

The background of the slide is a light gray with faint, thin, curved lines that sweep across the upper half. In the lower-left corner, there are four overlapping squares in a diagonal arrangement. From top-left to bottom-right, the colors are orange, teal, light green, and light purple. The squares have thin black outlines and are slightly tilted.

Style trends and visual perception in small cars

By: Ajay

Guide: Prof. B.K.Chakravarthy

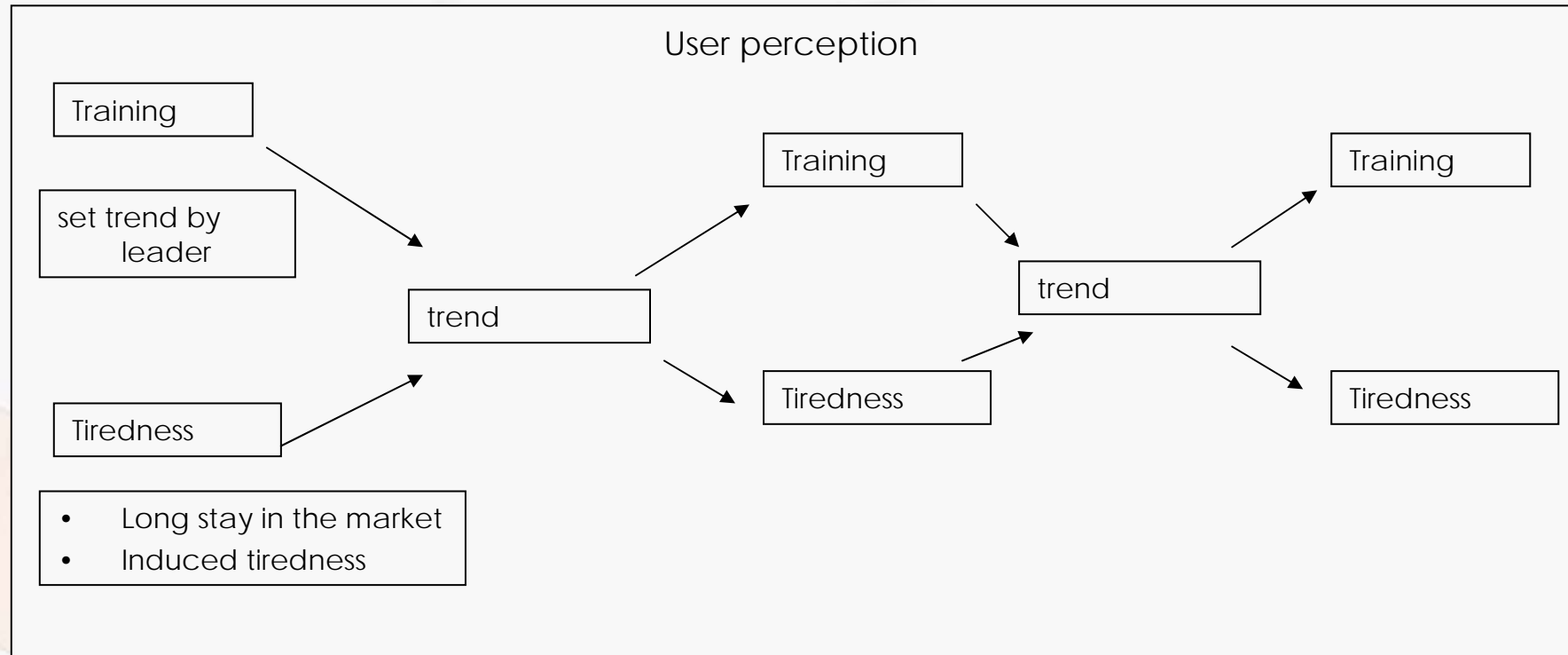
The background of the slide features a light gray background with two thin, curved, concentric lines that sweep from the left side towards the right. In the bottom-left corner, there are four overlapping squares in orange, teal, light green, and pink. The text 'Style trend' is positioned in the upper right area.

