



DESIGN  
Los Angeles

# HOLLYWOOD'S HOTTEST NEW MOVIE CAR

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# HOLLYWOOD'S HOTTEST NEW MOVIE CAR

## CHALLENGE THEME:

Welcome to Los Angeles, the entertainment industry capital of the world. It is here that some of the greatest car movies were conceived, pitched to studio executives and made into iconic films.

This year's Design Challenge asks automotive design studios to pitch their idea for the next iconic car film where the car becomes an essential character in movie.



2010 WINNERS: GM CADILLAC AERA & SMART 454 WWT

When tough-guy cop Frank Bullitt, (Steve McQueen) chased bad guys in his Mustang in the movie Bullitt (1968), the car became as tough and fearless as its driver. When the 1958 Plymouth Fury turned jealous in Christine (1983) and went on a killing spree, it became clear that film cars can take on human attributes and leading roles.

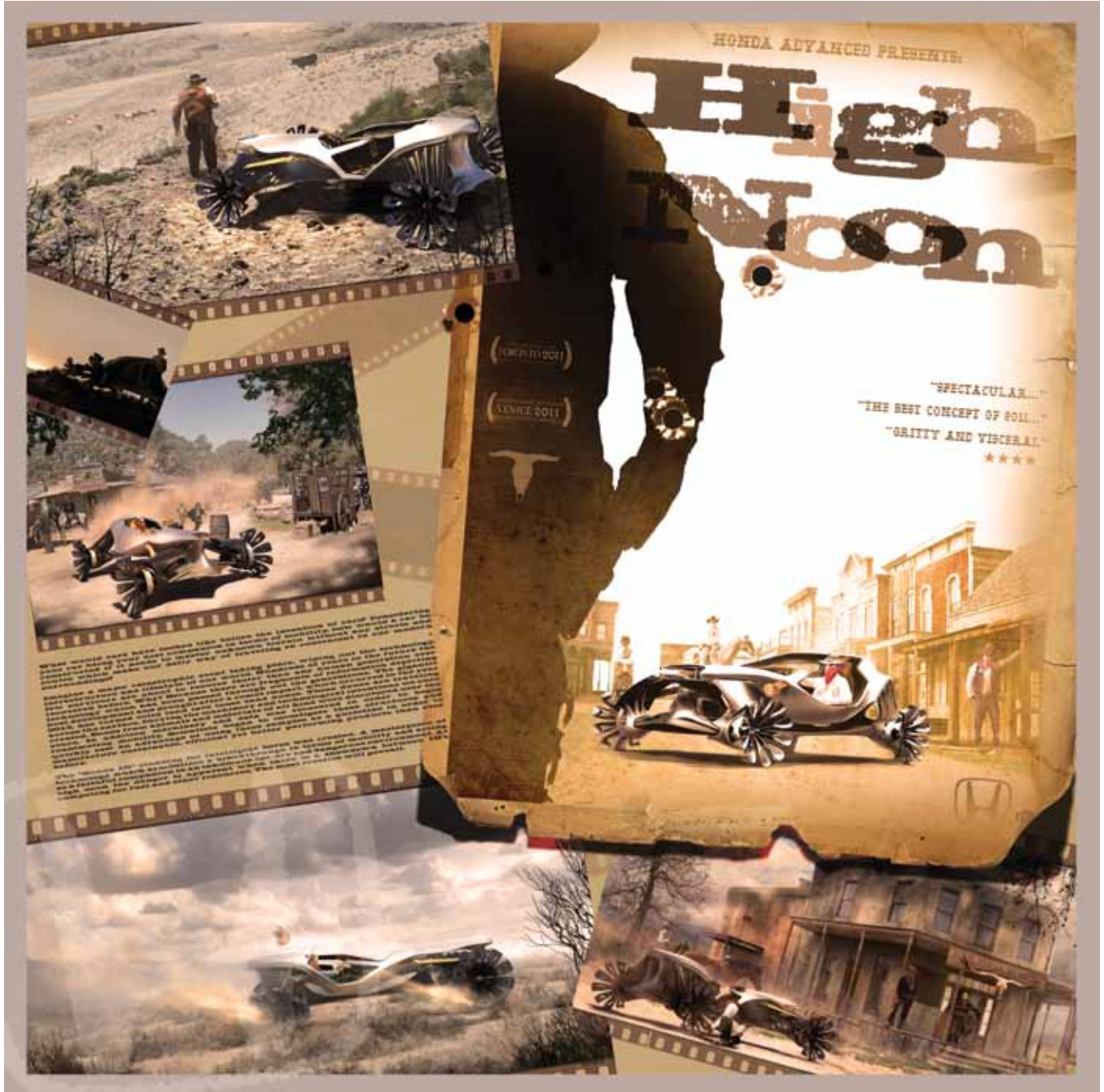
Whether the movie is an action/adventure, comedy-road trip or love story, it should prominently feature a vehicle that embodies the brand attributes of that particular automaker which are defined in the movie synopsis or plot. Those attributes should be conveyed in a way that creates an emotional connection with the target audience. The car/vehicle and its main character(s) should be fictional.

