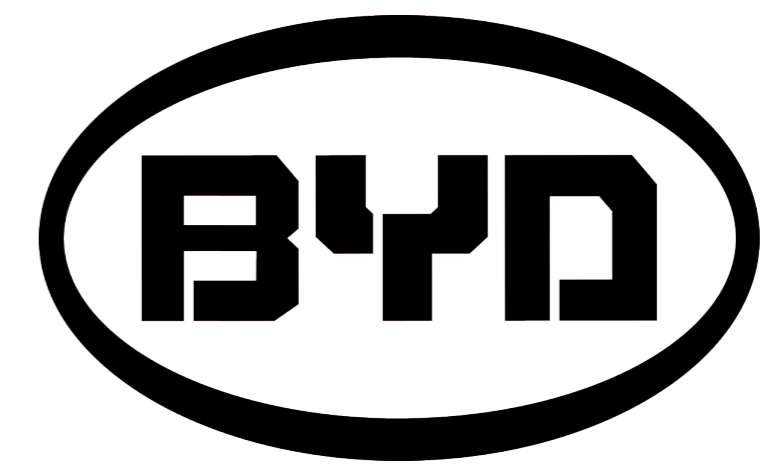


DRAGONFLY



A Styling Strategy for BYD Commercial Vehicles in Europe

Commercial vehicles are seen as blunt, unsafe and annoying in traffic. BYD, a Chinese automotive company that specializes in electric technology, wants to launch commercial vehicles in Europe. The challenge is to design them in such a way that they have a positive impact. The European context shows a need for smaller commercial vehicles

because cities are imposing weight and size limits. Meanwhile the styling of commercial vehicles is increasingly important. There is more focus on safety, driver comfort, the vehicle's appearance and quality perception. From the context three desired product qualities were derived: Lightness, Wholesomeness and

Professionalism. The Theme for the styling strategy is Dragonfly. Just like a dragonfly BYD commercial vehicles move silently and nimbly from location to location. They are lightweight, agile, effective and harmless. According to Chinese folklore when a dragonfly arrives at your doorstep it is said to bring prosperity and good luck.



Large Side Windows

Side windows are separated from the body to emphasize their size.

Top Highlight

The top of the vehicle catches light and reduces the volume.