Style trend

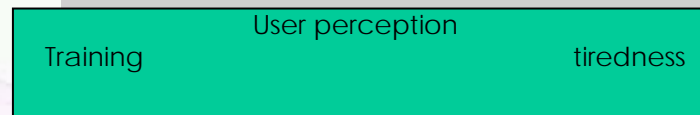
- Style
 - Special way of communication
 - Sign
 - Art not a science, can't be measured
 - Vital
 - Timing
- Trends
 - Light ripples on the ocean of style

» *Prof. L. Petrov,
Leningrad institute
of theatre, music
and cinema*

Training and Tiredness of perception



Life of the product



The Model Diagram

Style, Trend and Visual Perception

Stimuli

- Sales Motivation
- Social Process
- Pedigree of archetype
- Tempo Of life information exchange
- New
- Technology
- Machinery
- Material

Style –Fashion

- Aesthetics excellence
- Desirability
- Exclusivity
- Timing

Changing trends

Trend

Life of product y

Training

User perception

tiredness

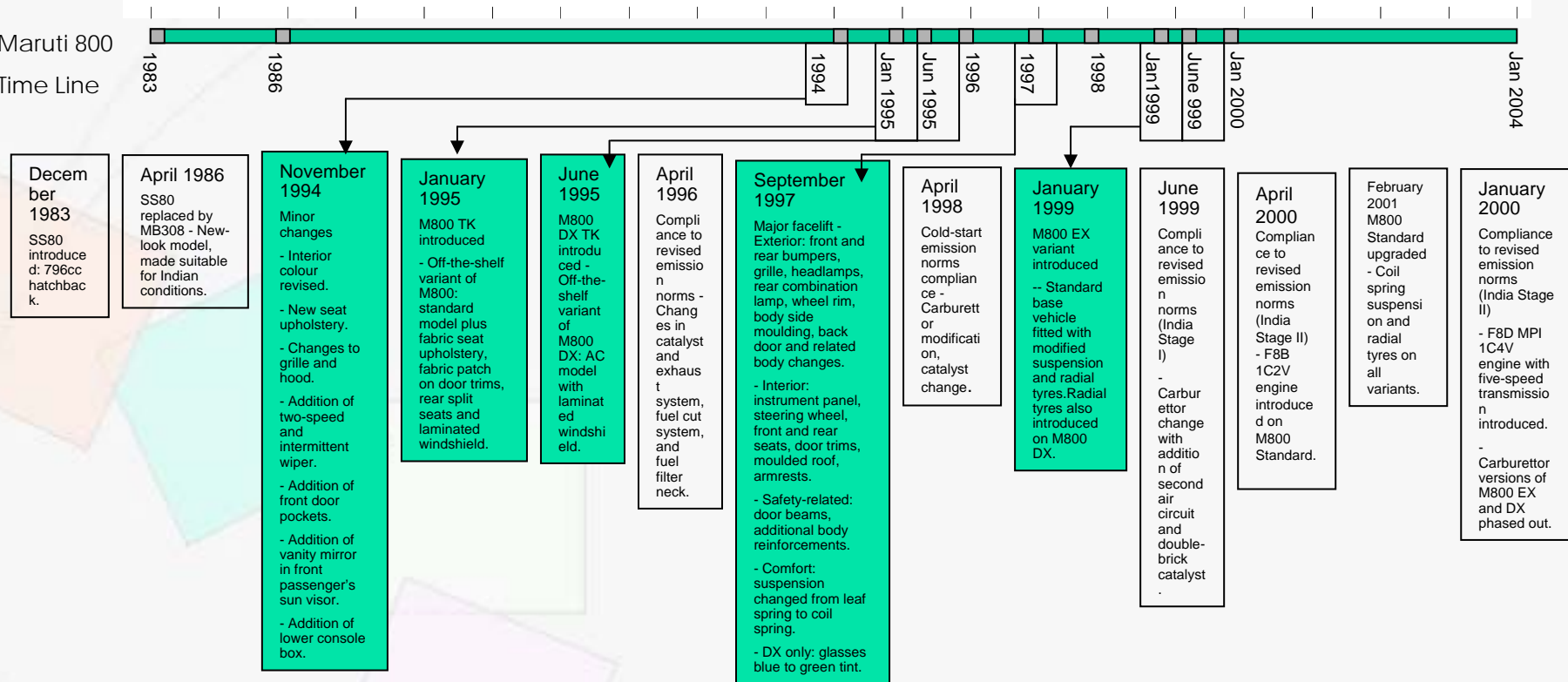
Time line



Detroit Auto Show

Delhi Auto expo

Maruti 800
Time Line

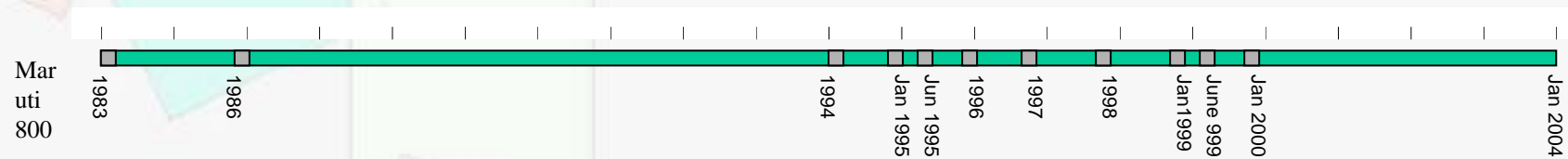


Back to combne all



events on time line

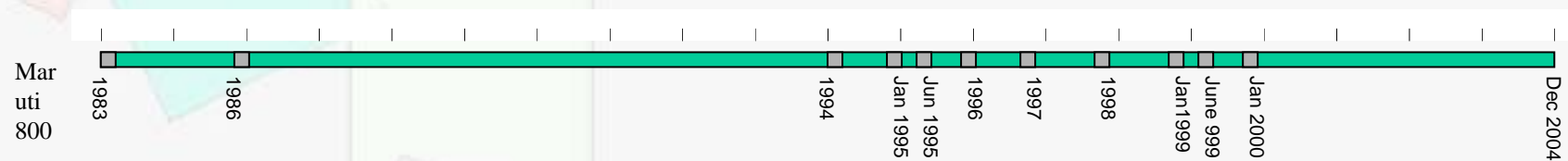
Maruti 800



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Maruti Front Fascia



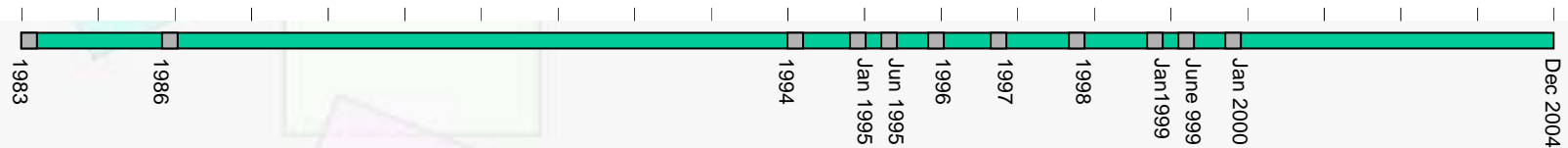
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Maruti Rear



