

SUV 2030 Assignment

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Why consumers choose SUVs

- 50% of US total market share!
- Safety
- Ride height
- Visibility
- Practicality
- Towing ability
- Load volume

What they lose by not choosing a sedan (or wagon)

- Dynamics
- Comfort
- Fuel economy
- Driver focus
- Style

Brand Profile

- Mercedes Benz
- Style and dynamics of a top of the class sports coupe
- Added safety, ride height, adventurousness
- No loss of dynamic ability
- Increased load carrying capacity and practicality for an adventurous family
- Electric AWD with minimum 500 miles range and 600+ hp

Mission Statement

- Vehicle's main goal in 3 key words
 - A sports utility coupe – electric, stylish, adventurous

Benchmarking

- Brands current offerings

- Range of wagons and SUVs
- None truly focused on practicality and elegance
 - GLC/GLE coupes are too large and poorly proportioned
 - GLB is too boxy
 - GLA is too small and hatch like, not SUV, more CUV
 - CLS shooting brake is nice but too low and larger than needed
 - E-class All-Terrain has ground clearance and practicality but is also larger than needed
- Where the xxx model fits in
 - Small sports coupe with style and added practicality and ability of an SUV

- Competition

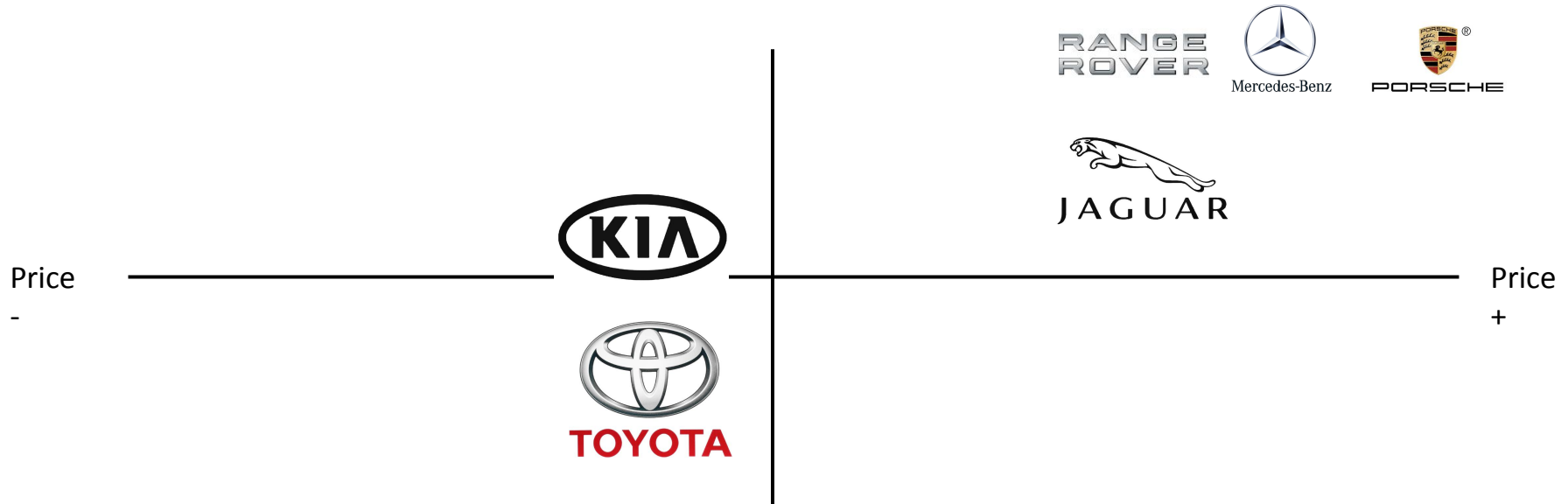
- Range Rover Evoque Coupe
- Toyota CHR
- Kia Futuron Concept
 - No performance orientated, electric style and adventure vehicles on the market

Design Analysis

- Main competitor
 - Range Rover Evoque Coupe
- Pluses and minuses
 - Plus
 - Practical
 - Style
 - Minus
 - Performance
 - Dynamics
 - Environment

Positioning Chart

- Where the Mercedes xxx will lie relative to the competition



Target User

Customer profile

- Age: Young couple, 30s, well to do, outdoorsy, stylish, care about environment, performance and practicality without compromise
- Family: No children, medium size active dog
- Hobbies: Enjoy trail running, mountain biking, sailing, adventuring
- Also enjoy fine dining, shopping, metropolitan life, music, art
- Care about style, practicality, environment, adventurousness
- Family ...
- Hobbies ...