Extended windshield

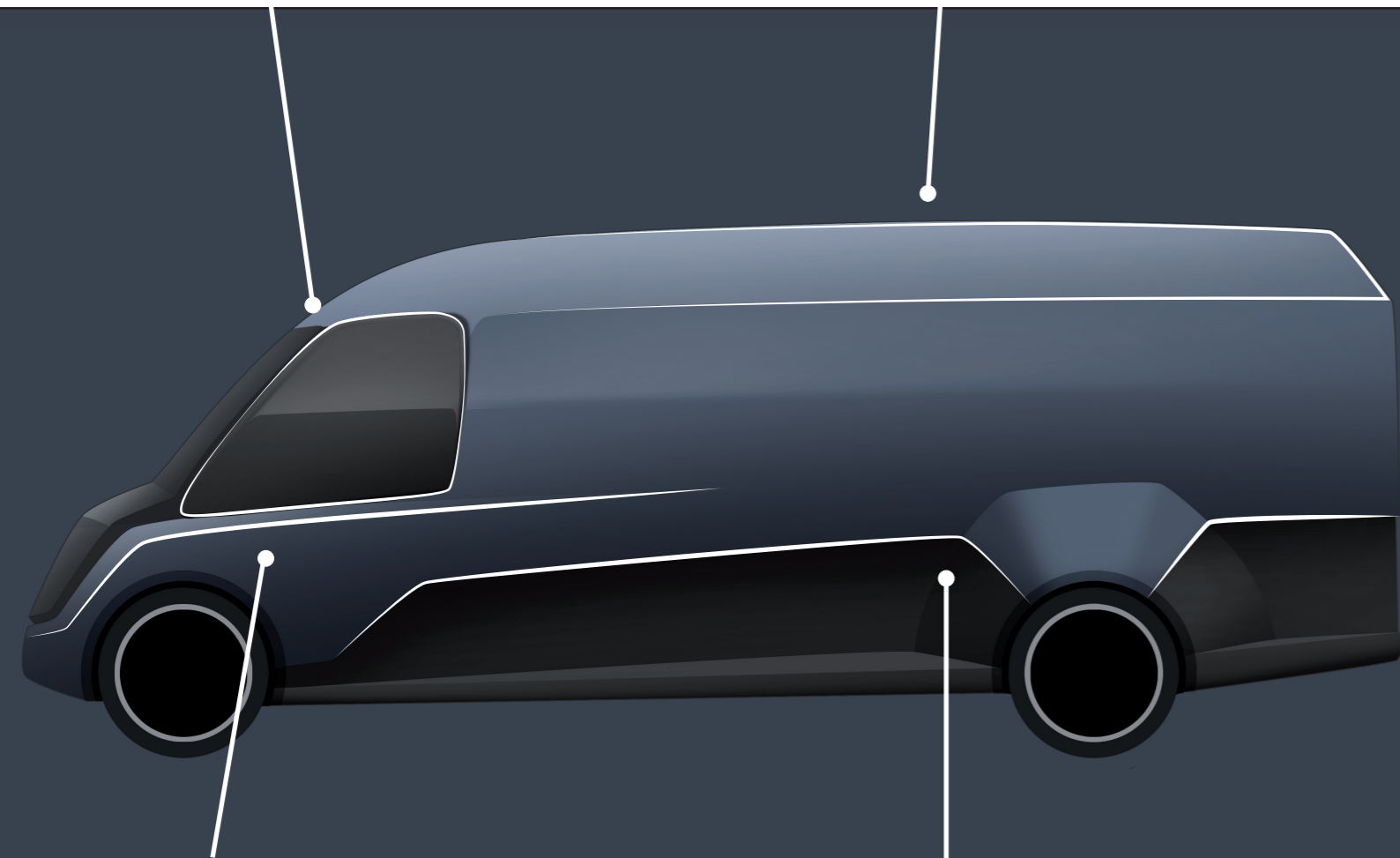
The windshield is extended over the nose which makes it look more accessible.