Maruti
800



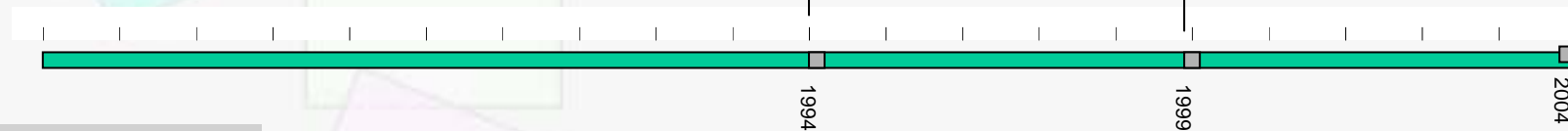
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Maruti Zen



Zen



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Alto



halogen headlamp

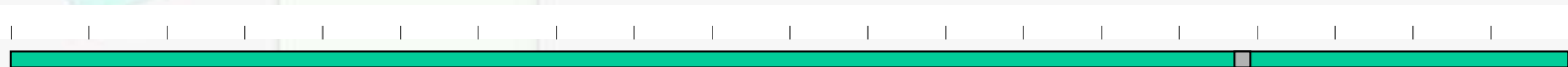


pressed lines on either side.



Launched in 2000

Alto

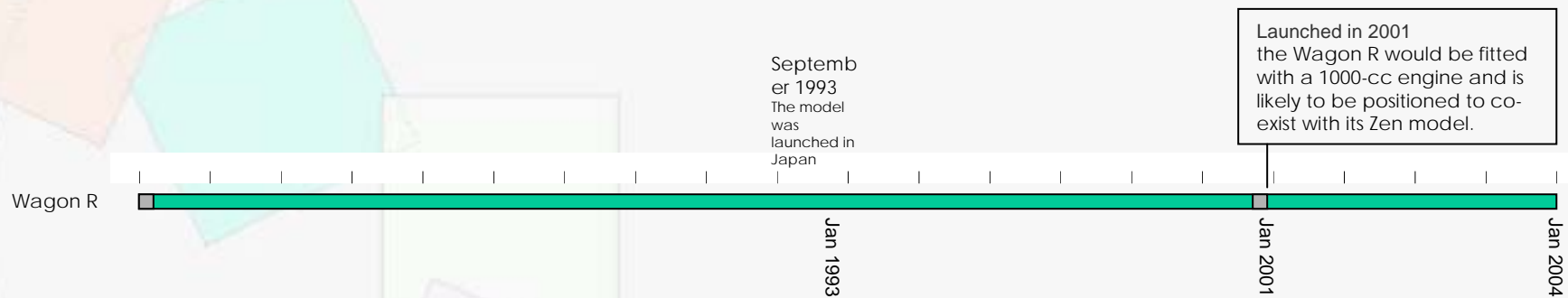


Jan 2000

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Wagon R



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•FIG. 7

Santro



1998
Hyundai introduced santro in India

2002
Hyundai to position Santro as 'young car'

2003
launched Santro Xing has a distinctly European styling. combined with its sporty stance,

Santro

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1998

Jan 2002

Jan 2003

Jan 2004

Tata Indica



Detroit Auto Show



Delhi Auto expo



Indica

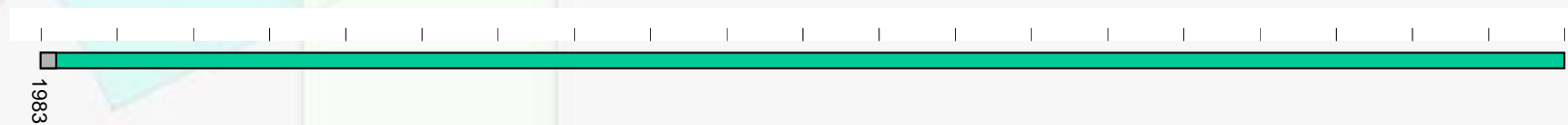


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Head and Tail lamps

Clear glass head lamp from higher segments



1983

•FIG. 10

Dec 2004

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Training of Visual perception

Training of Strong association with political/
administrative power, leadership .



