

Style and Design for CROSSROAD

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ABSTRACT

The CROSSROAD was developed based on the concept of “Active Life Navigator.” It combines a compact body with the ruggedness of a 3-row, 7-seater SUV to accommodate new driver lifestyles.

Based on the idea of “small but tough,” the vehicle’s individual design stands out even in the city. CROSSROAD expresses a tough image through its solid, angular lines and prominent fender.

Every corner of the CROSSROAD’s interior has been refined with the concept of “Exhilarating and Brawny,” complimenting the vehicle’s angular body, while its sturdy frame and modern, robust interior were created to provide passengers with a sense of security and safety.

With the CROSSROAD’s tough exterior and modern interior, we hope to provide vehicle owners with new value in their automobiles.

1. Introduction

The CROSSROAD was developed for the Japanese market to bring our customers new value. The market is overflowing with cars for every type of customer preference. One user trend in particular caught our eye. A new indication that has emerged with the changing times is that people who enjoy virtual activities, such as surfing the Internet and video games, are wanting to get out, move their bodies, and enjoy their five senses. Their interests have moved inward; they seek to better themselves while having fun, and continue to value the expansion of their worlds.

More and more people also want to share these experiences with their families, friends, lovers, and others around them.

Taking this into account, the development team wondered if they couldn’t make a vehicle that matches the driver’s lifestyle in a size that fits effortlessly into their full lives. They wanted to give the vehicle three rows of seats that could hold several people for everyday life, while asserting its style as an SUV. The team wanted drivers to feel eager to get out and do something.

The designers aimed for a vehicle that stands out in the city, one with a compact design that is unique. Balancing an exterior with presence with an interior space full of possibility, the design team strove to realize a vehicle that would leave the owners satisfied for years to come.

To realize these goals, the design team started by

developing what was to become the CROSSROAD under the new concept “Active Life Navigator,” seeking to create a vehicle that is both tough and cool, and expands its owner’s life with its limitless possibilities (Fig. 1).

Figure 2 shows the final design mock-up.



Fig. 1 Concept of Crossroad



Fig. 2 Final design mock-up

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2. Package layout

Figure 3 shows the package layout. The package combines two key concepts: “3-row seating everyone can enjoy” and a “convenient size,” making it easy to use in day-to-day life. The overall body size has been cut by 100 mm from the first-generation CR-V, which proved popular in the Japanese market, while also being given three rows of seats—enough room for 7 adults. The first and second seat rows are AM95%, a measurement indicating that they accommodate dummies that cover the space requirements of 95% of American males, meaning that four adults can quite comfortably sit in the cabin. We approached the third row with the idea that people of smaller stature would have no problem sitting there, and therefore chose JM50% measurements, which accommodate a dummy representing the space requirements of 50% of Japanese males.

Using our own technique, developed for use in the STREAM, to lower the platform, and by removing the spare tire, the design team was able to lower the CROSSROAD’s overall height and include three rows of seats accommodating seven adults. Also, by giving the CROSSROAD a square design, the team was able to laterally expand the headroom in line with the STEPWGN, creating a cabin that feels larger than it actually is. Overall, the new CROSSROAD is 60 mm wider than the STREAM. Together with bigger wheels, the design team has realized a CROSSROAD that is as tough and sturdy as an SUV.

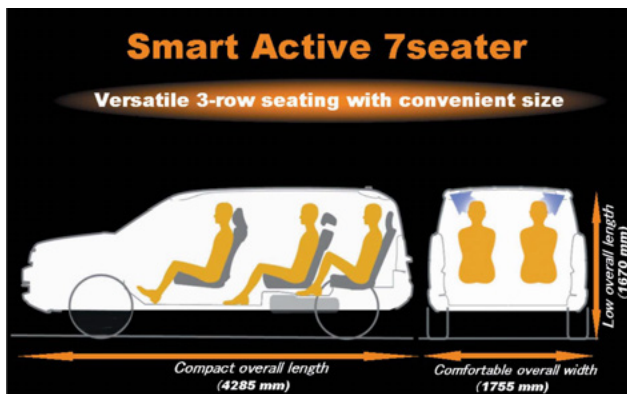


Fig. 3 Concept of package layout

3. Exterior Design

The concept for the exterior of the new CROSSROAD is “Small” but “Tough.” A major question in the design was whether the CROSSROAD could be made into a size that would be easy to use in day-to-day life, while at the same time having the presence of an SUV. There are

many vehicles of every style available on the market. To create a new market, however, the team felt it necessary to develop a unique design that would be instantly recognizable.