Mood boards

Design and lifestyle-environment



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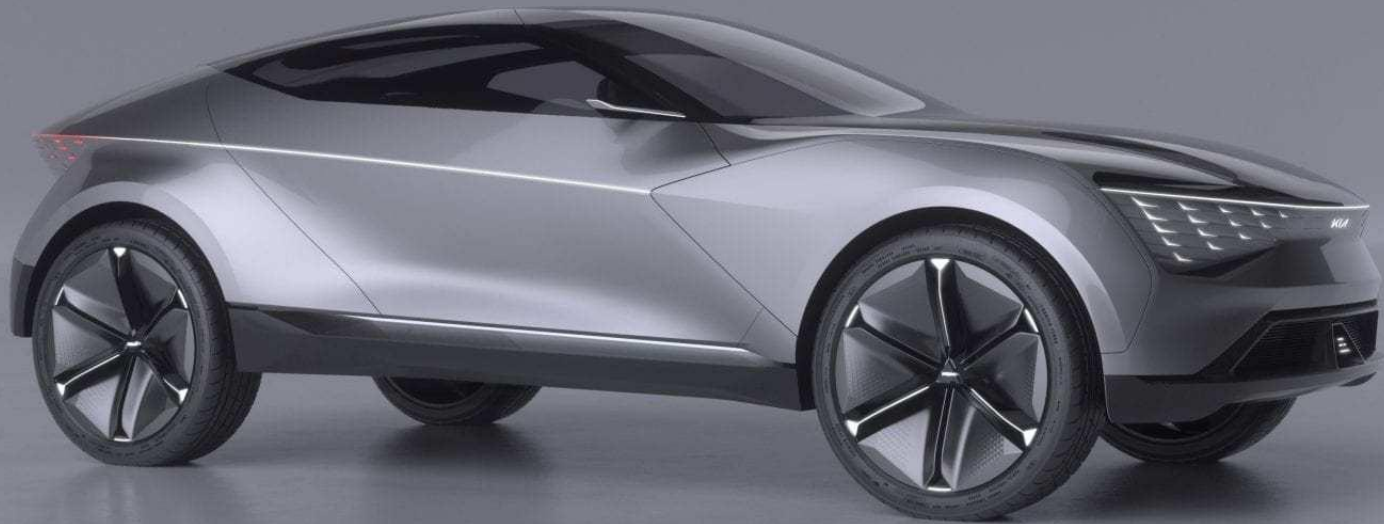
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Design and lifestyle-environment



