

Autosalon Paris 2018 - Design Trends

All the premieres are released! It seemed not to be really revolutionary cars on the show, however lot of new cars were presented. So what are the main trends in car design?

1. Displays, Displays, Displays

Since Audi introduced the Virtual Cockpit, and Tesla made his Model S with the huge laptop display instead of buttons, it has become common sense to replace the traditional handles and switches with 2 or 3 displays. Even such cars as Skoda are already in!



2. LED light bar along the rear of the car

It probably appeared a long time ago, I can remember the wonderful Saab 95, which had a light strip along the rear. Now almost every important big brand uses this trick: Porsche, Mercedes EQC and even Seat:



3. Light grill

because the grill on an electric car loses his common function designer experiment with different applications, such as... lightning grills. These of course serves to make the car a bit more distinctive from the other ones, as the whole shape and proportions of the cars are all getting almost the same:



4. Country flags

Funny trend set first by Volvo, now grows to other brands like Skoda or Bugatti. Also serving for creating an own identity in a global world:



5. Affordable electric cars

Because of the strict rules for car manufacturers to have an average of 95g/CO₂ for the produced fleet almost every European brand launches electric or hybrid cars. Luckily the battery technologies are not standing still and electric cars with ranges of 300-500 km are almost reality. All innovations started at the luxury segment, it already goes to cheaper segments and still more affordable electric cars with great range are available - in Paris we see DS3 Crossback, Kia E-Niro:



6. Citation

It is quite a big responsibility, if you have to design the new bestselling car... That is why the manufacturers have to be careful, and design their cars using features that have been proven to sell well.

The completely flop for me on the show is the BMW 3 Series. Such a canonical German car... and what we see - Peugeot? Lexus? The only saving thing are the proportions of the "Dreier". Something actually been copied by other brands - just look at the modern C-Klasse or Alfa Guilia. As the Toyota Rav4 of the past generation was really a nice looking car, the new one, just no comments - Jeep, Lexus and completely madness at the front, something probably more suitable for the American market.

7. Retro

Retro is always in! But Paris surprised us with even 4 amazing retro revivals - the Peugeot E-Legend, inspired by Peugeot 504, the Ferrari SP1, the Porsche Speedster and the Jimny. Always nice to see, such icons coming back... Some people are really against retro design. I am actually not, it is like fashion, same images, same shapes coming back.. so why not by cars, if people recognize them and love them?



8. Subbrand, submodel

This trend is already a couple of years old, but now almost every manufacturer offers a normal car, a SUV version, a sport looking version and true sport version of the same model. Some manufacturers go even deeper - making subbrands to split luxury, sporty - think of Seat and Cupra, Citroen and DS, Mercedes-Benz and Mercedes-AMG:



The power of the news feed of Facebook... The enormous information flow makes the consumer thirsty for new shapes and pictures. This leads that the car's design life cycle becomes shorter and all the cars become more and more like Smartphone - lots of displays inside, all the same outside. Dangerous trend, but conforming the zeitgeist.

5.10.2018, Stanislav Malyshev

Photos Source - manufacturers