

Style and Design for New CR-V

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ABSTRACT

The CR-V has been redesigned under a new concept—"Premium Smart SUV"—combining the toughness of an SUV with the quality and sophistication of a passenger car, all without sacrificing the functionality of the classic CR-V.

To achieve this, we have drastically redesigned the exterior of the new CR-V based on the concept "Dynamic & Emotional," giving it a combination of dynamic sporty forward cabin and a rugged lower body that emphasizes large wheels. The concept for the interior of the redesigned CR-V has been given the name "Quality & Toughness," and like the exterior aims to provide the vehicle with a tough, functional and driver-friendly SUV design with the refined space of a safe, exhilarating passenger car.

By optimally merging these concepts to build the newly designed CR-V, we have created an SUV that is fresh and upscale.

1. Introduction

With the unveiling of the CR-V in 1995, the radical new concept of a "light off-road vehicle" was introduced to the market. The idea of combining the best of a passenger car with that of an off-road vehicle has proved popular with car owners, particularly among young families in Japan. The CR-V is now sold in more than 160 countries and is on its way to becoming a world-wide hit alongside the CIVIC and ACCORD.

By conducting surveys in the United States (currently our main market) prior to developing the new CR-V, we found that owners of previous CR-V models were very fond of the vehicle's functional features, and many CR-V owners were thoroughly satisfied with their choice of vehicle.

Additional surveys were conducted, including customers of other vehicles to understand how drivers actually used their CR-Vs, how they look while driving in the city or on the freeway and other concerns. We were able to get a real sense of what drivers might want or need in a new SUV designed to change with the times. This lead us to take the next step to enhance the usability and functionality our CR-V owners have come to expect since the first generation rolled on to the showroom floor and to create a design that portrays the enhanced strength and

dynamic performance of an SUV.

Furthermore, while it is an SUV, the new CR-V also possesses an emotional dimension equal to that of any high-quality sedan. It is the high-dimensional fusion of these conflicting elements that is the real value of this new CR-V; the realization of the "Premium Smart SUV" concept.

2. Design Goals

We aimed to develop a next-generation compact SUV that incorporates the quality of a passenger car, while maintaining at its core the toughness of an SUV. With the overall concept being a "Premium Smart SUV," our goal was to design a CR-V that appeared active and sleek in any situation, portraying the driver as adults who think outside the box.

The exterior design concept of "Dynamic & Emotional" made this possible by bringing together the sporty, sleek cabin and the sturdy, dynamic lower body.

For the interior design of the new CR-V, we turned to the theme of "Quality & Toughness". We created a simple, high-quality, comfortable design built around a hardy image created by using an exposed frame and a functional design configuration that expresses an air of safety.

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3. Package Layout

The fundamental idea behind the new CR-V package was to begin with the previous model's compact body size and spacious, functional cabin, which have proved popular with drivers worldwide. We then added to the new CR-V's "DNA" such basic dimensions as an eye point that provides a feeling of reassurance and a hip point that makes it easier to get in and out of the vehicle.

Inside, there is ample room for four adults and plenty of space for their luggage. For the passenger car dimension, we designed a stylish space with an exhilarating and high-quality, emotional forward cabin. For the SUV dimension, we brought together the iconic large wheels and tough lower body, resulting in a new SUV frame that embodies the concept "Premium Smart SUV." (Fig. 1)

To make it more driver-friendly, we put a great deal of thought into the tiniest of details. The new CR-V adds such items as a double-deck cargo shelf that makes it easy to adjust the luggage space, a tailgate with reduced torque, and lower side door steps that make it more comfortable when getting in and out of the vehicle. These features realize the totally out-of-the-ordinary in your everyday life, with sleeker functionality, emotionalism and dynamic sturdiness all in one effective package.

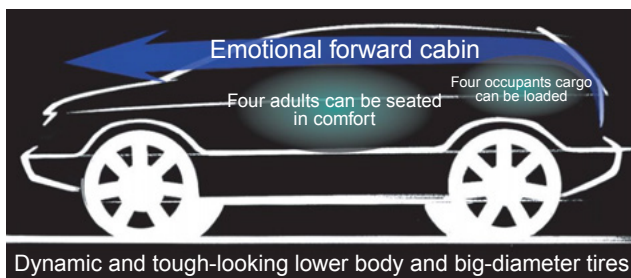


Fig. 1 Package concept

4. Exterior Design

We created the exterior of the new CR-V as an urban, refined "Dynamic & Emotional" design, without sacrificing the functional quality of the package of previous CR-V models.

By changing the way the tailgate opens and closes, we were able to give the new CR-V ample storage space. We also tilted the rear window, and this, combined with bringing the windscreen forward, resulted in a sporty, dynamic look for the cabin. We have done away with the quarter pillar and given the CR-V dynamic and personal one-motion side window graphics with added premium chrome-plated trim. (Fig. 2)

In addition to the increased presence created by using

larger wheels, the supple, large projecting front and rear fenders serve to emphasize the strength of the lower body. Together with the tough-looking lower garnish, these wheels and fenders give the new CR-V a sense of stability. (Fig. 3)

In the new design, we gave the front of the vehicle a look that makes it instantly recognizable as a CR-V. We accomplished this by fusing the upper and lower halves of the grill with the large headlight array, which results in an impression of sturdy strength.