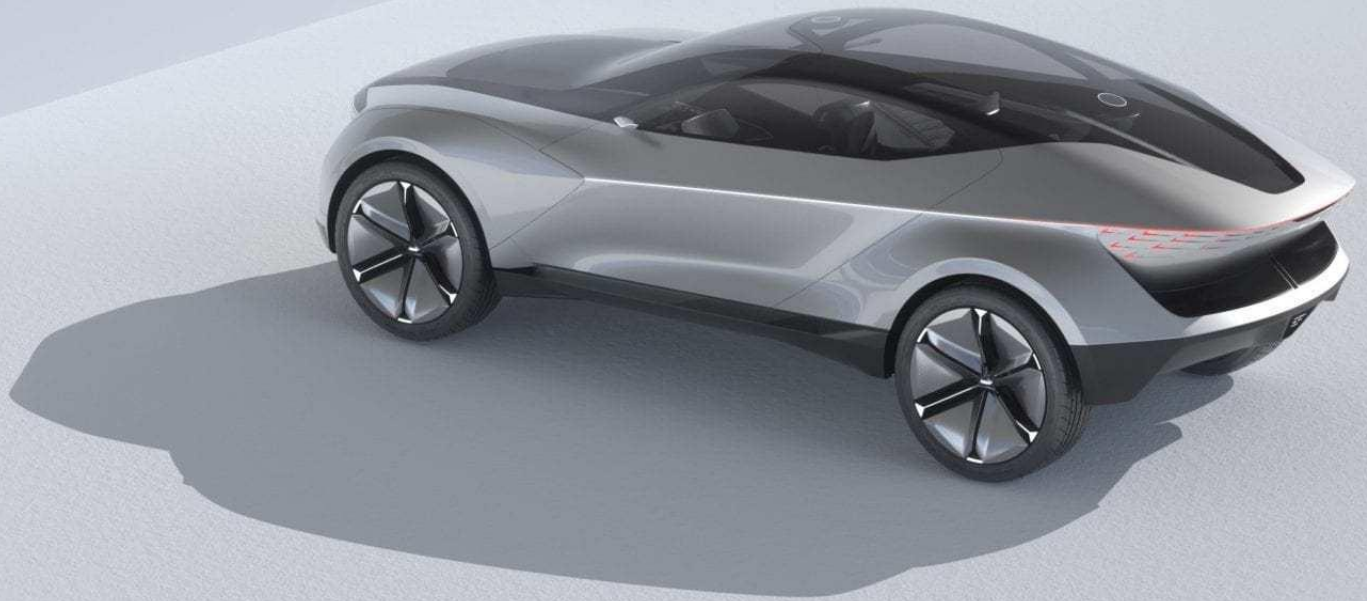
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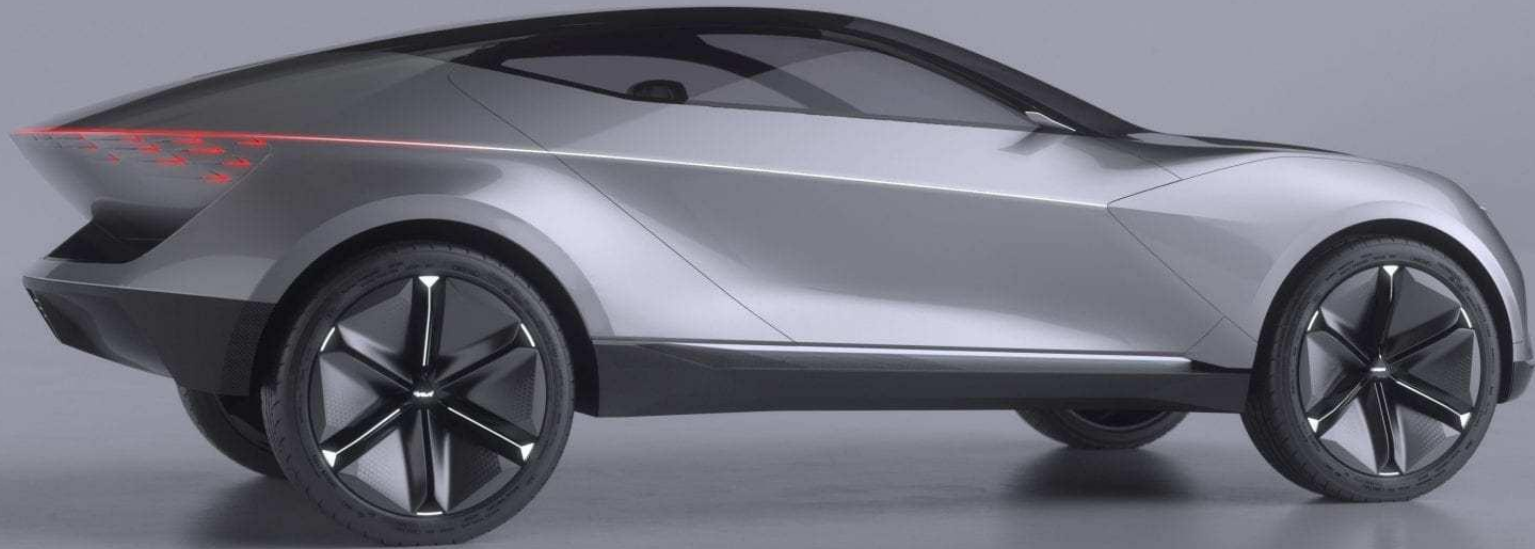
