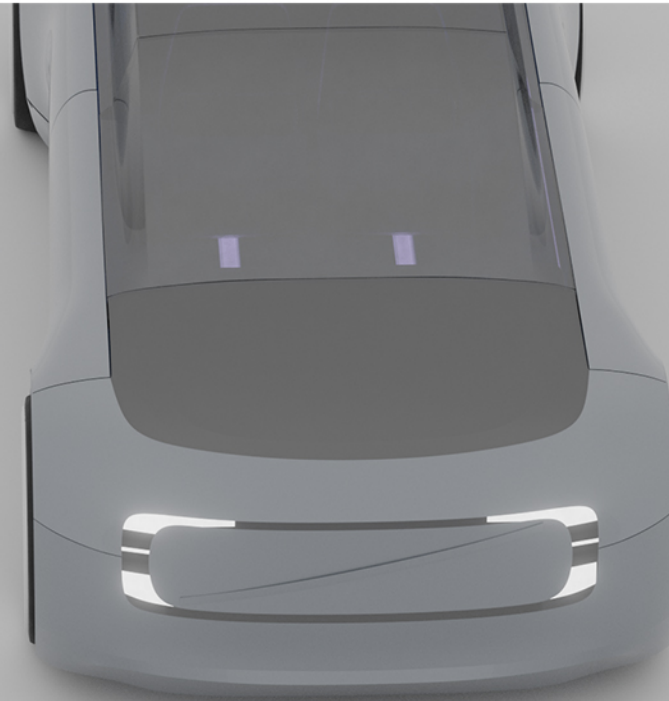




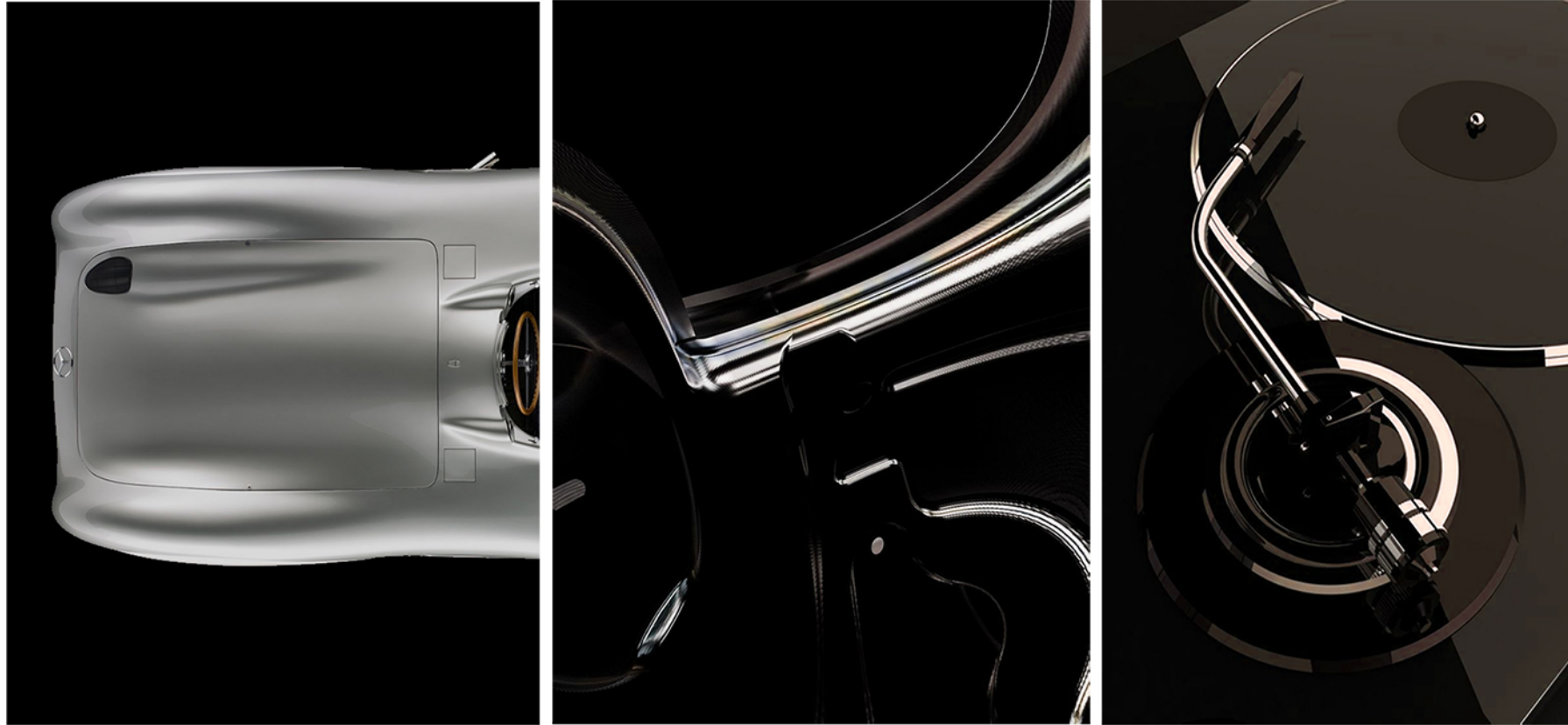
„Connecting Eastern and Western Perspectives on Luxury Vehicles“

