

High Quality Feel

New SYLPHY

– items with high quality feel



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Steering wheel grip/ touch feel

Display graphic



Pull cup grip

Interior decoration

Switch operation feel

Navigation/Audio performance

HDLNG to B Pillar Fit & Finish

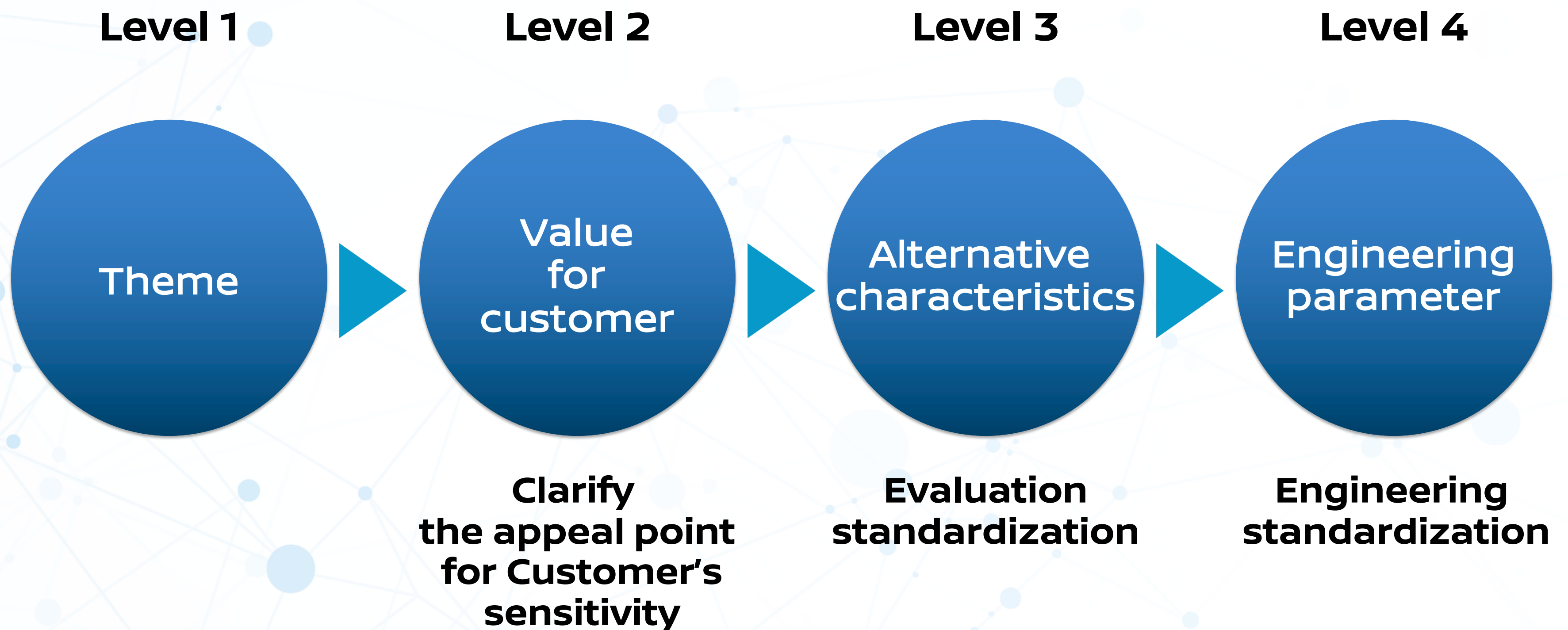
Interior illumination



Scenario illumination

Function & form design based on human sensitivity study

- High quality feel that exceeds expectations, based on human perception characteristics paired with vehicle functionality



