

Environmental Issues Begin to Play an Ever-Increasing Role in Car Design

Research and Markets (researchandmarkets.com/reports/c9226) has announced the addition of Vehicle Body Styles and Interior Trends, 2004 Edition to their offering.

(PRWEB) November 14, 2004 -- This report has been researched and written to respond to demand for a single point of reference for those seeking to monitor the likely evolution of the entire vehicle. Pulling together many different areas of the vehicle, this report looks at interior and exterior design concepts emerging from Europe, Japan and North America as environmental issues play an ever-increasing role in car design. It also reviews the trends toward alternate use of materials in vehicle manufacture and chapter four assesses the latest innovations introduced by the big and not so big suppliers globally. It is essential reading for anyone seeking a broad overview and longer term outlook for vehicle design, as the report encompasses design, materials, technology and how the major suppliers are approaching the car of the future.

The gulf between motorists on either side of the Atlantic is getting wider, rather than narrowing. You just can't separate the Americans and their love of big, gas-guzzling engines. For example, one of the concepts shown at the 2003 Detroit motor show was the Cadillac Sixteen equipped with a 13.6-litre, 16 cylinder engine and 1,000 bhp. The Sixteen could cruise along at 20 mpg. Hardly economic in European terms is it? Chapter two takes a look at the design concepts emerging from Europe, Japan and North America.

Environmental issues play an ever-increasing role in car design. Ford describes its Model U concept as a model for change, embracing the world's first supercharged hydrogen internal combustion engine - a 2.3-litre four cylinder unit - and using 'pioneering green materials.' The interior has a slot system, so that you can position the seats where you want. But perhaps one of the most interesting aspects of Ford's Model U concept is its use of soy-based plastics rather than conventional petroleum-based plastics. Sunflower seed engine oil, corn-based tyre filler (already used in Europe by Goodyear, but not in the US) and a fold back canvas roof, also corn-based, that can be composted. No part of this car would ever end up in a landfill site, is Ford's boast. Chapter three reviews the trends toward alternate use of materials in vehicle manufacture.

Modern vehicle interiors must appeal to people of all shapes and sizes. Not only is there the problem of defining comfort levels, but there are also cosmetic questions of colour and trim, the covering materials used, durability, use of child seats, headrests and overall seating arrangement. Seats are also becoming safer yet lighter and slimmer. Chapter four delves into this busy arena, drawing on the latest innovations introduced by the big and not so big suppliers.

For more information visit <http://www.researchandmarkets.com/reports/c9226>

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