Development of a Luxury-Class Vehicle with Variable Body Structure

supervised by Lutz Fügener

BACHELOR`S THESIS DAVID KILIAN

European Luxury Views

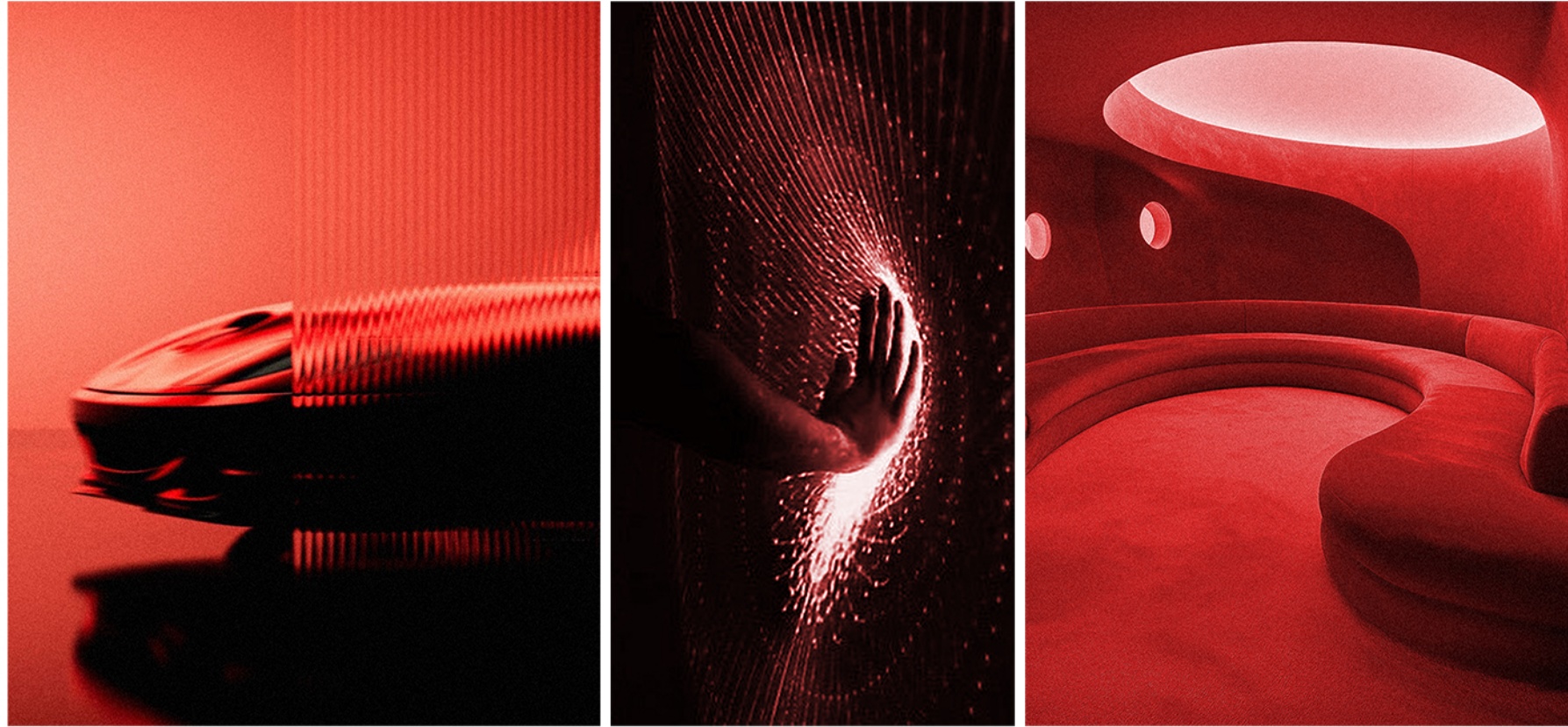


Luxury often means a combination of exclusivity, superior craftsmanship, and innovative technology.

It also includes sustainability, refined driving dynamics, and understated elegance.

The driver is the focus: the car is an expression of personal freedom and achievement.