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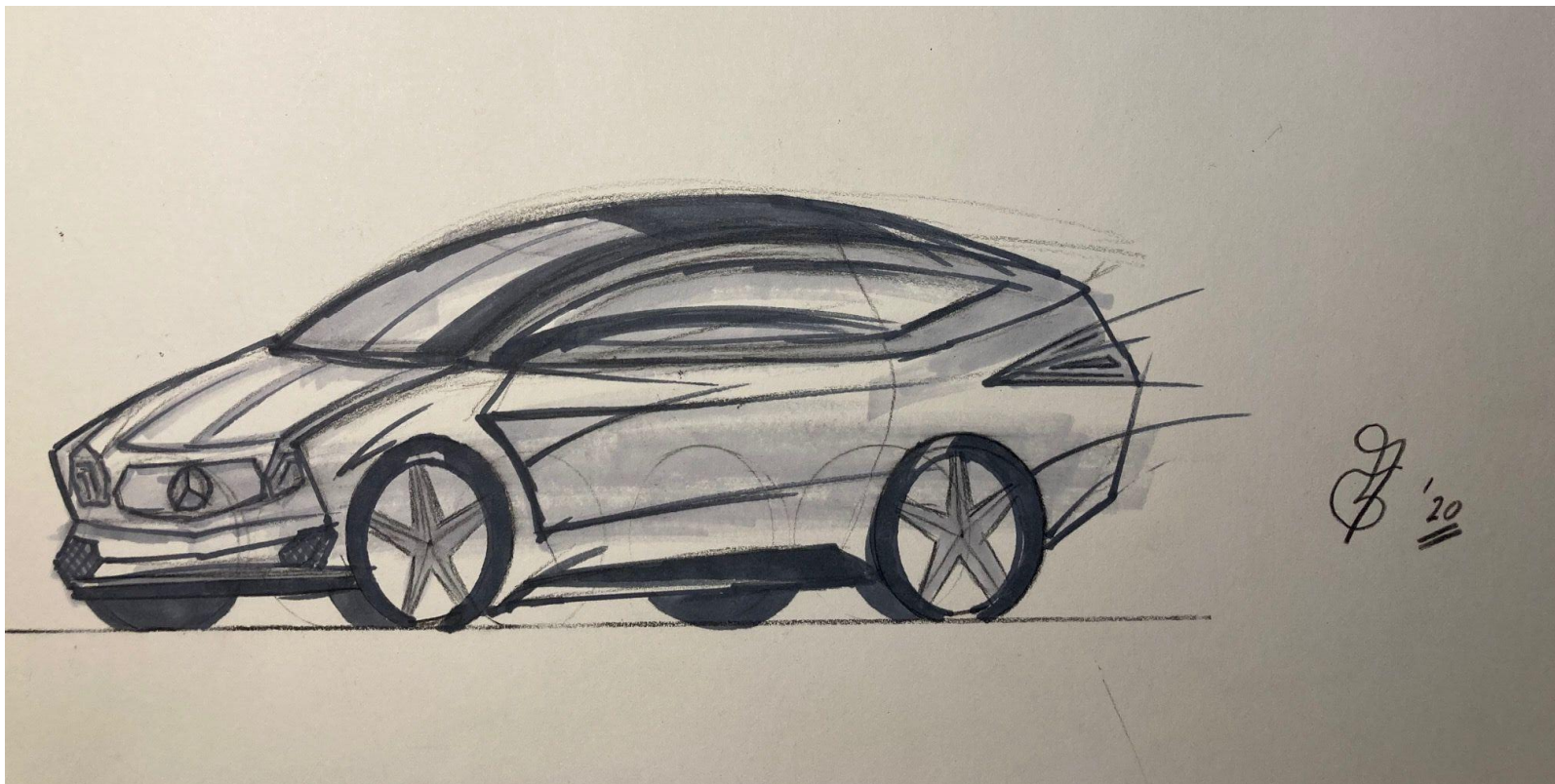