Usually, designers use clay to create their vehicle’s design, shaping and molding it to create a clay model. But for this vehicle, we avoided getting caught up in the details at first, instead focusing on the overall proportions to create an impression that the whole vehicle had been chiseled out of one solid piece of metal.

Our motif was the power of a sculptor who, after envisioning the final product while studying the raw material, then sculpts the piece in one go. We named this concept “Sculptural Tough Form” (Fig. 4).

In the actual package layout, we complimented the advantageous square layout with a prominent fender and wider body, focusing on the CROSSROAD’s SUV qualities.

The side panels have been refined, from the front to the rear, and from the roof to the tires. The designers also gave the surface a more intense trim [Figs. 5(a), (b)].

From the side, the large tires that support the CROSSROAD’s compact body give the lower body a look of sturdiness, while the higher beltline makes the windows appear longer. All of this serves to make the CROSSROAD appear larger than it actually is. By inseting the windows, the designers have brought out the thickness of the paneling, creating an impression of toughness (Fig. 6).

Aiming to create an intrepid-looking wide front view, the designers used a two-step bumper and side panels with better balance.

For the back, the design team used vertical taillights and a beveled rear window, making the D-pillar appear narrow and hiding the fact that the CROSSROAD actually has three rows of seats.



Fig. 4 Concept of exterior

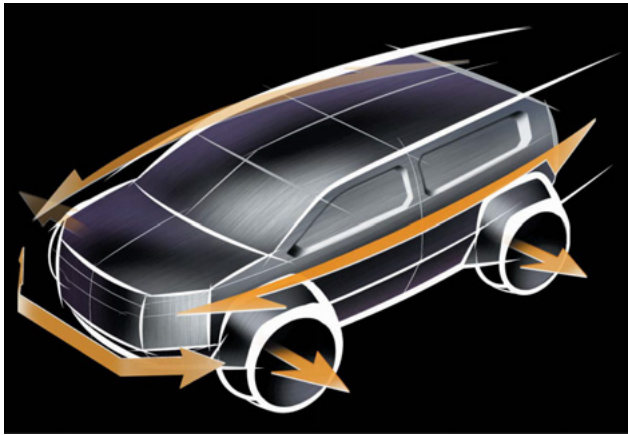


Fig. 5(a) Beveled side panel and pendent fender



Fig. 5(b) Beveled rear-end



Fig. 6 Underbody concept and deep beveled window frame

4. Interior Design

The concept for the interior of the new CROSSROAD is “Exhilarating X Brawny.”

For the interior, the design team attempted to fuse two values: A spacious, invigorating space that is comfortable for the passengers and a solid, brawny space that creates a sense of safety, one of the defining characteristics of an SUV (Fig. 7).

To realize the invigorating cabin space, the design team paid particular attention to bringing the quality of the exterior’s square form into the interior. The designers expanded the space by squaring every inch of the cabin, bringing out the “squareness” to create the unique invigorating cabin space of the CROSSROAD.

To bring about a secure feeling that the cabin is protected, the designers used the image of an architectural “pillar.” We created that sense of security in the cabin by designing it based on the bare pillars and beams used to ensure strength that you sometimes see in buildings.

The basic construction of the prominent instrument panel, meanwhile, has a horizontal design, which evokes a backbone that supports the entire square space. And with the square beefed-up design in every inch of the cabin, from the pillars to the floor, the designers have realized an “Exhilarating X Brawny” interior for the new CROSSROAD (Fig. 8).

