meticulous attention to detail was lavished on the interior to achieve this goal, extending to the flatness of the floor, the comfort of the seats, and the shape, volume and positioning of storage spaces that can be used everyday (Fig. 9).

6. Color Design

6.1. Exterior

The optimum color design to express the dynamism of the vehicle and the “Silver Wolf” motif was developed under the theme “Sharp & Dynamic.” This was achieved with the development of “Cool Umber M.” This color design involves the use of a sparkling metallic tone integrated with a dark gray base suggesting the aggressiveness of a wolf, but also providing an adult flavor. This color becomes a subtle umber when the light strikes it, and gently



Fig. 9 Modern comfort



Fig. 10 Color design

highlights the design details of the exterior. In addition, a further six colors from the existing color lineup have been matched to the new STREAM and are offered as choices for customers (Fig. 10).

6.2. Interior

“Sport Modern” was selected as the theme for the color design of the vehicle interior to express the style and sophistication of the STREAM’s users. Functional materials offering hard-wearing performance while also appealing to modern tastes were used for the seat covers. The elegant beiges and browns offer a refined color scheme that coordinates with the rest of the cabin (Fig. 11).

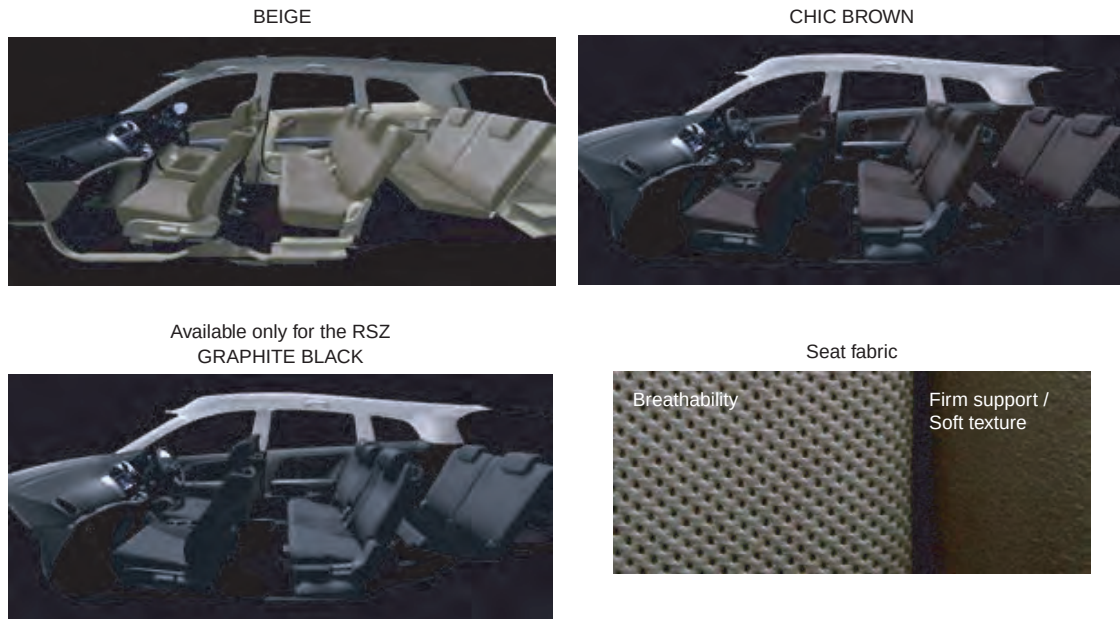


Fig. 11 Interior design

7. RSZ Design

Users seeking sportier performance can select the RSZ model, which offers tuned suspension and a design based on the theme “More Sporty” (“more aggressive”) (Fig. 12).

7.1. Exterior

Centering on a blacked-out grille, the front mask has been designed for a feeling of aggression, with dark-toned headlights and the fog lamps positioned low. That same sense is emphasized even more when viewed from the side, with an aluminum wheel



Fig. 12 RSZ design

design that makes the 17-inch large-diameter tires look even bigger, and a low side sill garnish that makes the body of the vehicle seem firmly in touch with the ground.

7.2. Interior

All the interior fittings of the RSZ are black-toned; the functional components are outlined in a silver metallic color to bring out their forms sharply, creating an adult, sporty feeling. The use of the silver metallic color for the knob of the shift lever and the inner surface of the steering wheel, which are touched by the driver's hands, and the use of silver stitching on the seats, create a sporty feel while coordinating with the rest of the interior.

In "RSZ," "RS" represents the youthful sportiness of the CIVIC RS, while "Z" indicates an ultimate rendition. The sharp and modern design of the RSZ emblem used inside and outside the vehicle appeals to the user seeking a distinctively sporty vehicle.

8. Conclusion

The development of the new STREAM was based on a design concept incorporating the idea of a "Crouching Coupe STREAM" and the aggressiveness and sharpness suggested by the motif of a "Silver Wolf." The result is an exterior possessing a dynamism suggestive of a high-performance sports coupe, and an interior design offering a luxurious and comfortable living space.

The new STREAM embodies a new concept: It is at once a driver's car that symbolizes a stylish lifestyle and offers pride of ownership, and a practical car that accommodates any number of occupants in comfort and increases the pleasure of motoring the more it is used.

Living up to its name, Honda's new minivan gives birth to a new STREAM of automotive excellence.

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