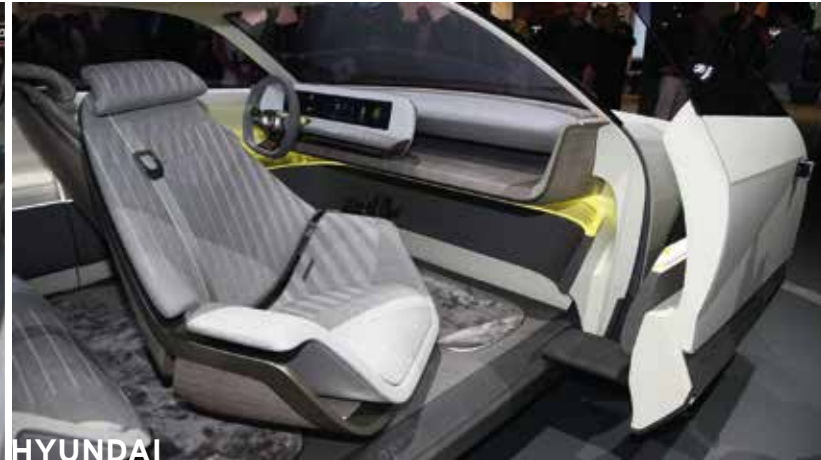# Frankfurt Motor Show 2019
Transcal Trend Report

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/ DESIGN / ENGINEER / MANUFACTURE /

DOMESTIC COMFORT

AUDI

HYUNDAI

BMW

AUDI

A driving factor of this trend is the push for the adoption of driverless cars which relies on consumer concerns over trust and security being offset by proven reliability and performance. Consumer anxiety can be reduced through homely interiors, generating feelings of wellness and comfort, in turn building trust.

Warm wood panels are open pored as opposed to PUR coated, leather is nowhere to be seen and in its place are modern flat woven fabrics. With its increased yield and reduced environmental impact, fabric has become the meaningful choice for most concept vehicle interiors.

Another aspect of this trend is the idea of personalisation, with Hyundai announcing it believes future vehicle interiors will permit a design experience similar to decorating a home, and that "interiors will be more customisable during a vehicle's lifecycle."

RECONSTRUCTED LEGACY

LANDROVER

BMW

VOLKSWAGEN

BENTLEY

Taking inspiration from the past seems a safe space for car makers to go hide from the stresses of where the modern industry is heading. In the case of the Hyundai 45 Concept, inspiration was drawn from their 1974 Pony Coupe Concept, with the key advancement of the 2019 rendition being fully electric.

This juxtaposition between modern technology and retro design was also exemplified in the Land Rover and VW concepts. Brands are aiming to stress the authenticity their legacy gives them, perhaps combining retro designs and even ideals to make the consumer more comfortable with the cutting-edge technology within.
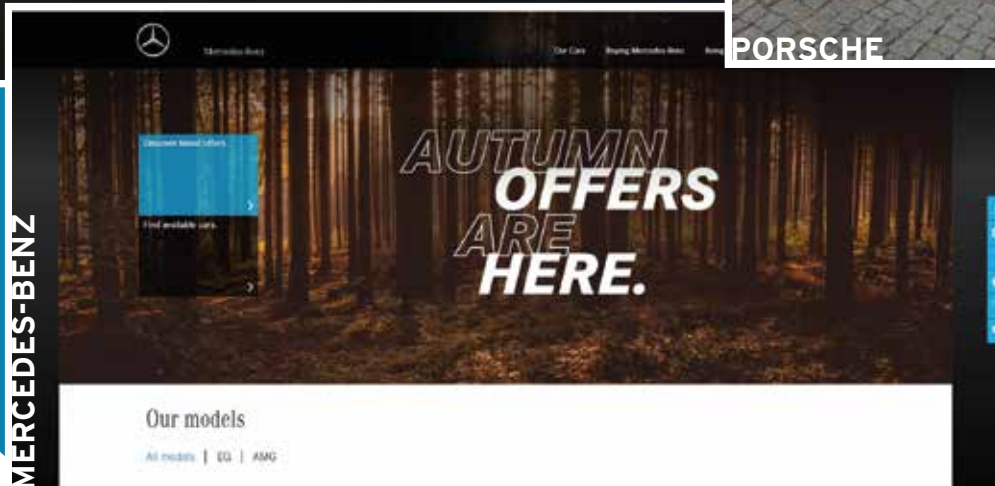
AUDI

PORSCHE

MERCEDES-BENZ

MODERN MERCHANDISING

The growing trend for merchandising in automotive was best exemplified on the Audi stand which contained an entire shop. Branded goods and lifestyle products are increasingly used to elevate brands beyond just selling cars and into higher end markets. Almost every stand at Frankfurt had a retail aspect, showing the expectations of big sales on the public days of the show.

Mercedes-Benz announced its target of selling 25% of its new vehicles online by 2025 and aims to make the purchasing process as seamless as possible. This potentially includes reaching a position where cars have fixed prices set.

A strong trend for the connection between the physical and digital worlds of automotive sales results in configuration tools which tap into this new online sales focus. Best exemplified in Porsche's 'Augmented Reality Visualiser App' where you can place its Mission E vehicle in your driveway before you even consider purchasing it.

ELECTRIFICATION
AUTOMATION
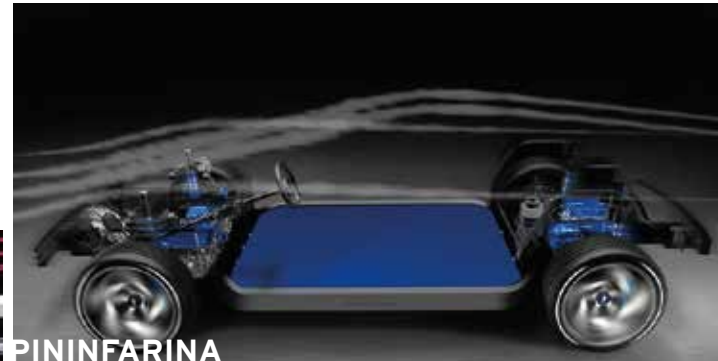
PININFARINA

LAMBORGHINI

VOLKSWAGEN

Electrification and Automation continue to be the prevailing themes of the show, although new EU rules which will be phased in from next year forcing manufacturers to reduce the average emissions from their car fleets or face hefty fines, adds urgency.

Volkswagen's ID.3 comes as part of a rebranding which sees the company attempt to move away from their emissions scandal and towards an electric future. The ID.3 is their first purpose-built electric car, part of a £27bn investment programme designed to launch Volkswagen as a market leader in electric vehicles.

Audi's AI:TRAIL debuted, completing their fleet of fully autonomous concept vehicles; Audi Aicon, AI:ME and AI:RACE. This set showcases a variety of use cases for its upcoming artificial intelligence technology, where customers would take an Audi to suit every purpose. The AI:TRAIL offers a look at a future where we sit back and enjoy the terrain as the vehicle traverses it.

UX/UI FOCUS

HYUNDAI

HYUNDAI

BYTON

BMW

Infotainment systems were a big focus of this year's show, with many OEMs setting up demo dashboards out of the vehicles to showcase their systems. As a relatively new addition, there is still no standard for the UI/UX design of these systems with each brand experimenting in its own way. Most take inspiration from mobile devices, others stay closer to more traditional arrangements. Of note are Hyundai's integration of various screens and controls within wooden panels and textiles. We were surprised to see this demo'd as a working system as opposed to just prototyping.

Byton displayed one of the largest screens which was interesting when you take into account that it was in a vehicle they intend to sell commercially next year, not a concept.

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