## JUDGING CRITERIA: *(equal value rating for all criteria)*

- How the car/vehicle reflects its Brand Attributes as defined in the description or plot?
- How does the car/vehicle relate to the targeted audience of the brand?
- Use of imagination
- Character Development of the car/vehicle
- Uniqueness of the combination of the story, the car/vehicle and the character



image source: <http://www.listal.com/list/memorable-cars-of-hollywood>





Honda drivin thru dodge final.tif

SUMMARY: EDITED BY ROGERS RUDER FINN**Honda Research and Development Americas, Inc.****Vehicle Title:** Honda IH (intelligent horse)**Movie:** High Noon**Design Team:** Wojtek Bachleda, Taryn Dyle, Raj Rihal

Honda takes us hundreds of years into the future to a world disrupted by the impact of a gigantic comet. The resulting heat and drought have wiped out technology, infrastructure and life as we know it, making it imperative for the few remaining survivors to recover faster than any human generation before. The few scientists have created a vehicle that serves as a companion and protector in the inhospitable and lonely environment. Their inspiration – the legend and material remains of an ancient creature called the horse.

A masterpiece of technology, the Honda IH symbolizes a breakthrough in terms of mobility and companionship in an inhumane, hot, dry and dangerous environment. The vehicle takes advantage of three key elements which will emerge in the near future: local production, artificial intelligence and additive technology. The vehicle uses the efficient, lightweight, strong, and functional characteristics of bones for its inspiration. A.I. technology and nanotechnology gives everybody the power to produce material resources and parts for the vehicle locally. Additive technology is a revolutionary attempt to produce very small or especially very large parts in a more efficient way to save weight and resources while improving the strength and flexibility of the product. The IH vehicle combines both the character and simplicity of a horse with the latest structural, safety and technological innovation.

At High Noon the dangerous environment is apparent when there is a showdown between IH's competing for fuel and other resources. The most creative will prevail.

SUPPLEMENT**HONDA HIGH NOON**

What would cars have looked like before the invention of cars? Considering your car being your best companion in terms of mobility, how would a car be constructed if it needs to master unknown terrain without any streets and routes which make our daily way of traveling so convenient in our modern surroundings?

Imagine a major catastrophic event taking place, wiping out the technology, infrastructure and lifestyle of our world. Hundreds of years in the future the few survivors are about to recover faster than any human generation ever recovered before. Why? Because there are fragments of information depicting technology which has been passed through out the generations. The gigantic heat development and drought after a comet impact, which occurred in the year 2012, has turned solid land into loose sand dunes. Those dunes are traveling across the surface, burying the machinery and technological inventions we once created. Bones from animals and materials of all kind were discovered over the years. In addition machinery and data was recovered in order to begin reanimating mobility. Scientists began to investigate these structures and quickly saw an advantage of using these samples as a guideline in order to manufacture sustainable, efficient yet better performing products than ever before.

The "Honda IH" standing for intelligent horse was created. A masterpiece of technology which symbolizes a breakthrough in terms of mobility and acting as a faithful companion in an inhumane hot, dry and **dangerous environment. At high noon the danger is apparent when there is a showdown between IH's competing for fuel and other resources. The most creative will prevail.**

## TECHNOLOGY

The Honda "IH" takes proven material technology and mans mechanical achievements and combines them to create a vehicle for a new world terrain. The Honda "IH" uses bones for its inspiration. Bones are efficient, lightweight, strong, and functional. They have evolved and performed over thousands of years in order to master a changing world and man's specific needs. The vehicle concept takes advantage of three key elements which will emerge in the near future. The elements are **local production**, **artificial intelligence** and **additive technology**.