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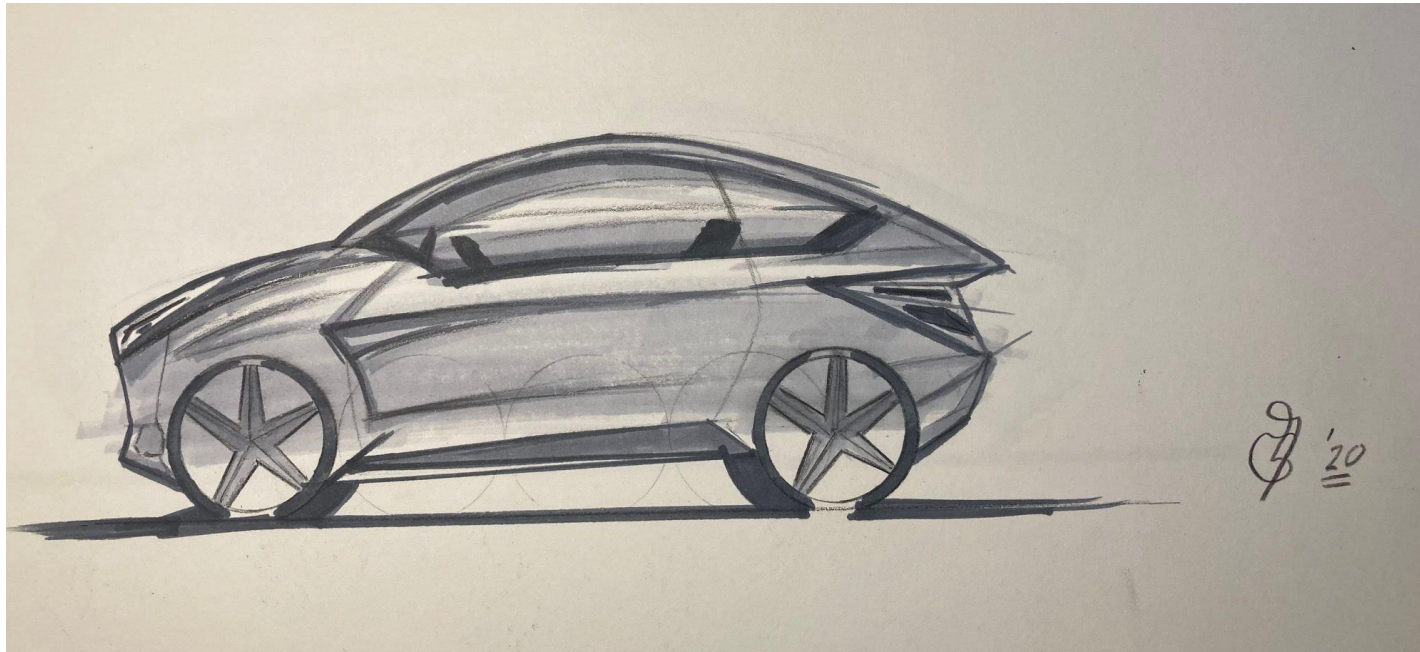
Mood boards Design and lifestyle-environment