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Training of Visual perception



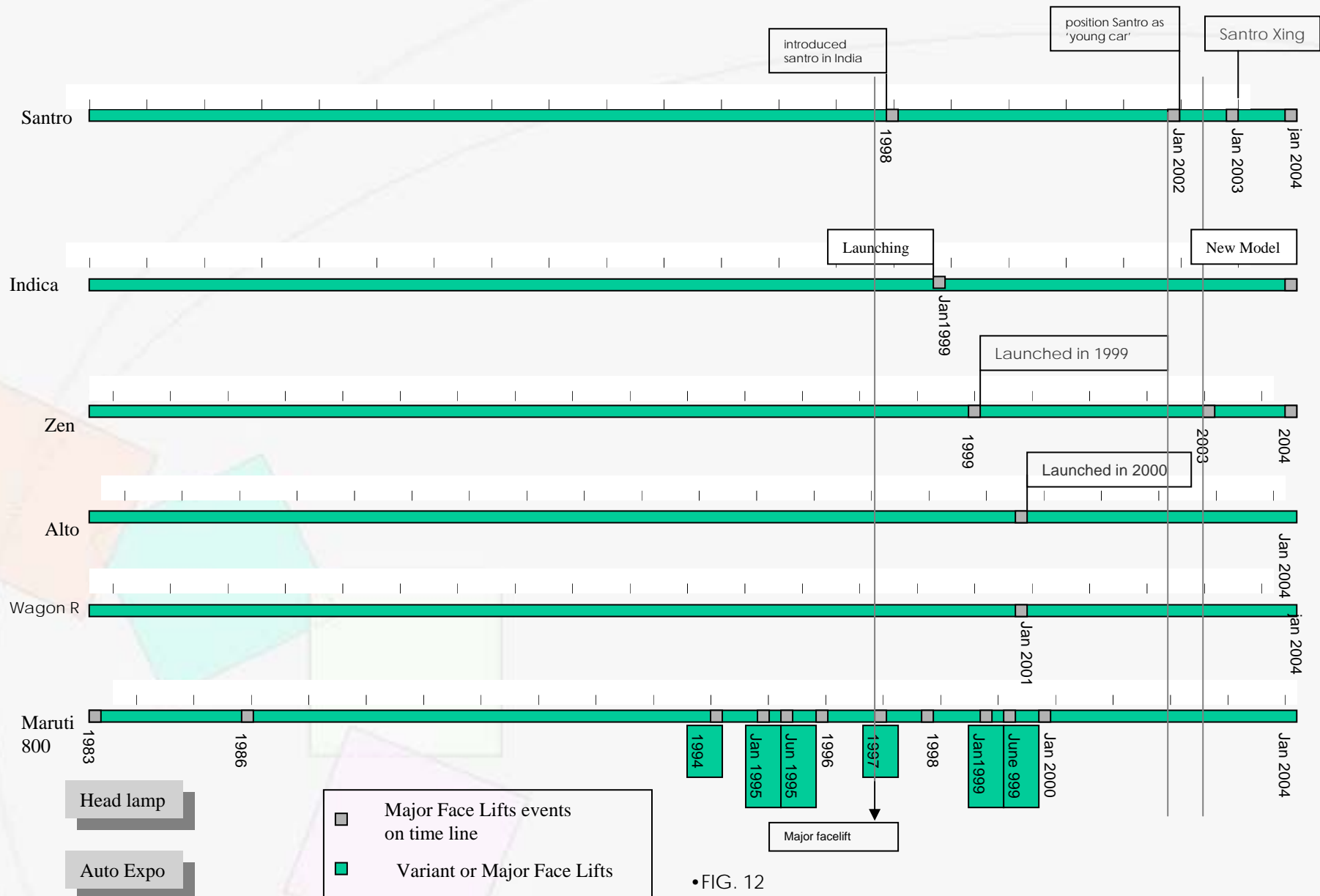
- Pride of bike in Moped..



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Combining all




• FIG. 12

Trend



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- Thank you