Vehicle with high quality feel

- Covering the entire journey, from approaching the vehicle to getting out

Approaching/Viewing exterior

- Scene Look at the car
- item Fashionably designed fascia



Loading and Unloading

- Scene Open the Trunk
- item Attractive trunk/boot trim



Getting in and out

- Scene Open the door
- item Easy-to-grip door handles



Function Operation

- Scene Air-conditioner temperature control
- item Solid feel of switches



Driving

- Scene Grasp the STRG wheel
- item Improved grip/ tactile quality



Spending time

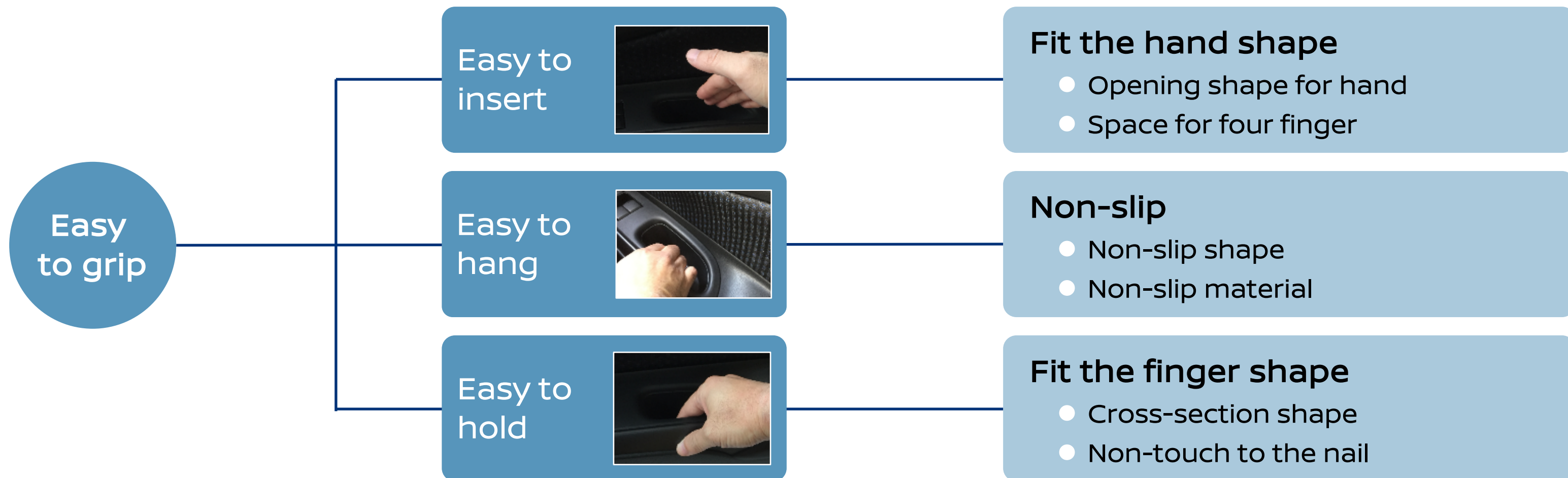
- Scene Looking around the inside
- item High perceived quality evoking decor



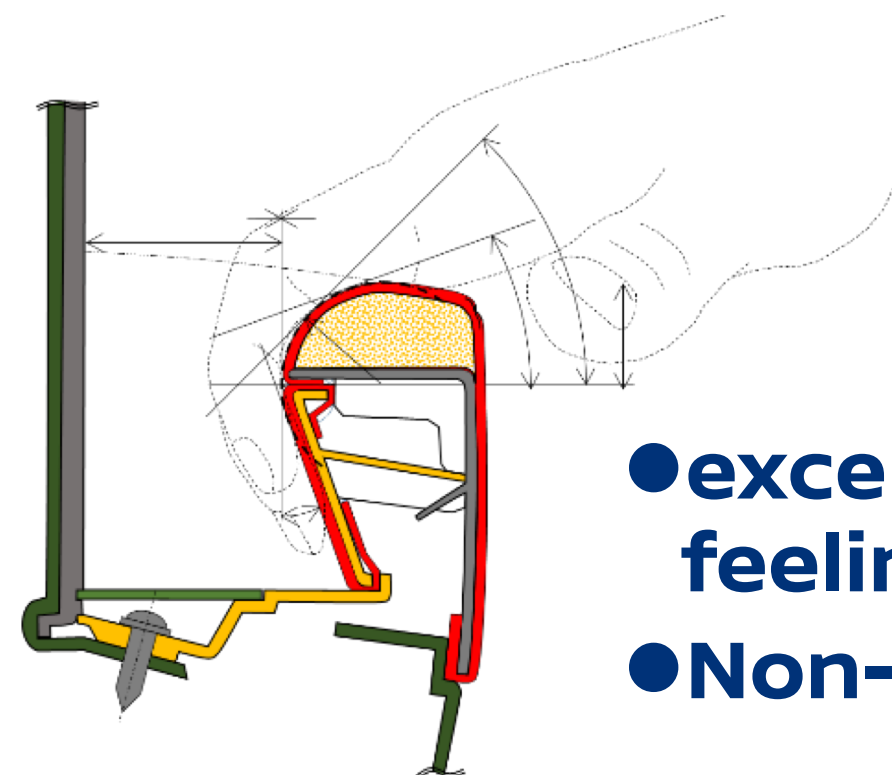
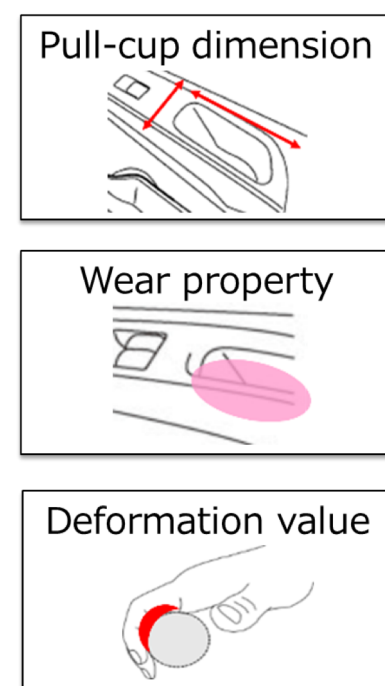
Approach of high quality feel design