### Local Production:

As architectural critic Howard Kunstler describes in his books such as "Geography to Nowhere" once the planet has run out of natural resources, oil in particular, we will overcome the human races dependence on oil by producing and living locally.

### Artificial Intelligence

A.I. technology will give everybody the power to produce objects for themselves locally. Scientists have already created a computer program that evolved a simple robot virtually, than 3D printed the robot, installed motors and watched it do what it was evolved to do. Some goes for architectural structures and some for computer game character behaviors. Further developed nanotechnology will be used by everyone to improve mentally and physically, meaning that if you do not participate in this you will not be able to compete. 3D printers will be capable of printing out whatever you need. The material resources and tools are much cheaper then expensive injection mold tooling and chemicals as we need to use them today.

### Additive Technology

A revolutionary attempt in order to produce very small or and especially very large parts such as aero plane wings in a more efficient way. The key is to specify the use, just as

mentioned the bone structure example, and only print where material needs to be in order to perform its task. The main goal is to save weight and resources while improving the strength and flexibility of the product.

## THE VEHICLE

The survivors of the new world are in need of a companion, a partner who helps him/her to stay mobile and safe in order to sustain life in a lifeless and hot environment with little or no resources. Many hundreds of years before the "oil age" it was the horse that provided this transportation. The IH vehicle combines both the character and simplicity of a horse with the latest structural, safety and technological innovation. The vehicle has a strong lightweight body/frame structure. The final shape is generated virtually in order to come up with the most efficient way to perform tasks.



Honda badlands final.tif



Honda dodge city\_final.tif



Honda High Noon Sketch Page 1.tif



Honda High Noon Sketch Page 2.tif



Honda rio grande final.tif



HONDA\_old mexico\_flat\_logo 5.tif





Hyundai Front 34.jpg

**SUMMARY: EDITED BY ROGERS RUDER FINN**

**Hyundai Design North America**

**Vehicle Title:** Hyundai Stratus Sprinter, DB Atlant (Airship)

**Movie:** Countess of Siberia

**Design Team:** Tony Chen and Woo Tak Kim

Born in Moscow in 1829 of vampire parents, Countess Elena, with her super human senses and unique abilities to travel after dark, became a member of the Soviet spy network during the second World War. After the war, she set out on a mission to stop the negative effects of communism around the globe. Traveling to the most dangerous places in the world, the Countess knows she can not be seen by anyone in her fight to protect freedom and justice.

The Countess uses two vehicles, the Hyundai Stratus Sprinter multi-purpose vehicle (MPV) and the DB Atlant Airship that serves as her home base and MPV carrier. Passed down from her parents, she has been upgrading and modifying features throughout her immortal life. The MPV can travel any road due to its high ground clearance and has light combat capabilities. The Airship stays afloat and hidden high in the sky to avoid detection. Both vehicles have a magical stealth force that renders them invisible during daylight, only to reappear after dark.

Follow the Countess on her fight in the on-going war of Communism in Hyundai Design North America's action thriller "Countess of Siberia."

**SUPPLEMENT**

Countess Elena was born in Moscow in 1829 from vampire parents. With her super human senses and unique abilities to travel after dark, she became a member of the Soviet spy network during the second World War. After the war, discouraged by the sufferings of the people of the Soviet Union, she set out on a mission to travel the globe and stop the negative effects of communism. Her missions took her east through Siberia, Mongolia, and finally in the Korean peninsula. She was very active during the Korean War in the 1950's and remained in the area to this day. Being as one of the most dangerous places on earth. The Countess has not been seen by anyone but remains active in her role fighting the on-going war of protecting freedom and justice. The two vehicles that she uses are a multi-purpose vehicle (MPV) and an airship that serve as her home base. The airship also serves as the carrier of the MPV. They were first used by her parents and now passed down to her. She has been upgrading the vehicles as the technology becomes available. She has been modifying and adding modern features throughout her life. Being that the vehicles are older than her own existence. She is immortal so it's important that these vehicles are kept operational through the centuries. The multi-purpose vehicle can travel any road due to its high ground clearance and has light combat capabilities. The airship is her home and stays afloat and hidden in the sky to avoid detection. The vehicles have magical stealth force that renders them invisible during daylight and reappears after dark. Few people have seen Countess Elena's vehicles.