BYD Brand Elements

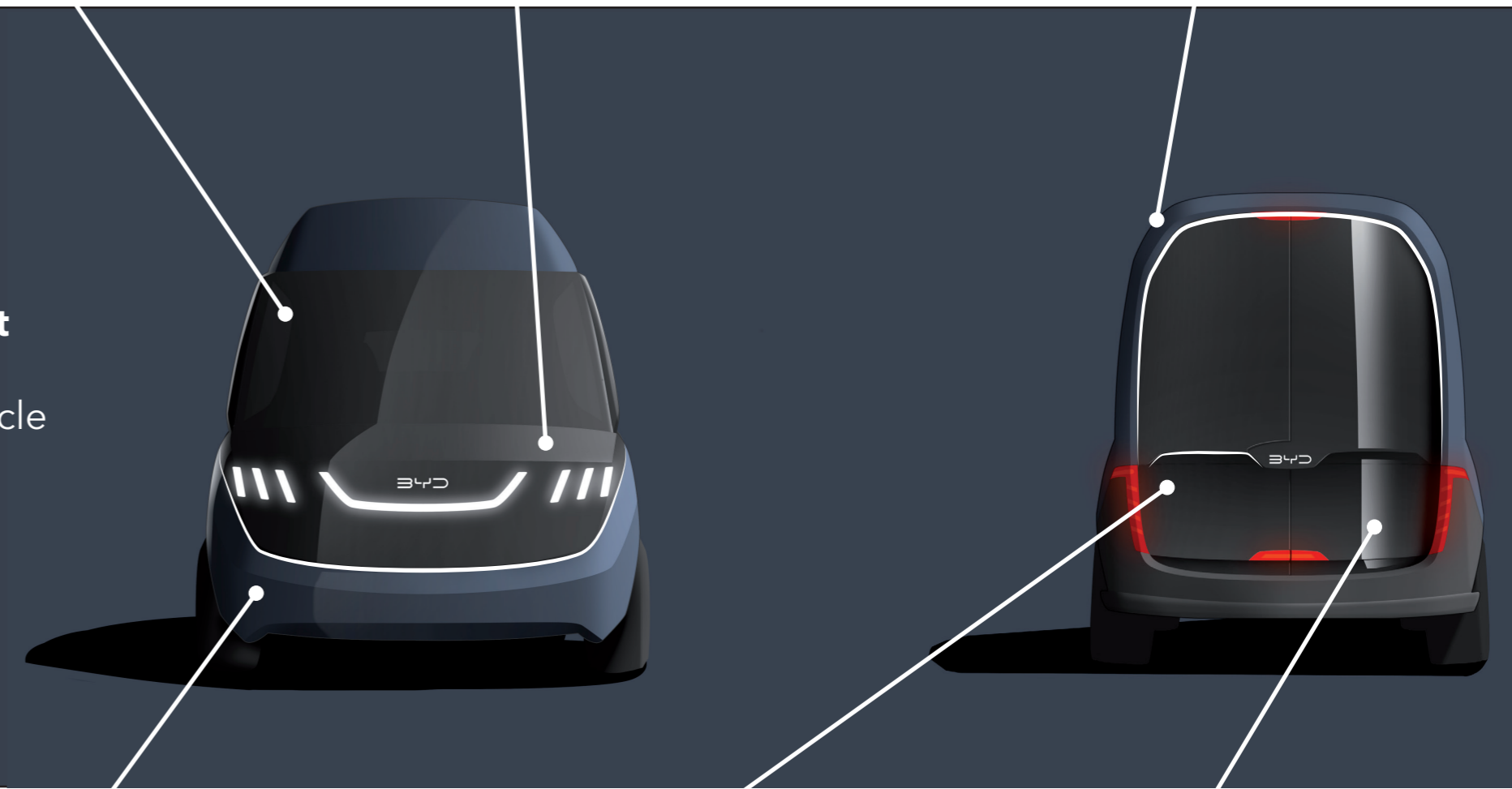
BYD's brand elements and lighting added to front.

Frame

Bodywork frames the glass in a similar way as the front.



The Color Split
a split in color makes the vehicle look lighter.



Low shoulder Line

this line enhances visibility and contact with the driver.

Touchdown Points

A light touchdown gives it the Dragonfly stance

Framed Face

Framing the face with the bumper makes it more friendly and wholesome.