The detail design was developed along the lines of strength and refinement, or “Tough Modern.” The



Fig. 7 Final design of instrument panel

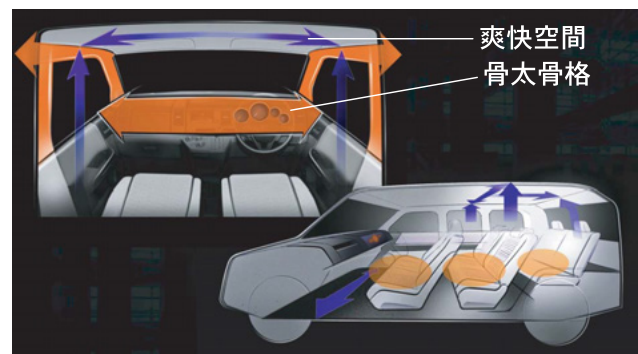


Fig. 8 Tough modern interior

systems around the instrument panel have an intuitive visibility, and their functionality gives the appearance of strength. In particular, the air conditioning is controlled using three simple, easy-to-understand dials. The size of the dials was taken into consideration, allowing drivers and passengers to instantly identify their functions based on that size (Fig. 9).

With a cockpit design centered on 4-unique shaped gauges, whose size and placement make them easy to see, the new CROSSROAD provides the elation of handling an SUV (Fig. 9).

The design team aimed to create continuity through the entire vehicle by incorporating concepts from the exterior into the interior. The designers concentrated their efforts on incorporating the shaping of “Sculptural Tough Form” into every part of the interior by carving parts as if they came from one piece of metal, thereby succeeding in creating a tough-looking CROSSROAD (Fig. 10).

Special attention has also been paid to the functional features of the comfortable seats, which have been designed for simple, one-touch operation.



Fig. 9 Tough modern cockpit



Fig. 10 Convenient functionality that carved from solid block of metal

5. Color Design

5.1. Exterior Color

To realize the tough solidness of the exterior design, the design team searched for a refined, urban color with the coolness of metal and the transparency of a building covered in windows.

Mixing coarse aluminum flakes with a transparent blue-green hue, we have created Atlantic Blue-Gray Metallic, a new color that accentuates the new CROSSROAD's solidness and bulk, and in particular, gives a rich feel to the side panels.

Other colors center on existing palletes, as well as chromatic colors, such as sparkling black, which contains larger than normal metallic particles, and a modern-looking pearl white, giving the vehicle a range of expressions (Fig. 11).

5.2. Interior Color

With the interior color concept “Tough Modern,” the designers sought to create a sophisticated cabin space that is both strong and refined. The new CROSSROAD is available in two interiors, a dark interior of virile Black, and a lighter interior of clean Titan Ivory (Fig. 12). Though the dark interior is based on black, the designers used a fabric that gives off a hint of blue, creating a richly textured space (Fig. 13).

The bright Titan Ivory fittings provide a refreshing and sophisticated cabin space, a result of its contrast with black. The parts of the interior with which people come in contact are in the soft, bright color, while areas such as the luggage compartment are black, making dirt less noticeable. This color scheme gives the CROSSROAD the ruggedness and functionality of an SUV. Also, by including highly reflective metallic decorations on the three-dimensional sculptures, the team accentuated the CROSSROAD's strength, while evoking a cabin space incorporating quality and opulence (Fig. 14).