Hyundai recently has launched its corporate philosophy "Lifetime Partner". Hyundai is not just a car you buy, but a vehicle that becomes a part of your life. Hyundai backs up its philosophy with the Assurance Service including America's best warranty (10 years/100,000 miles power train warranty), Trade-in Value Guarantee, and other services that no other car company offers. The Countess Elena project is a fictional story but it is a true reflection of the philosophy and culture of Hyundai.

Story and vehicle concepts by Tony Chen and Woo Tak Kim



Hyundai Rear 34.jpg



Hyundai Rear View.jpg



Hyundai Side View.jpg



Hyundai\_Teaser1.jpg



Hyundai\_Teaser2.jpg



# MAYBACH



## BERLINE

**THE CINDERELLA STORY**

ONCE UPON A TIME, THERE LIVED A GIRL, NAMED CINDY WHO WAS VERY UNHAPPY. SHE LIVED WITH HER FATHER (A MAYBACH-BERLINE CARRIAGE ENGINEER), FIVE STEPHENSON (A RENOWNED ACTRESS WHOSE HER PARTNER WHO RECENTLY MARRIED, HAD HER UNCLEY STEPHENSON, HER NEW BROTHER AND STEPHENSON DON'T LOVE CINDY AT ALL AND WHILE CINDY FEELS LONG HOURS IN HER FATHER'S MAYBACH-BERLINE WORKSHOP, HER STEPHENSON IS ALLOWED TO PARTY AT THE BILLIONAIRES CLUB, PARTYSING AWAY THE FAMILY'S MONEY.

TO CELEBRATE CINDY'S BIRTHDAY, HER FATHER LETS HER DRIVE THE **MAYBACH-BERLINE** PROTOTYPE (SOMETIMES AND COMPRESS HER WITH A MULTIFUNCTIONAL BRASS AND A PAIR OF RED HIGH HEEL SHOES). SHE WAS SCISSORING AND LOCKED STUMBLING DRIVING THE MAYBACH.

CINDY GOES TO A POPULAR CLUB WHERE SHE MEETS A HANDSOME YOUNG MAN AND SHARES THE NIGHT WITH BUT LOSTS TRACK OF TIME AND, HAVING PROMISED HER FATHER SHE WOULD BE HOME BY MIDNIGHT, SLIPS OUT THE DOOR WITHOUT SAYING ANYTHING AND LEAVES ONE OF HER SHOES IN HER HEELS. THE YOUNG MAN PICKS UP THE SHOE AND RUNS AFTER HER AND JUST AS SHE IS ABOUT TO SWIM INTO THE NIGHT IN THE MAYBACH-BERLINE, HE CATCHES UP TO HER AND SLIPS THE SHOE BACK ON HER FOOT. IT'S A PERFECT FIT.

SHE TELLS THE VIRTUAL CHAUFFEUR TO TAKE HER HOME, WHICH IT DOES SAFELY WITH AUTONOMOUS DRIVE, AND IN THE COMFORT OF THE "VIR-VIR" SEATING ARRANGEMENT, SHE REFLECTS ON ALL OF THE WONDERFUL THINGS THAT MADE HER BIRTHDAY NIGHT SO SPECIAL, AND DREAMS OFF TO SLEEP WITH A SMILE ON HER FACE, A HAPPY GIRL AT LAST.



Autonomous Drive

Virtual Chauffeur Control

Platinum Class Interior with Virtual Surroundings



MAYBACH



billionaires club

**SUMMARY:** EDITED BY ROGERS RUDER FINN**Mercedes-Benz Interior Design Studio,  
Germany****Vehicle Title:** Maybach Berline**Movie:** Cinderella and the Maybach Berline**Design Team:**

Designer - Christopher Ottersbach

Designer - Philipp Haban

Design Manager - Jan Kaul

Once upon a time, there lived an unhappy girl named Cindy who lived with her Father, a Maybach Berline Carriage Engineer, her Stepmother, a retired Actress, and her Stepmother's spoiled daughter who spent her days partying at the Billionaires Club while Cindy spent all day working at her father's workshop.

On the night of her birthday, Cindy's father surprises her with a beautiful dress and allows her to take a new Maybach prototype out on the town - a reinterpretation of the historic Berline Carriage. Based on the dimensions of a Mercedes-Benz GL-Class, the Maybach Berline Carriage is an E-Cell or F-Cell vehicle and features autonomous driving that allows Cindy to have an amazing night out, where she meets a handsome stranger.