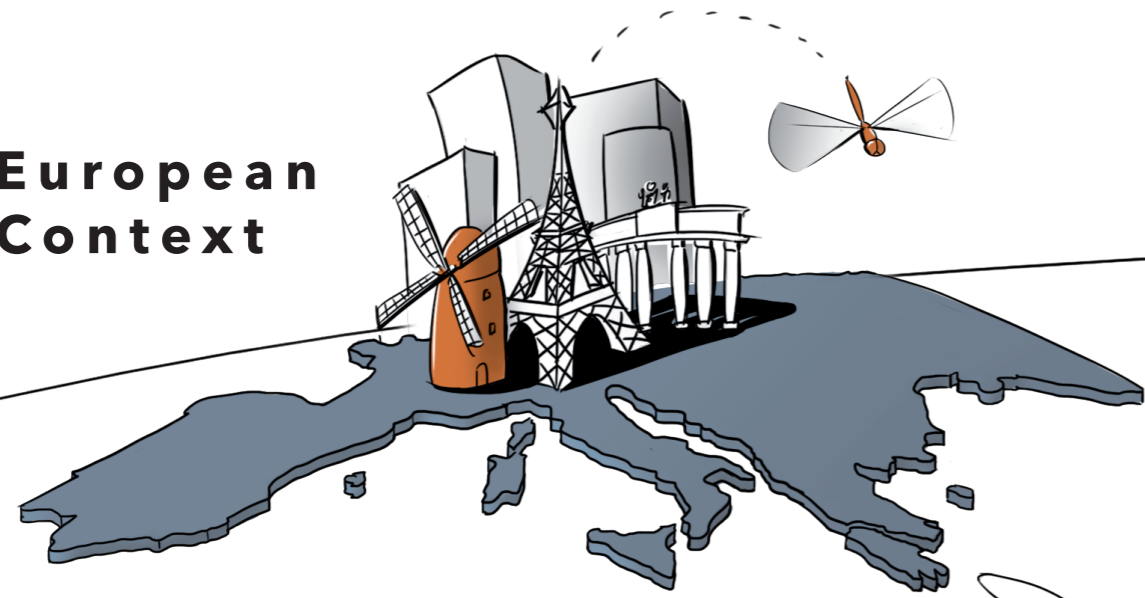
BYD signature lines

The BYD brand identity in details and lighting.

Large windows

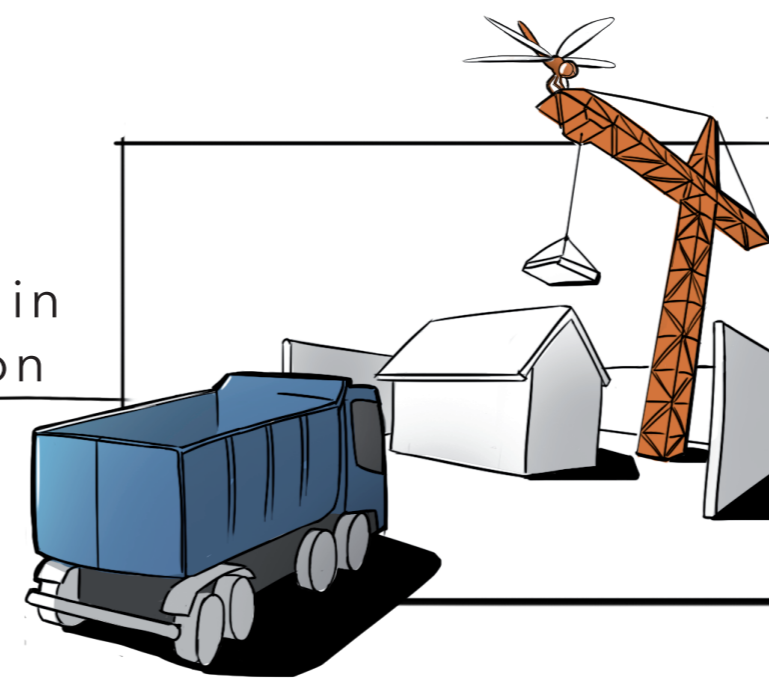
Glass extended to the bottom of the vehicle.

