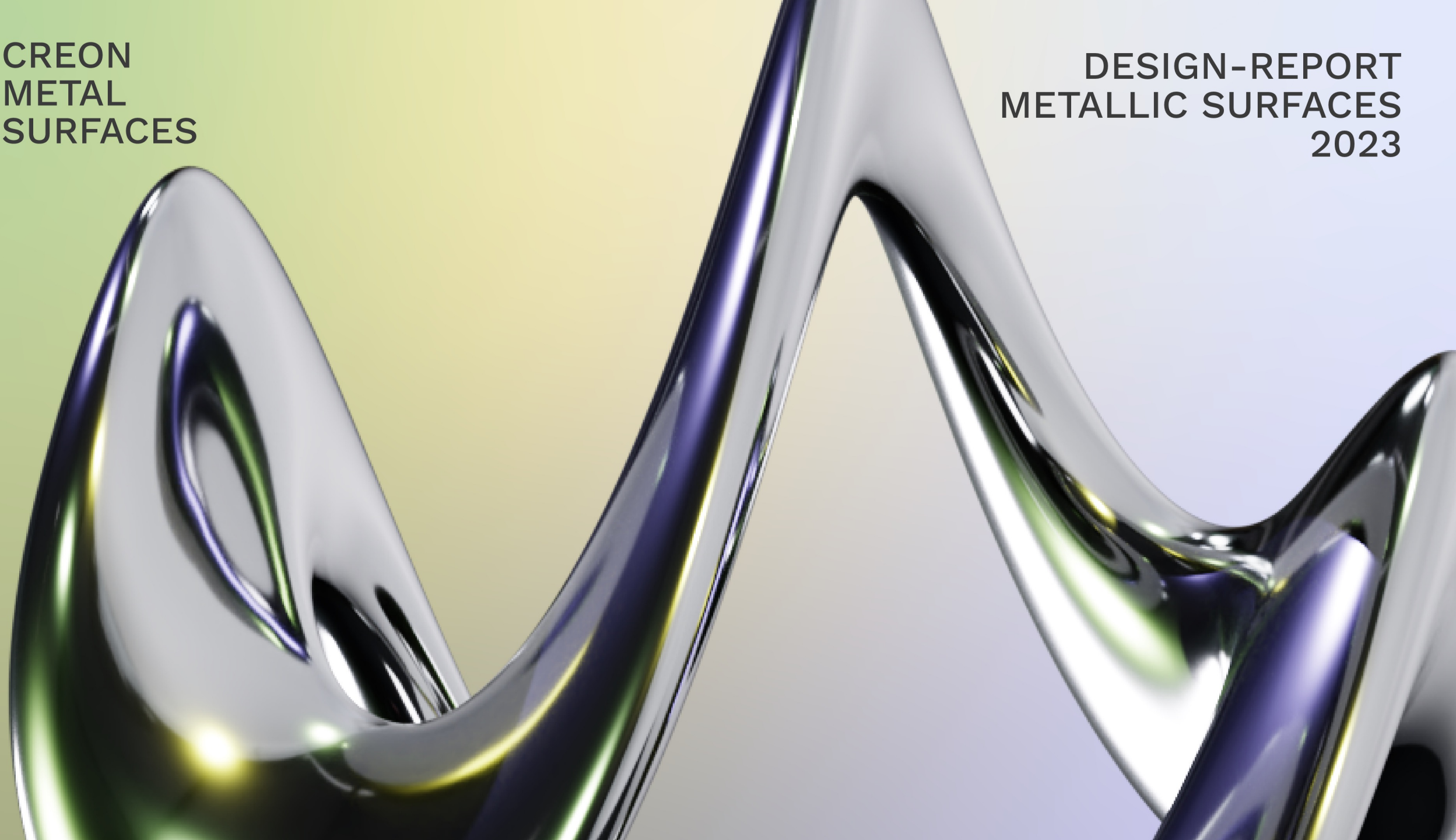


CREON
METAL
SURFACES

DESIGN-REPORT
METALLIC SURFACES
2023



COMEBACK OF METAL

Determine Factors

- **Metal** stands for the idea of **High Tech** and also for the increasing demands of **recycling** and circularity
- Metal is the reliable **connecting element** of different **functional** and **decorating / sensual** components
- The **combination** of **metal** and **transparent plastic** creates **credibility** due to the fact of “**Visible Technology**”
- Constant demands for **expressive metal deco** from the **design-taste-influencing Chinese** market