The Carriage is teleoperated via a satellite link to a Maybach Virtual Chauffeur Center. This leaves maximum interior space for the passengers and also allows maximum privacy. The passengers are seated in a vis-à-vis seating layout with a "Royal Lounge" on one side and two single seats on the other. A large glass screen with 3D laser projection is suspended from the ceiling and can display the Virtual Chauffeur or a variety of media and entertainment. The interior and exterior come together seamlessly and are comprised of sustainable materials like wood. Large divided gullwing doors with oversized privacy glass open wide for entry with retractable stairs for

convenient entrance (inspired by business jets).

Moviegoers will awe in the romance and new technology as Cindy goes on the journey of a lifetime.

**SUPPLEMENT**

Once upon a time, there lived a girl named Cindy who was very unhappy. She lived with her father (a Maybach-Berline Carriage engineer), her stepmother (a retired Actress) whom her father had recently married, and her spoiled Stepsister. Her new mother and stepsister didn't like Cindy at all and while Cindy toils long hours in her Father's Maybach-Berline workshop, her stepsister is allowed to party at the Billionaires Club, frittering away the family's money. To celebrate Cindy's birthday, her father lets her drive the Maybach-Berline prototype downtown and surprises her with a beautiful dress and a pair of red high heel shoes. She was gorgeous and looked stunning driving the Maybach. Cindy goes to a popular club where she meets a handsome young man and dances the night away but loses track of time and, having promised her father she would be home by midnight, runs out the door without saying anything and loses one of her shoes in her haste. The young man picks up the shoe and runs after her and just as she is about to vanish into the night in the Maybach-Berline, he catches up to her and slips the shoe back on her foot. It's a perfect fit.

She tells the Virtual Chauffeur to take her home, which it does safely with Autonomous Drive, and in the comfort of the 'Vis-a-vis' seating arrangement, she reflects on all of the wonderful things that made her birthday night so special and drifts off to sleep with a smile on her face, a happy girl at last.

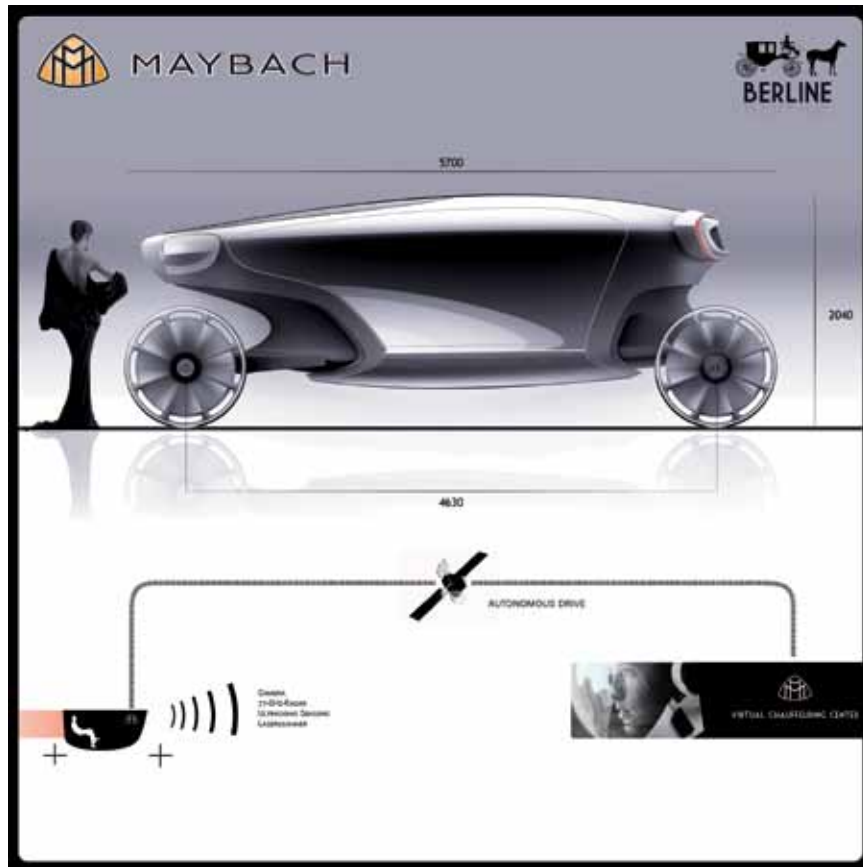
**Vehicle**

The Maybach Berline Carriage is part of a Cinderella Story. The vehicle is a reinterpretation of the historic Berline Carriage and is based on the dimensions of

