Designing a Passenger Car with Styling for Both City Life and Recreation Purpose

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ABSTRACT

In Taiwan, the automobile market trend normally follows those of Europe, America or Japan without considering local life styles, which are different from those areas. While American families can afford to buy a sedan for work and a RV (Recreation Vehicle) for leisure purpose, crowded population and finite parking space in Taiwan do limit most families to own two cars for different purposes. Considering one-car life style in domestic market, this study tried to survey how customers perceived the fitting of styling image of passenger car with the surrounding environments. Subjects were asked to place photos of thirty car models in between image panels representing city and recreation environments. Five-point ratio scale was used to describe the extent that each model could fit in between. Subsequently, geometric parameters, including length、height、wheelbase、height of waist line、height of roof line 、hood angle、windshield angle、hatchback angle etc were analyzed and compared. Geometric features of car model that could fit city life and recreation purpose were proposed.

Keywords : Car ; Style ; Image ; Geometric Features

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