Asian Luxury Views

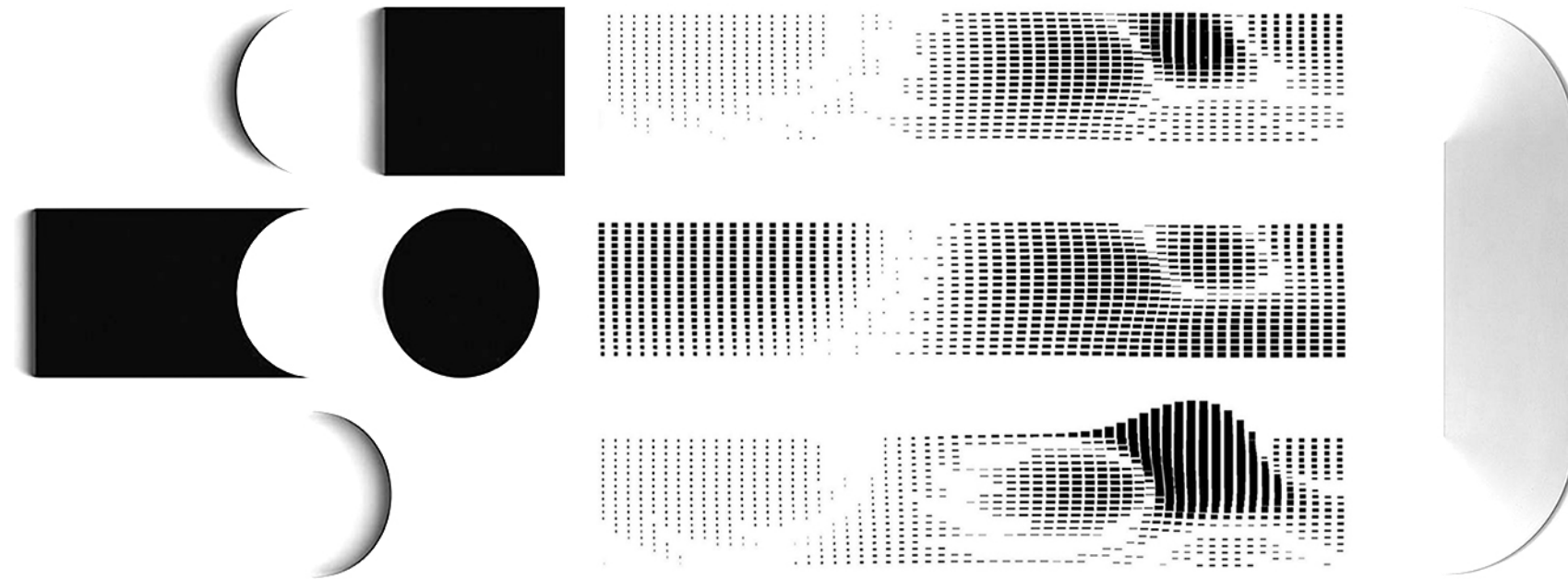


Luxury is interpreted more visually and symbolically, emphasizing status, prestige, and representation.

The car is seen as a living and lounge space, not just transportation. Comfort features and advanced interior technology are essential.

Long wheelbase models and large vehicles with spacious interiors are highly preferred, often used as chauffeur-driven cars

Design Framework



A modular design language offering both an elegant 'Functional Look' and an extroverted 'Status Package'.

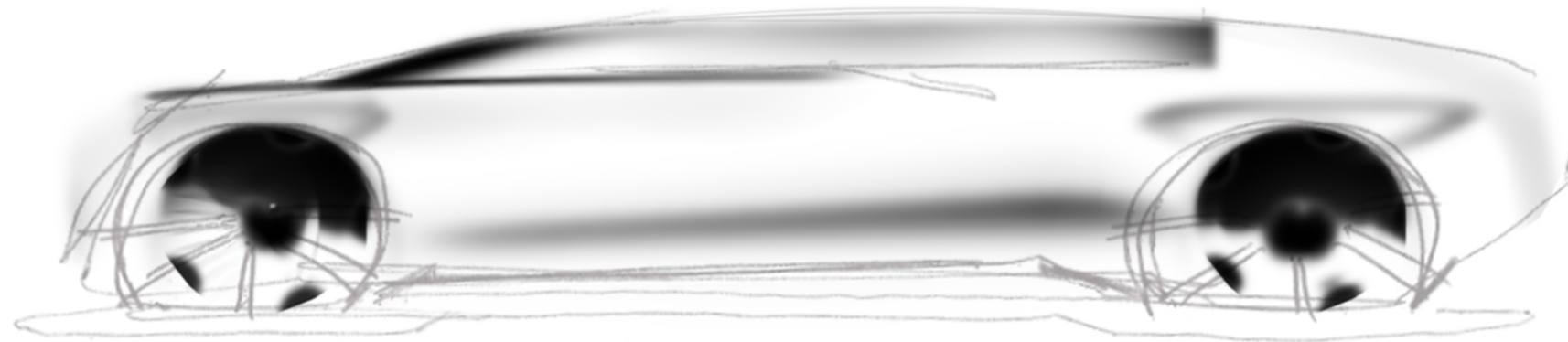
A comfort-orientated interior that blends European refinement with Asian prestige into a versatile, luxurious retreat.

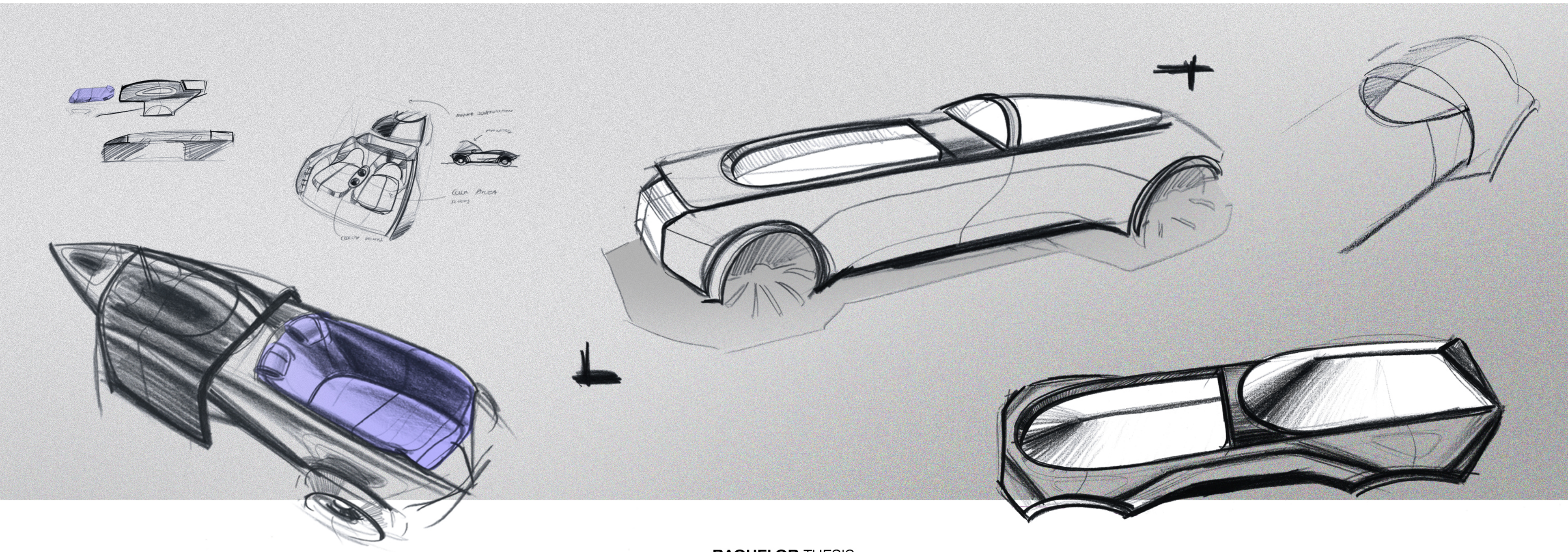
Emotional bridges to help users quickly feel at home and emotionally connected