For the back of the vehicle, we continued the use of vertical combination lights — the mark of a classic CR-V. We made the rear appear rugged with a three-dimensional protrusion symbolizing a rear spare tire, giving the new CR-V its unique rear design. (Fig. 4)



Fig. 2 Side view



Fig. 3 Dynamic emotional



Fig. 4 Final rendering

5. Interior Design

With the enhanced off-road rugged functionality of an SUV and the urban sophistication of a passenger car, we aimed to create an interior design that was upscale and suitable for any situation through the concept of “Quality & Toughness.”

5.1. Quality & Toughness

The core components of the interior design incorporate a structural motif that creates the sense of toughness and hardness that are the mark of an SUV.

A pillar-like solidity is created by the center instrument panel, that includes such controls as the audio components, air conditioning and gear shift, and defrosters and vents on each side. The main components, including the steering wheel, door grip and front seat-backs, also have been designed using this motif. (Fig. 5)

On the Quality side, previously “hard” components were given a feel of quality and softness, thereby merging rugged functionality and high-class sophistication. We were able to achieve this interior concept of “Quality & Toughness” through user-friendly features, such as the double-deck cargo shelf. (Fig. 6)



Fig. 5 QUALITY TOUGHNESS

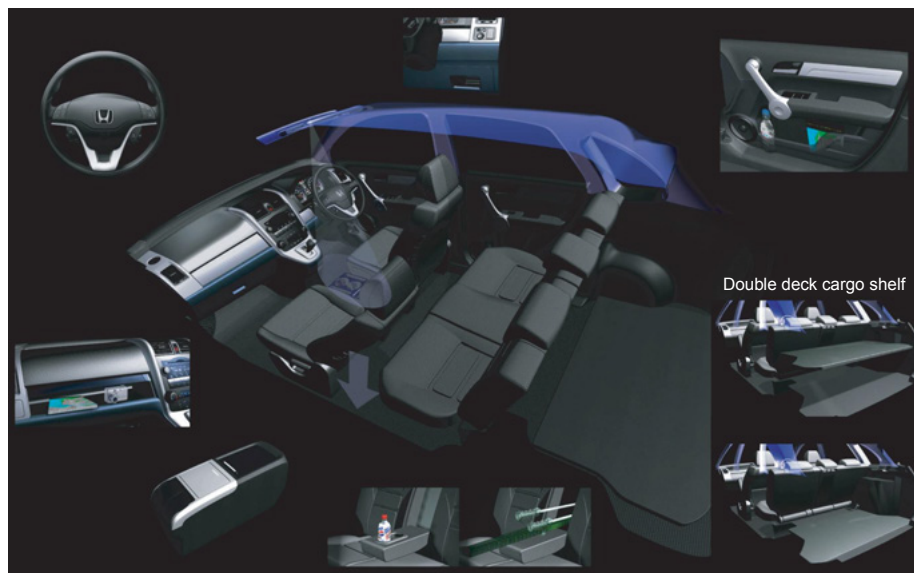


Fig. 6 Interior utility

6. Color Design

6.1. Exterior

To create colors that reflect our overall concept of a “Premium Smart SUV,” we developed the Premium Smart Color palette which makes the CR-V appear stylish in any situation.

To effectively convey the tough image and rugged surface exterior of an SUV, we developed Whistler Silver M especially for the new CR-V. This color contains metallic particles much larger than normal, giving it its dynamic sophistication.

In addition to the new color, the new CR-V will be available in five existing colors. (Fig. 7)

6.2. Interior

Developed with the same theme as that of the exterior, we aimed to combine the functionality of an SUV with the distinction of a passenger car in the interior of the new CR-V.

For the seats we used embossed tricote fabric, coordinating the interior with our new Indigo Black — the

interior theme color (Fig. 8a). The unique color presents an image of active functionality and urban sophistication, resulting in a cabin space that inspires a feeling of cool and confidence.

The CR-V will also be available with Ivory leather which creates a comfortable, relaxing space that projects a high-quality premium interior. We chose these two color variations as the expression of “Premium Smart.” (Fig. 8b)

7. Conclusion

The members of the CR-V design team have worked together to bring you this “Premium Smart SUV,” based on the overall concept of a vehicle that can be used for everyday driving or out-of-the-ordinary adventures. The new CR-V portrays the drivers as adults who think outside the box, no matter the situation. Despite the seemingly contradicting elements, we have made a higher quality CR-V that is sleeker looking and more emotionally satisfying and functional.

As we brought the new CR-V to fruition, the

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Fig. 7 Exterior color

BLACK& INDIGO BLACK



Fig. 8 (a) Interior color

BLACK & IVORY



Fig. 8 (b) Interior color

development team members discussed a variety of ideas and had many disagreements as they worked toward their goal. We can say with confidence that this has resulted in an appealing third-generation CR-V that is better designed and has enhanced driving performance, and of course has made significant advancements in usability. We hope that drivers will appreciate the full extent of the attractiveness of the new CR-V, and will feel satisfaction with the sense of excitement we have brought to this CR-V.

We hope this new CR-V, like its predecessors, will be used in a variety of ways, making drivers happy around the world.

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