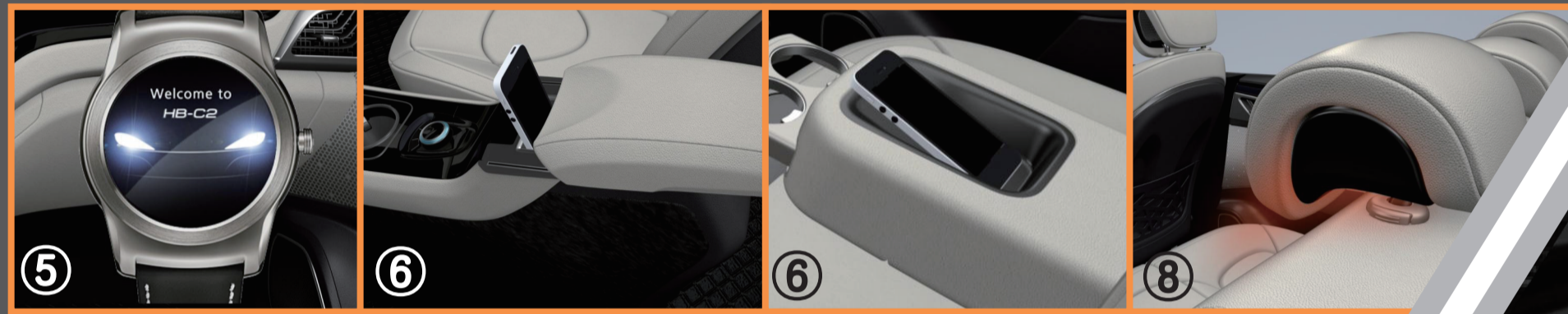


## ▶ IT Convergence



- ① Smart Garnish
- ② Air Purifier
- ③ Motion Gesture
- ④ Thermo Cup Holder
- ⑤ Wearable Device
- ⑥ Wireless Charger
- ⑦ Luminous DR Trim
- ⑧ Warm & Cool H/Rest



## ▶ C.M.F

- ① Cork Film
- ② Hot Stamping
- ③ 3D Surface Fabric



# SF-C2

- ✓ Purpose : Biz Model for Chinese OEMs
- ✓ Vehicle : Compact SUV (B-Segment)
- ✓ Design Strategy : ① Chinese consumer's taste  
② Global design trends
- ✓ Design Contents : The whole interior
- ✓ Design Term : Dec. 2014 ~ Aug. 2015 (10 months)
- ✓ Focus on : ① Apply 10 new technologies  
(new material, technology and method of production)  
② Suggest New "UX" (UX : User experience)

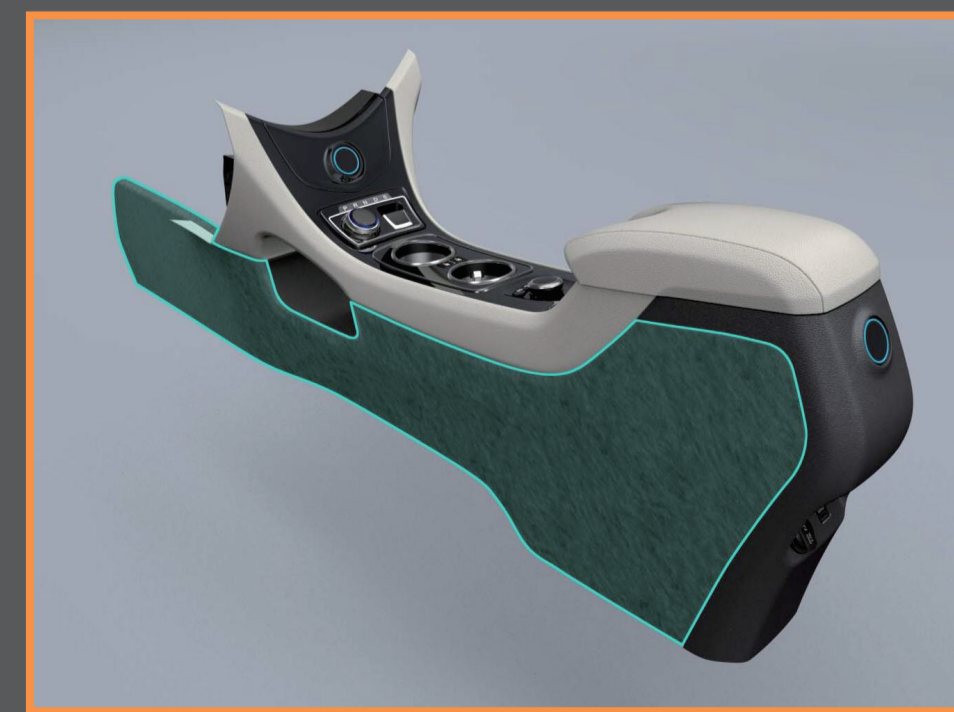
## ▶ Light Weight



- ✓ Plastic Frame Seat
- Light weight (20% weight down)



- ✓ Headrest Speaker



- ✓ Natural Fiber (Hybrid NF PU)
- High flexural stiffness
- Eco-friendly & Recyclable

## ▶ Storage & Convenience



- ① 1.8L Pet bottle
- ② Console Lower
- ③ Center Fascia
- ④ IP Storage
- ⑤ Glove box
- ⑥ Under Seat Tray
- ⑦ Silicon Net (Seat back)