Exterior
Grill Treatment
Production cars
Cadillac Lyriq

- Cadillac is expressing with its Lyriq model the current US premium material treatment
- A transparent plastic aero-cover with technical pattern and logo, both with illumination option
- Distinct use of metal surfaces for deco components, almost of a frame-like arrangement around the grill centre
- Hidden head lamps are leading the visual focus towards a linear metal lamp-line deco and dominant air intakes



Exterior Use of Metal Decoration

- If the metal deco features are used, then with a premium touch
- Use of metal for air intakes and door sill deco to highlight the trendy lower body sections of the EVs
- Lucid is showing an appealing premium feature, with a spoiler-like metal extension at the front end of the hood
- The door handle of the Cadillac Lyriq is added with linear illumination



Interior Use of Metal

Concept cars
Metal Finger-Print

- The trend towards coloured metal for EV interiors (exterior as well) is becoming a standard
- Looks like, metal is important for technical features, even with minimalistic concepts (BMW, Sony)
- New Techno: Sony is showing a “Gun-Metal” colour scheme inspired middle console controller with satin surfacing
- Metal can be the other connecting element, beside transparent plastic, between the digital and analogue worlds



Interior Use of Metal

Cadillac Lyriq Metal Finger-Print

- More Premium and Young Premium brands are sub-branding the metal deco of the sound equipment
- Almost every metal component is showing a matt surfacing (with few exceptions)
- The technically inspired pattern is often fading out, to support the 3D impression of the component
- The metal surface is something like a heritage link for the US brands



Cadillac Lyriq

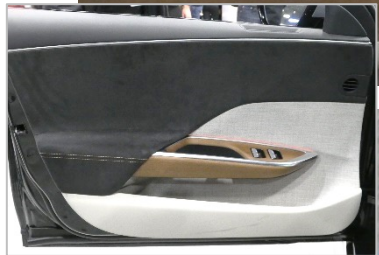


Cadillac Lyriq: door panel deco

Interior Use of Metal

Lucid Air Metal Finger-Print

- Lucid as a US newcomer for the Modern Luxury segment, is using metal deco often in combination with sensual material like wooden surfaces, vegane leather or fabric structures
- Modern features like hidden air vent treatment or carefully integrated ambient lighting are combined with a conventional and familiar interior architecture



Interior Use of Metal

Polestar 3 Metal Finger-Print

- Polestar, as a new Young Premium brand is using sub-branded metal deco for the sound equipment, which is creating added value to seats, doors and IP
- The extensive use of wooden deco is upgrading the IP integrated air vent openings
- Decorating the upper parts of the seat is very eye-catching while car entry and car park, visible from the exterior