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Fig. 11 Concept of exterior color

5.3. Fabric

For the fabric, too, the designers of the new CROSSROAD sought to develop a comfortable “Tough Modern” fabric that was refined and strong. The strength



Fig. 12 Concept of interior color

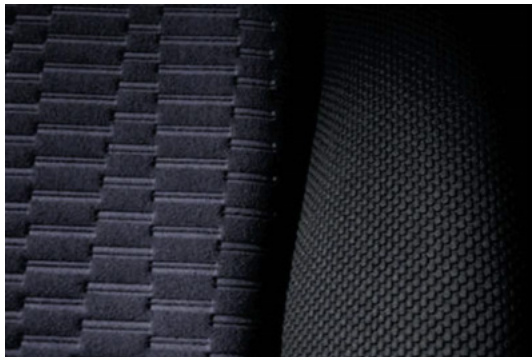


Fig. 13 Fabric with bluish coloring



Fig. 14 Metallic decoration

of the vehicle is expressed through a heavily textured fabric, while the striped pattern serves to create a unified design throughout the vehicle’s interior and make the seats appear wider. The pattern was designed so that no lines bisect the vertical or horizontal lines. It has an efficient design in which the vertical and horizontal lines are not bisected, rendering even slightly slanted lines unnoticeable (Fig. 15).

The material’s texture was created by applying heat embossing to a thick laminate. An additional low-density 10 mm-thick laminate was added to the front seat, resulting in a tough fabric that is comfortable and soft to the touch. (Fig. 16)

The Utility Package includes a water-repellant finish, taking into consideration the CROSSROAD’s active uses as an SUV.

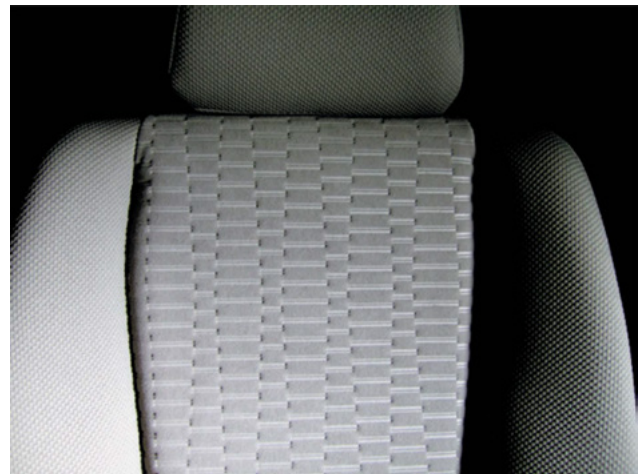


Fig. 15 Striped pattern



Fig. 16 Cube representation raminating and embossing

With its softness and texture, the designers have created an expression of comfortable safety. The urethane layer (laminate layer) of the front seat is twice as thick as that of the STREAM's 5 mm, making it soft to the touch while giving it a secure hold when the driver sinks into the soft seat. Special attention has also been paid to the functional features of the comfortable seats, which have been designed for simple, one-touch operation.

6. Logo Type

The name CROSSROAD has nine letters. As it is challenging to perceive each letter individually, the designers have made it one solid icon.

The "C" at the beginning of the name represents the moon, while each of the remaining letters represents a building, creating an image of a moon rising over a city skyline.

Like that image, the C is round like the moon, differentiating it from the remaining eight letters, which are square, giving the overall logo its own distinct image (Fig. 17).



Fig. 17 Logo design of Crossroad

7. Conclusion

What sort of configuration can satisfy a driver while still being compact?

The new CROSSROAD was proposed as a vehicle with a cool and tough exterior designed with a cube motif. We succeeded in realizing a new car with a relaxing, secure-feeling interior that seats seven. We debated constantly over how to highlight the characteristics of this car, a new type of vehicle designed under the Active Life Navigator concept.

The idea of effortlessly expanding one's world helped channel our focus. The CROSSROAD is not a car for showing off size or wealth.

Amid the trend of rounded-off SUVs, we imagined the CROSSROAD pulling away from such stereotypes.

Furthermore, in the proposal stage, we imagined the image and stories of our drivers and where they might take the CROSSROAD. This has also had an effect on our advertising as well.

We believe the new CROSSROAD's design, functional cabin space, convenient size, and ride will capture our customers' hearts. Those who buy one for themselves will

come to understand intimately the fun of the vehicle and will want to share it with others. We hope the new CROSSROAD will become a partner in the new lifestyles of our customers.

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