Status Package (2 People)

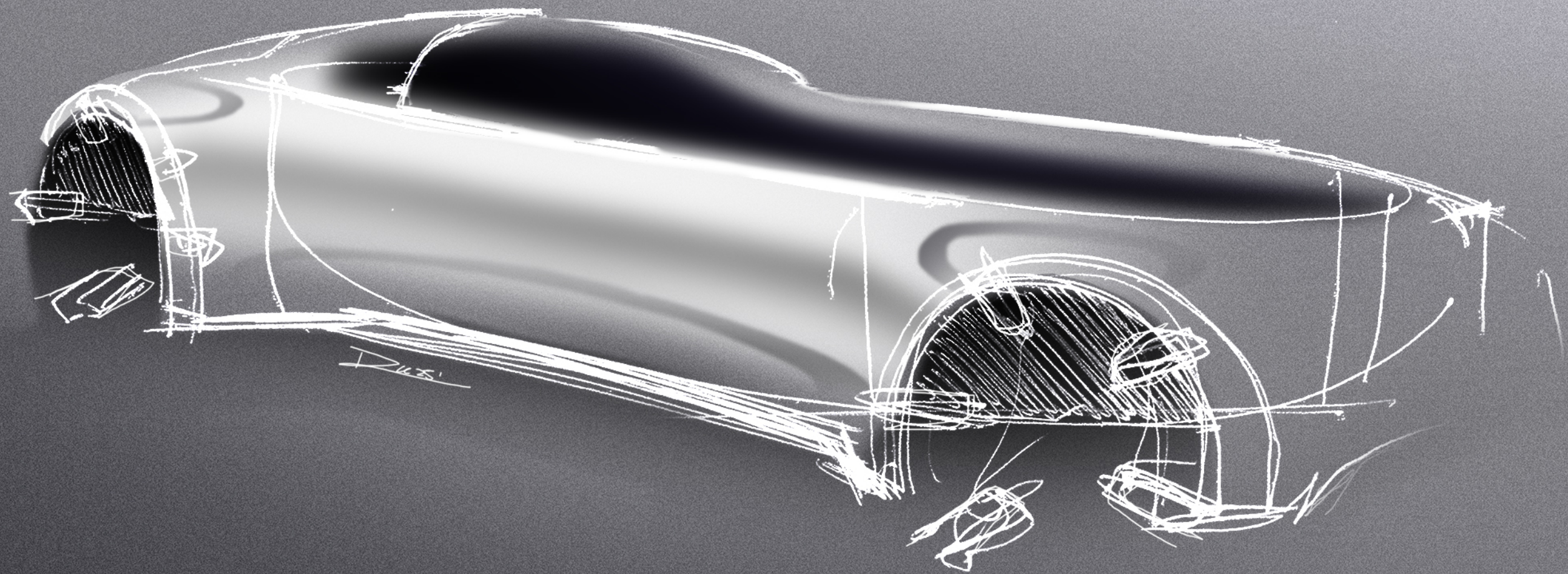


Functional Package (6 People)

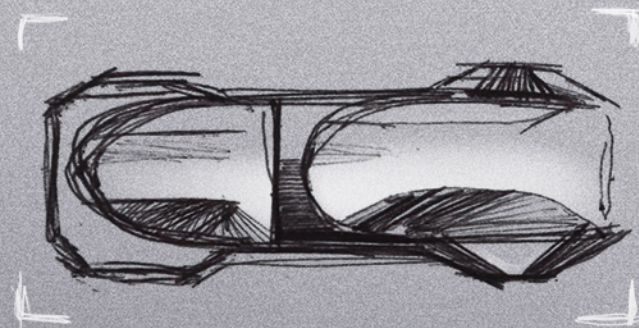




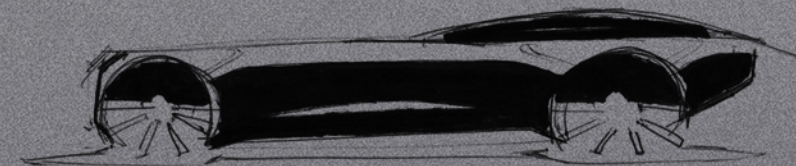
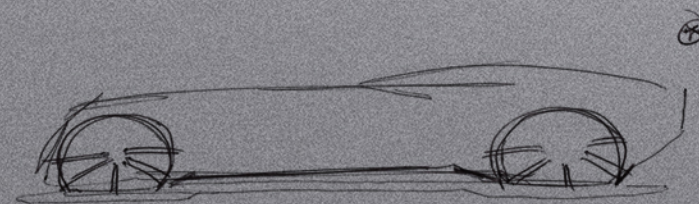
BACHELOR THESIS