Pull cup grip

Step1 Functional analysis of customer sensibilities



Step2 Implement each function in engineering design



- excellent grip feeling
- Non-slip

Step3 To make as shape



Approach of high quality feel design

STRG wheel touch feel

Step1 Functional analysis of customer sensibilities

The steering touch feel to adjust to a hand

Grip feel



Grip feel

- Rim cross-section shape

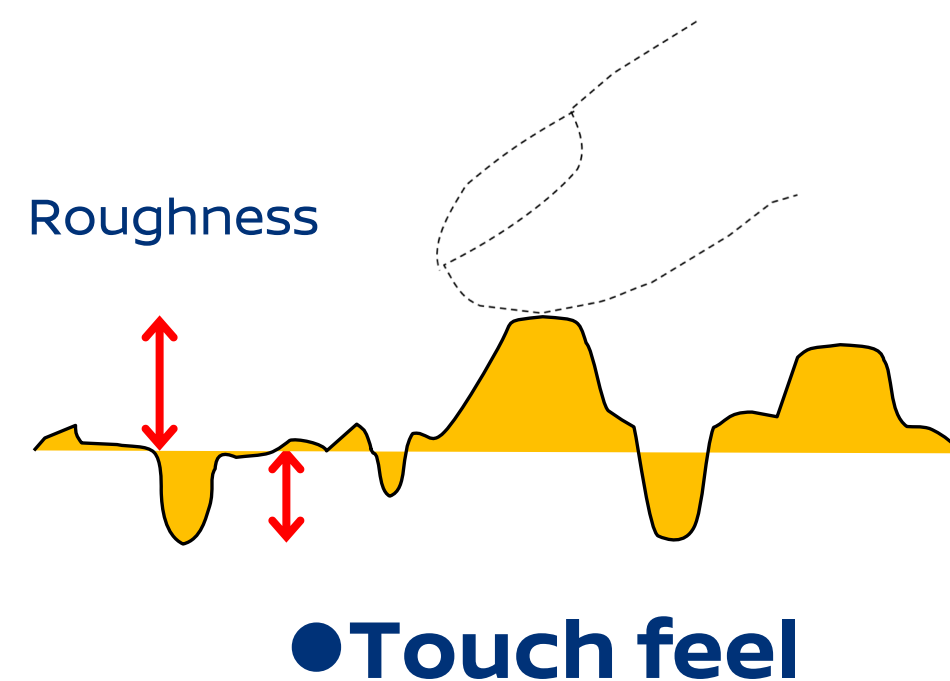
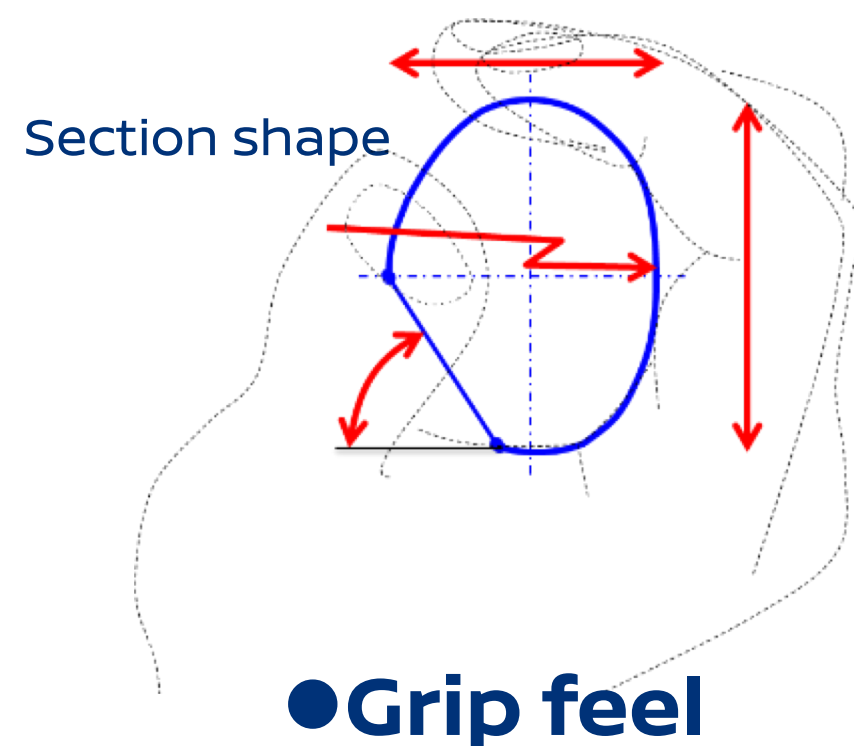
Touch feel



Touch feel of surface

- Smooth feel
- Moist feel

Step2 Implement each function in engineering design



Step3 To make as shape



The logo features the word "NISSAN" in a bold, black, sans-serif font. To its right is a small icon consisting of three blue curved lines above a black square. This is followed by the word "INTELLIGENT" in a bold, black, sans-serif font, and finally the word "MOBILITY" in a bold, black, sans-serif font with a large, stylized "M".

NISSAN  INTELLIGENT **MOBILITY**