Interior
Use of Metal

SMART #3
Middle Console

Shanghai
Auto Show 2023



Interior
Use of Metal

SMART #3
Middle Console

Shanghai
Auto Show 2023



Interior
Use of Metal

ORA Cat
Middle Console

Shanghai
Auto Show 2023



Interior
Use of Metal

Tank 500 Hi4-T
Door Panel

Shanghai
Auto Show 2023



Interior
Use of Metal

Tank 500 Hi4-T
Door Panel

Shanghai
Auto Show 2023



Interior
Use of Metal

Jetour C-DM
Middle Console

Shanghai
Auto Show 2023



Interior
Use of Metal

Genesis G90
Door Panel

Shanghai
Auto Show 2023



Interior

Use of Metal

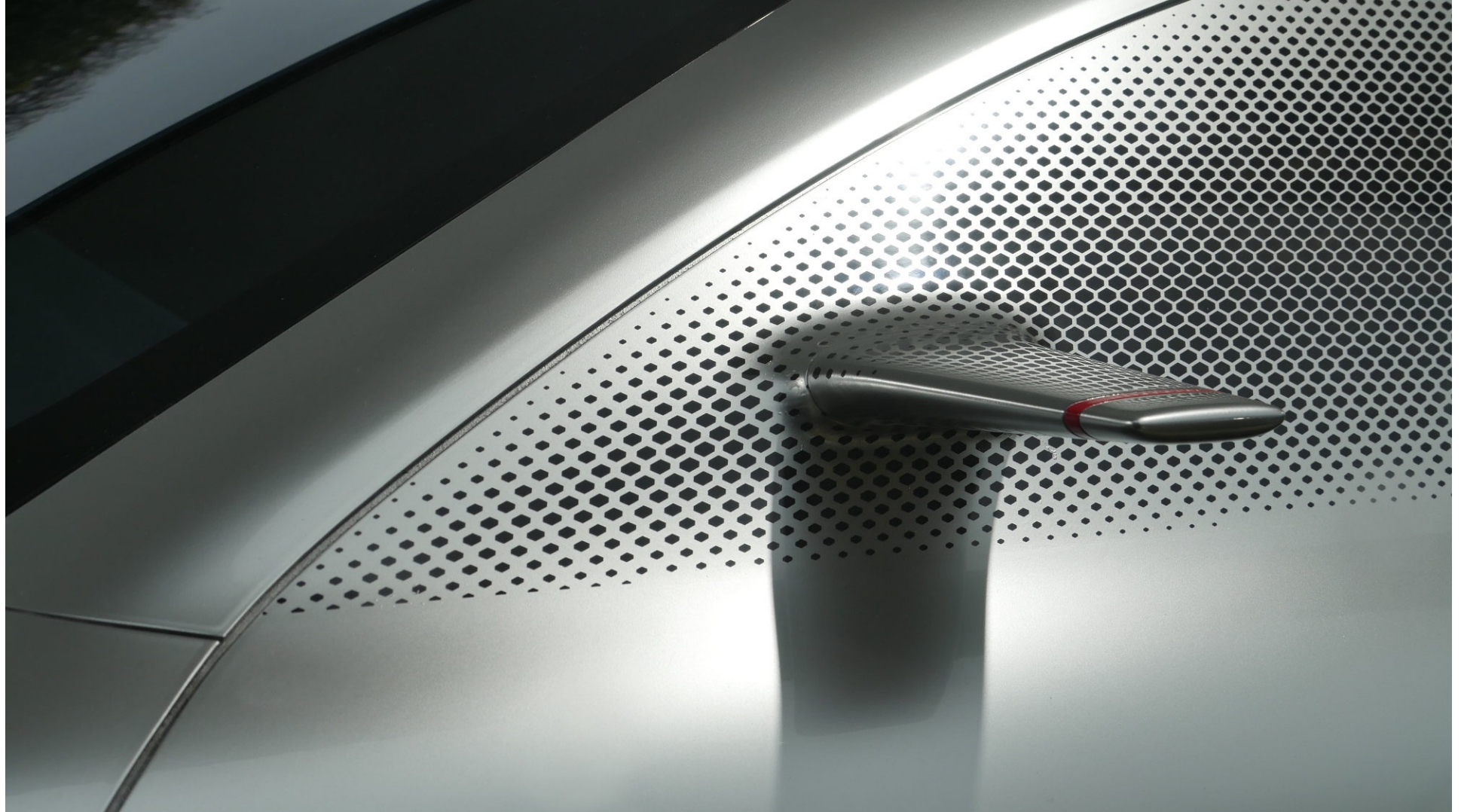
Human Horizons HiPhi Z

Steering Wheel

Shanghai

Auto Show 2023





Exterior

Use of Metal

Renault 4Ever concept

Door Mirror Camera



Exterior

Use of Metal

Beijing Radiance concept

C-Pillar deco