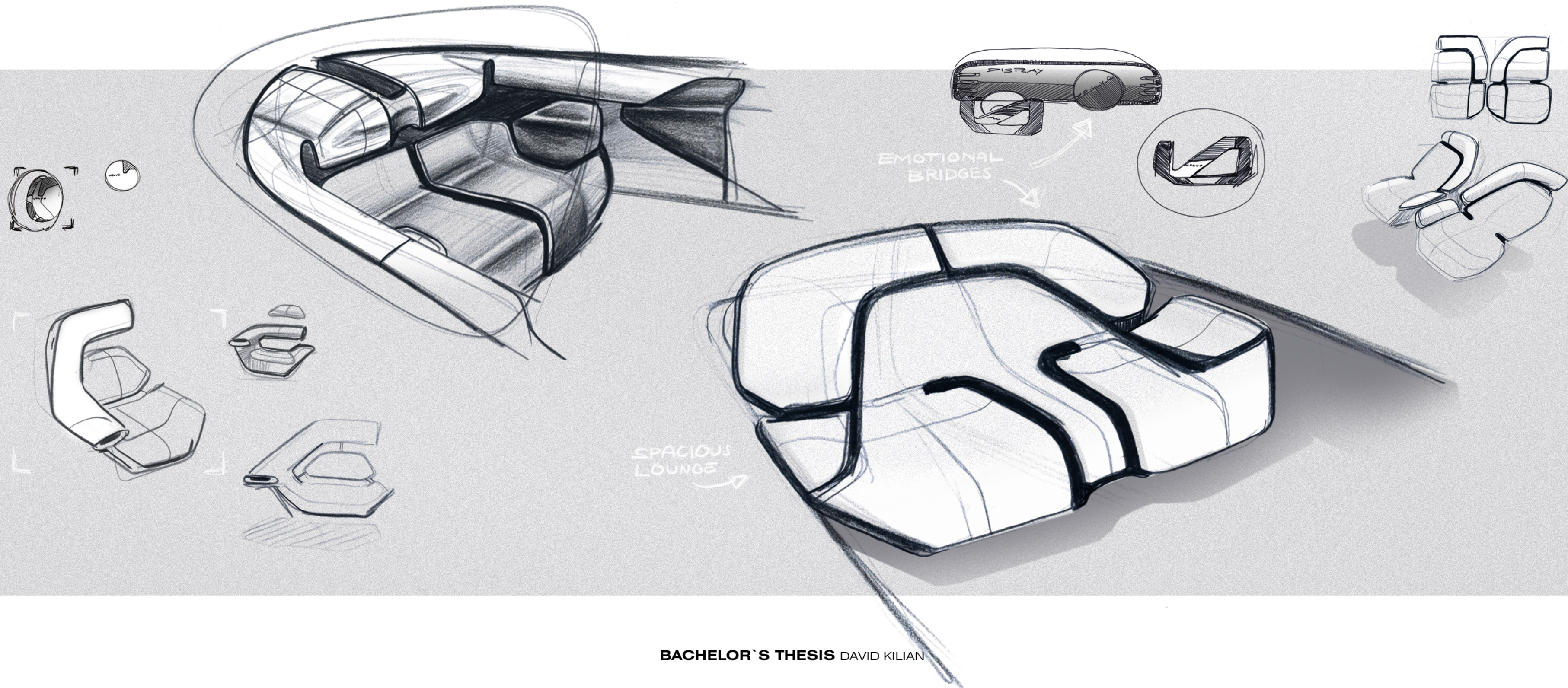


STATUS PACKAGE

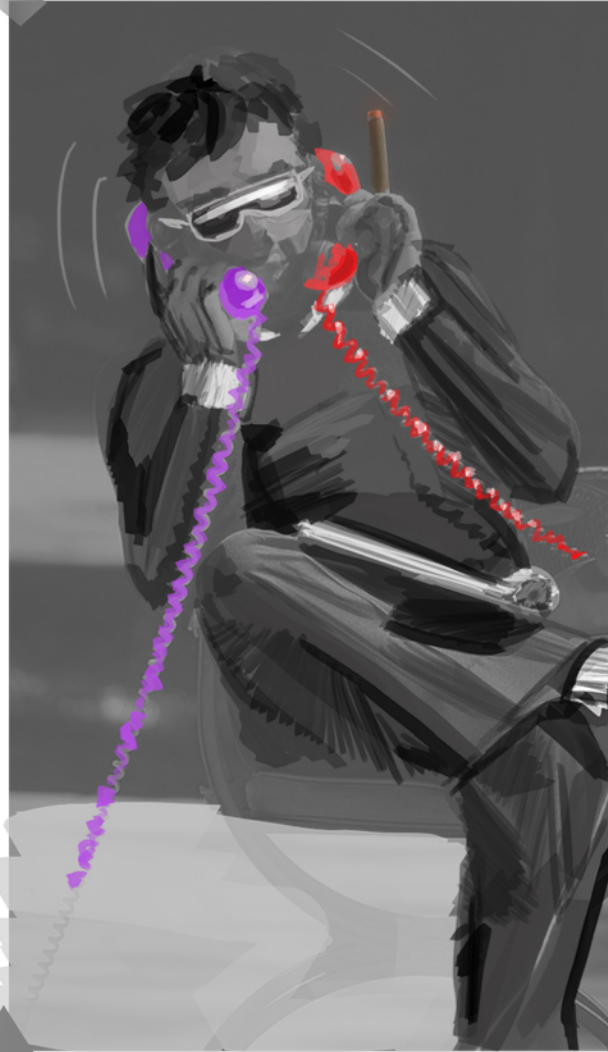


2-SEATER









1. Target Group:

„**MASS AFFLUENT**“ Design-conscious, Status oriented, Cultivated



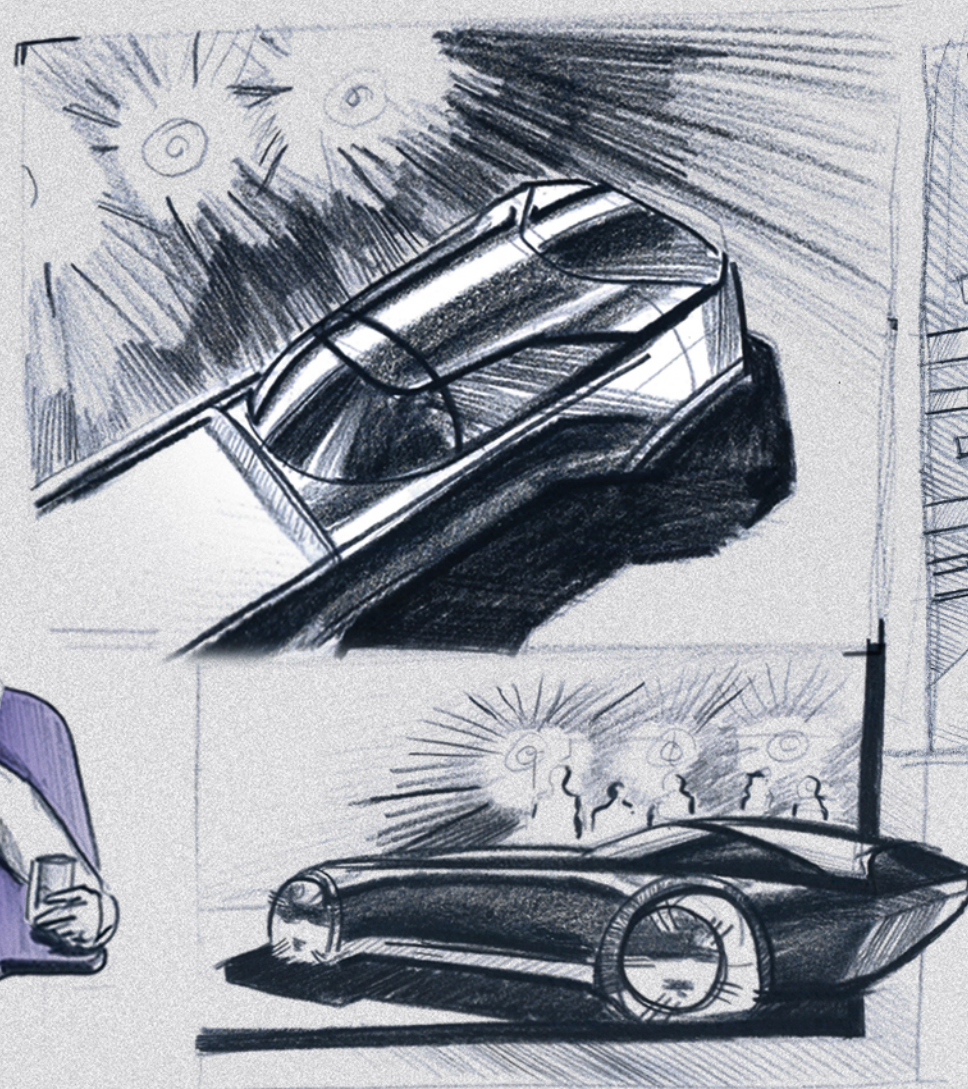
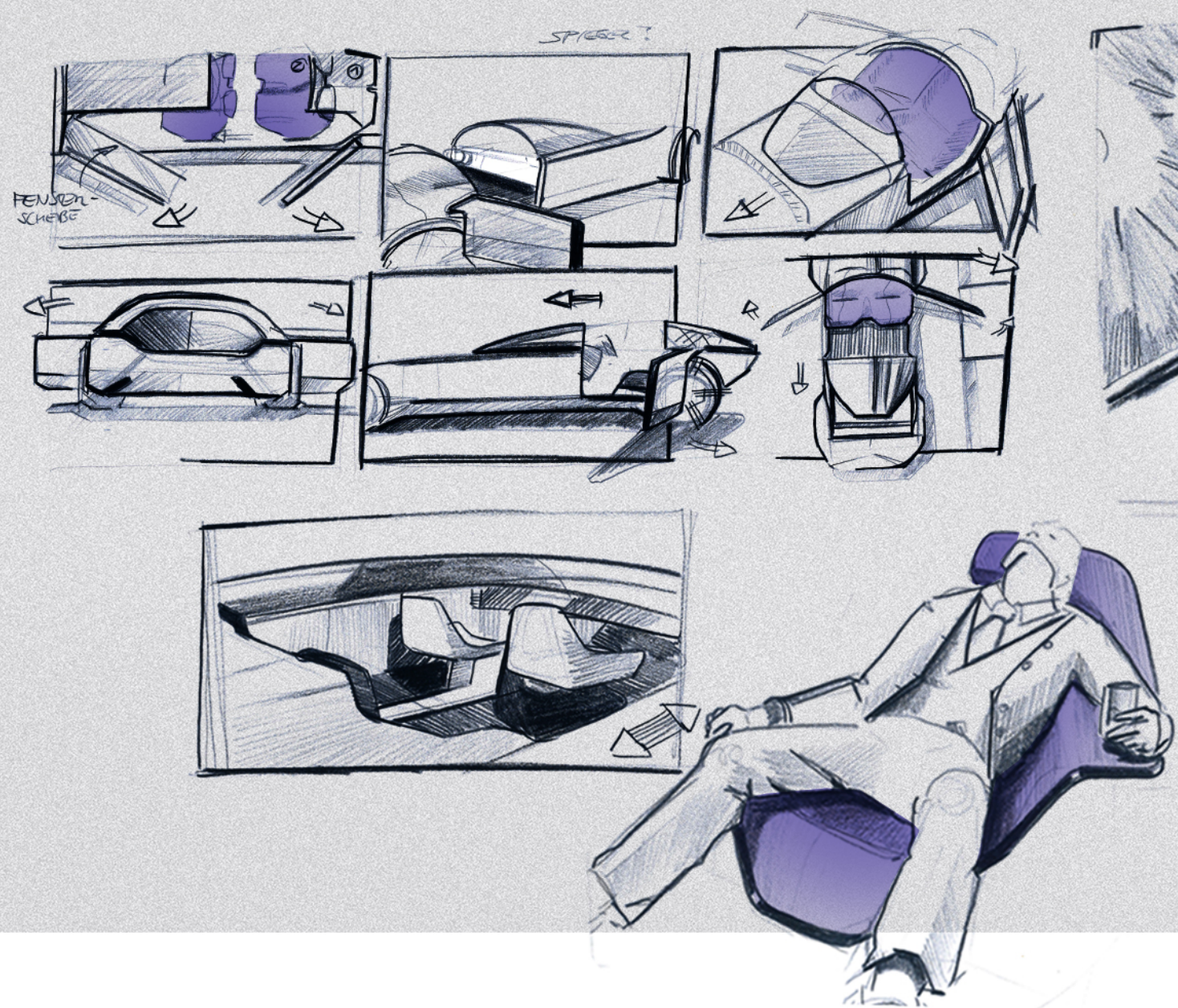
2. Target Group:

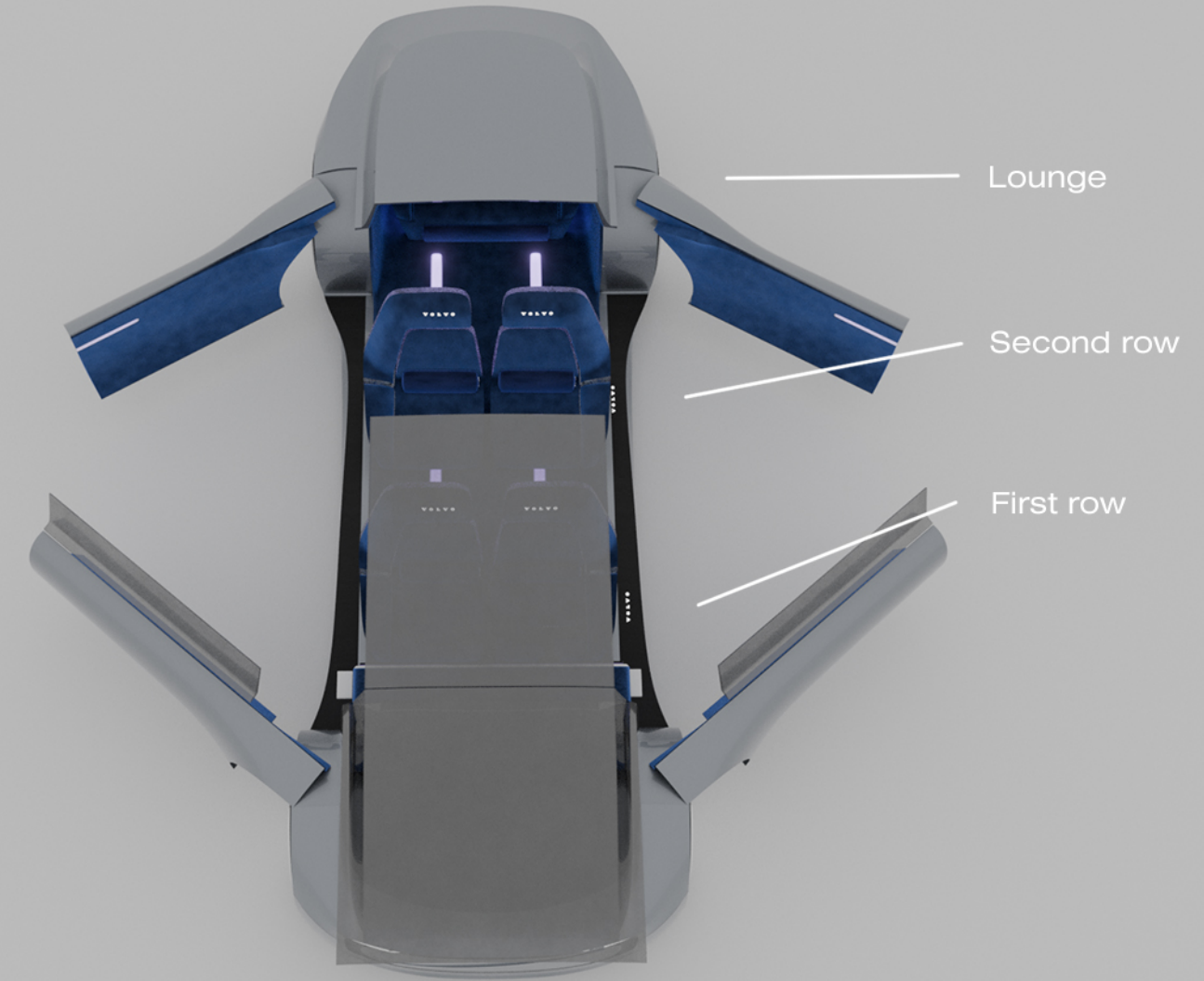
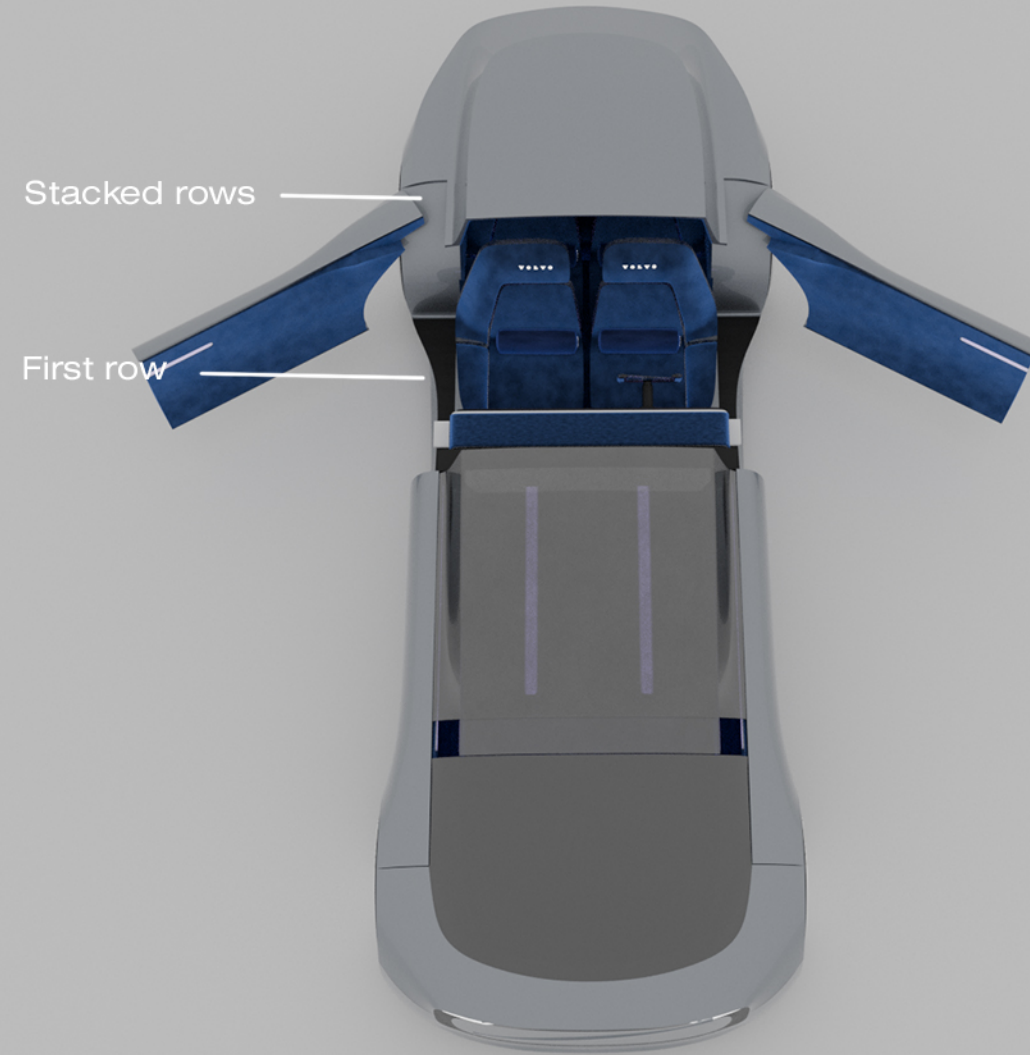
„ABC`S“ Affluent, Brand-counscoius, Connected