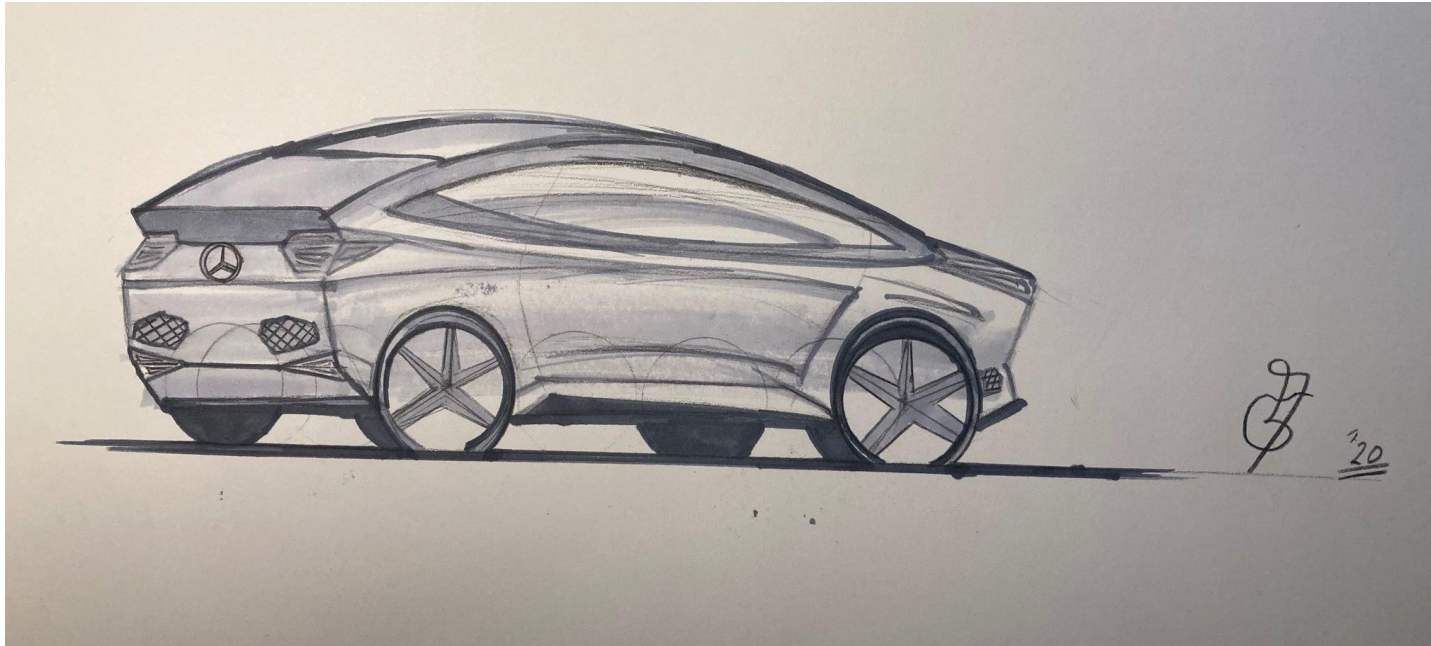
Sketches & Ideation



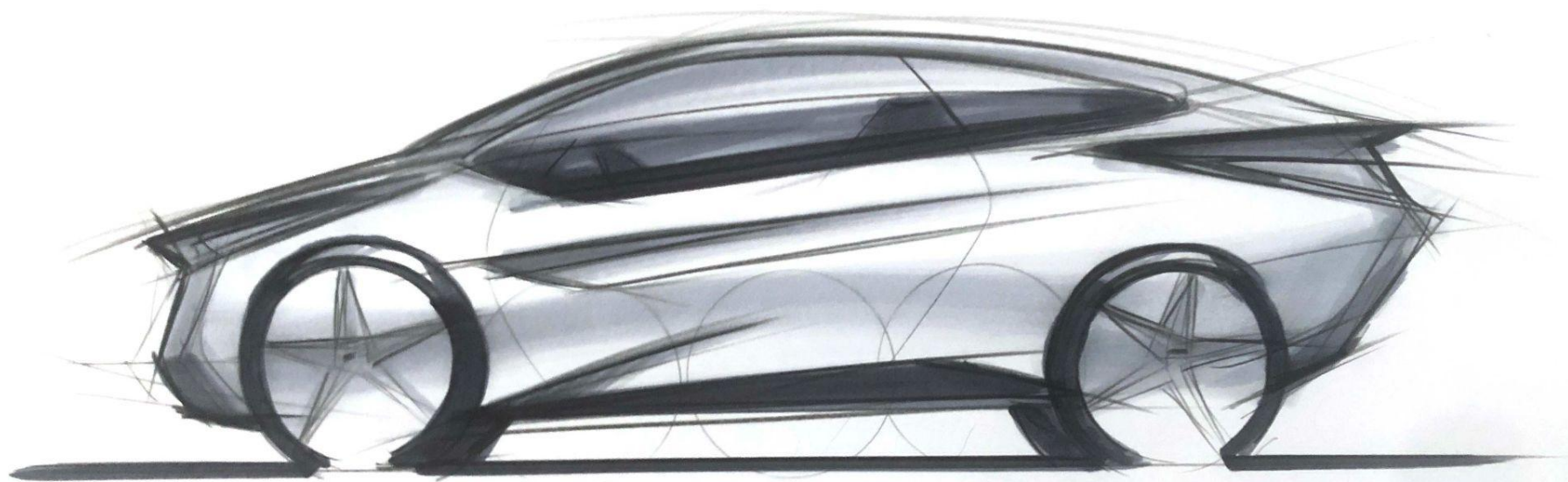
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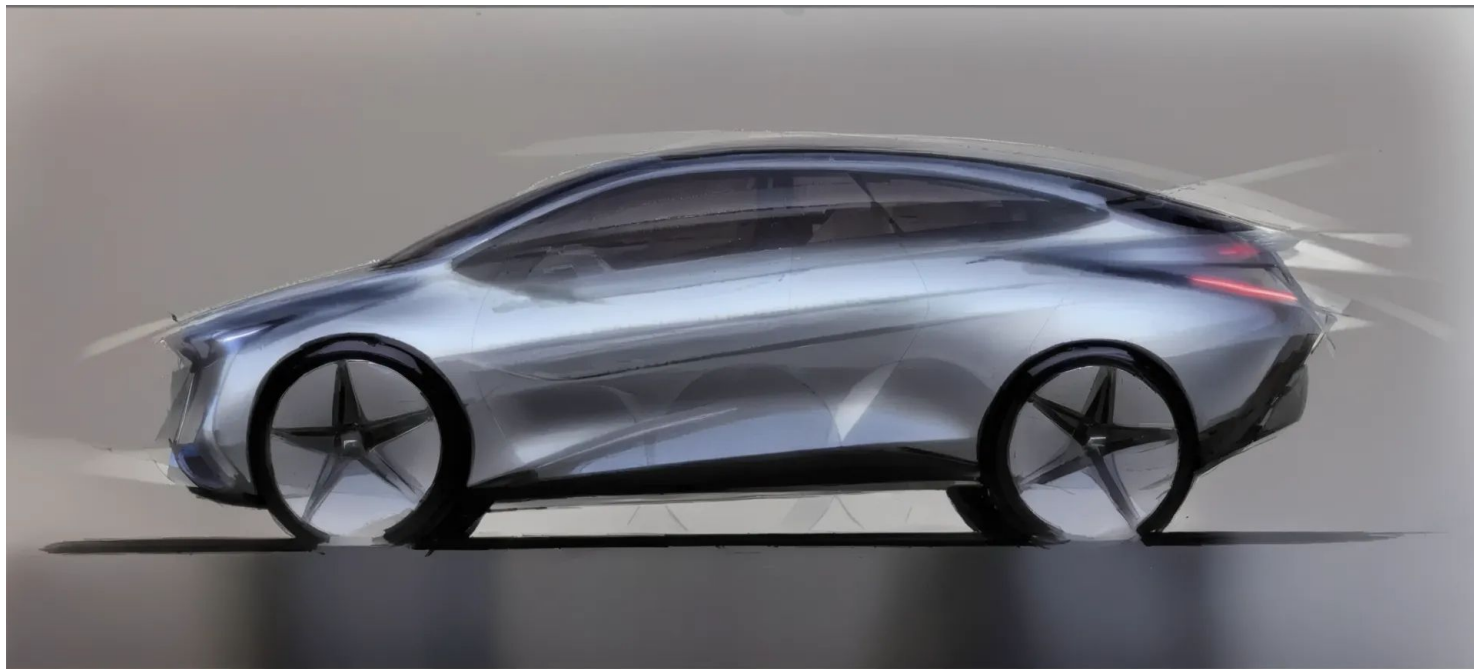
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Product Concept Rendering



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Rendered with Vizcom AI

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