European Context



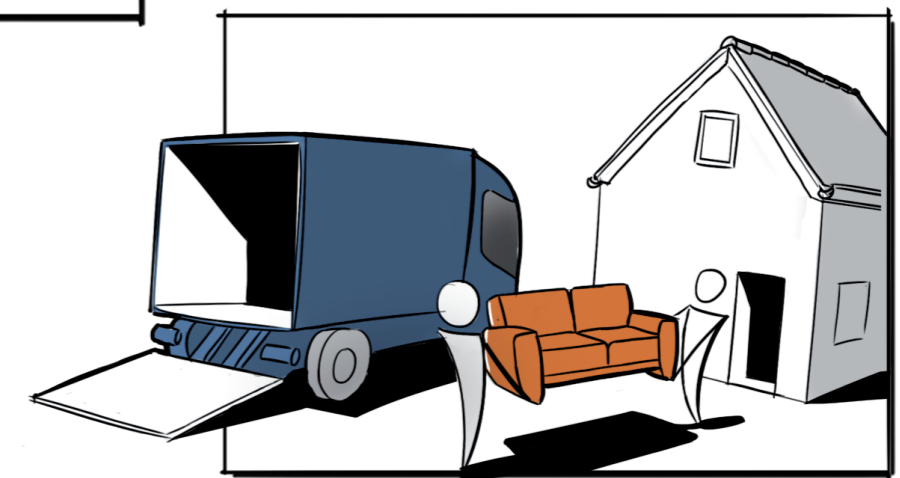
Trucks

Applicable in Construction



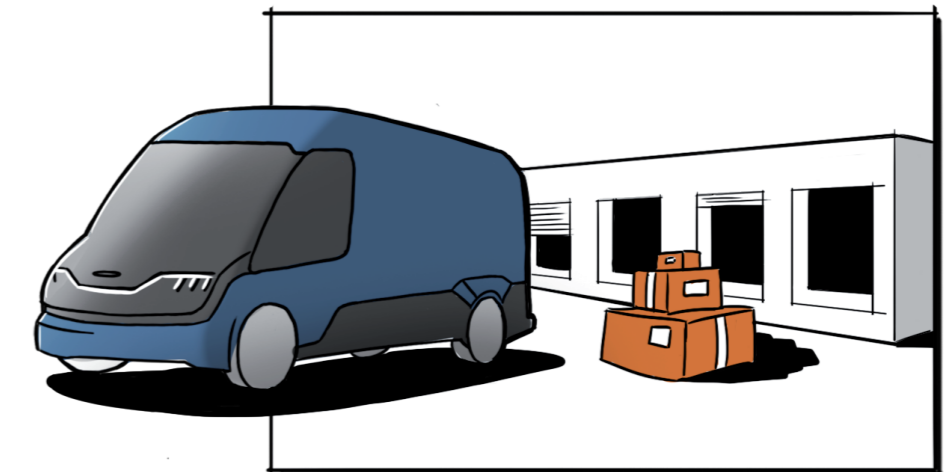
Light Trucks

For larger deliveries



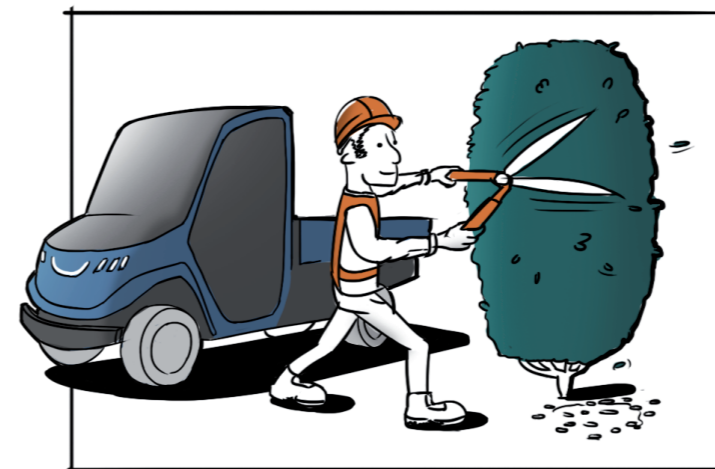
Light Commercial Vehicles

Relevant for E-Commerce

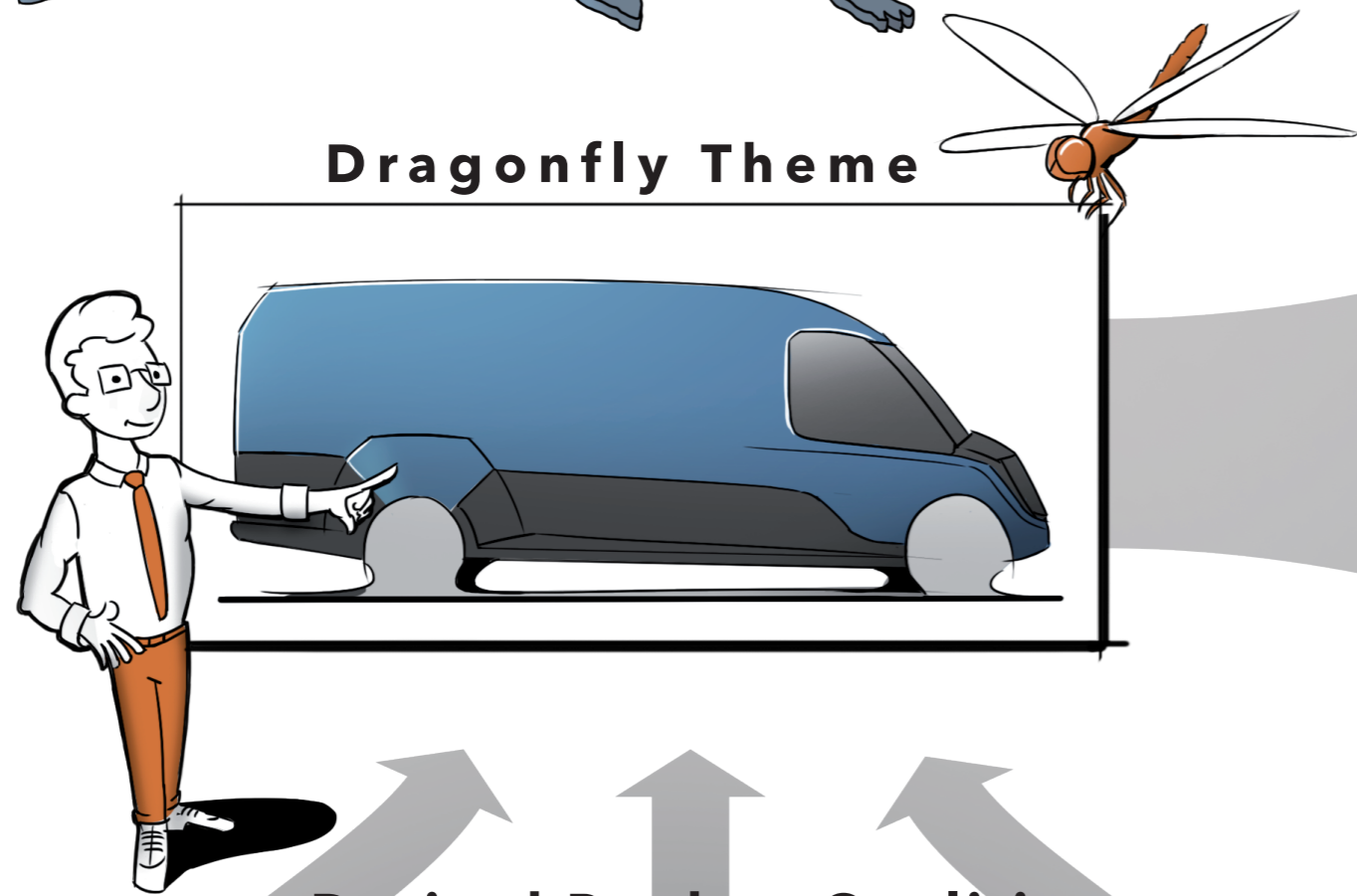


Ultra-Light Commercial Vehicles

For example for Municipalities



Dragonfly Theme



Desired Product Qualities



Lightweight



Wholesome



Professional

Ruben van Ommen
Styling Strategy for Commercial Vehicles

Strategic Product Design

Committee Prof. dr. H.M.J.J. Snelders

Ir. W.F. Kets

P.R. Kiela MSc.

Company BYD Europe