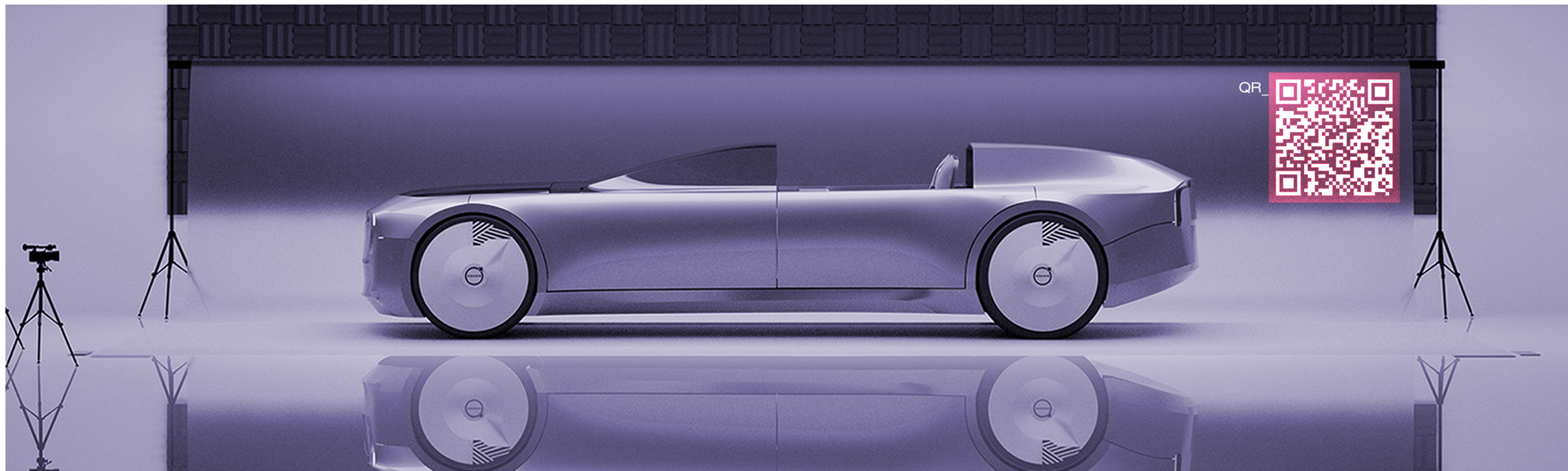
BACHELOR THESIS





All interior-elements can be shifted forward or backward along their guides depending on the scenario, thereby increasing the number of useable seats.

In the illustration on the right, showing the functional package, three seat rows with a total of six seats can be seen.



By scanning the QR-Code, you can watch a two-minute short film that brings the concept to life.“

BACHELOR THESIS