a Mercedes-Benz GL-Class. The Concept was developed by the Interior Design Team, Germany with Christopher Ottersbach, Philipp Haban and Jan Kaul as an E-Cell or F-Cell Vehicle and features autonomous driving. The Carriage is teleoperated via satellite link to a Maybach Virtual Chauffeur Center . This leaves maximum interior space for the passengers and also maximum privacy. The passengers are seated in a vis-à-vis seating layout with a "Royal Lounge" on one side and 2 single seats on the other. A large glass screen with 3D laser projection is suspended from the ceiling and can either display the Virtual Chauffeur or a variety of Media and Entertainment. The whole Interior melts together with the Exterior of the carriage which is also supported by the choice of sustainable materials like wood being used in the Interior and the Exterior. Large divided gullwing doors with oversized privacy glass open wide for entry with the lower part becoming stairs inspired by business jets.



Maybach Berline 1.tif



Maybach Berline 2.tif



Maybach Berline 3.tif



Maybach Berline 4.tif



Maybach Berline 5.tif



Maybach Berline 6.tif



Maybach Berline 7.tif





MB\_3.tif

SUMMARY: EDITED BY ROGERS RUDER FINN

**Mercedes-Benz Research & Development North America, Inc.: Advanced Design Center California**

**Vehicle Title:** Mercedes -Benz Silver Arrow

**Movie:** Silver Lightning

**Design Team:**

Design Director: Hubert Lee  
Designers: Jackson Luttig, Yasu Sato  
Designer/Animation: Alan Barrington

In homage to 125 years of automotive innovation and design excellence, Mercedes-Benz Advanced Design of North America features a story with two techno characters that have achieved a unique harmony between safety and style; the iconic Mercedes-Benz Silver Arrow racecar, and the underappreciated 'Crash test dummy.'

In a futuristic society of increased artificial intelligence, two enlightened crash test mannequins, Hans05 and Franz02, show that they're no dummies when it comes to recognizing a potential catastrophe and decide to take matters into their own hands. As the evil battering ram Dr. Crash-Barrier seeks to continue his reign of terror and mayhem, the two heroes take action to save their beloved Mercedes-Benz Silver Arrow. They lead the relentless 'Dr. Barrier' on an action packed thrill ride through the past and future of transportation.

A long-slung, sculpture on wheels - actually on 'Hoops' - the Mercedes-Benz Silver Arrow has proportions reminiscent of the Mercedes-Benz W125 series, a Silberpfeil racecar of the late 1930's and the Uhlenhaut SLR from the 50's. The overall shape follows distinguished Mercedes-Benz design traditions and is born from a dominant Formula 1 racing legacy. It also features a diagonally configured, hub-less roller track for 'Omni-Directional' maneuvering.

Brought to you by the creators of 'Biome, a

car grown from trees', this epic adventure has it all, including a surprise ending that will have audiences cheering as our reluctant heroes save the day with a little old-school subterfuge and help from the great tradition of the Mercedes-Benz automobiles.

SUPPLEMENT

As Homage to 125 years of automotive innovation and design excellence, **Mercedes-Benz Advanced Design of North America** has created a story that features two techno characters who have both contributed to achieve harmony between safety and style; the **Mercedes Silver Arrow** racecar, and the underappreciated 'crash test dummy'.

Our story takes place in the not so distance future. In this futuristic age of increased artificial intelligence, two enlightened crash test mannequins, Hans05 and Franz02, show that they're no dummies when it comes to recognizing a potential catastrophe and decide to take matters into their own hands.

As the evil battering ram, Dr. Crash-Barrier, seeks to continue his reign of terror and mayhem, our two heroes break into action to save their beloved Mercedes Silver Arrow. They lead the relentless Dr. Barrier on an action packed thrill ride of desperation through the past and future of transportation.

Brought to you by the creators of 'Biome, a Car Grown from Trees', this epic adventure has it all, including a surprise ending that will have audiences cheering as our modest heroes save the day with a little old school subterfuge and help from the great tradition of the Mercedes-Benz automobiles.

**Silver Arrow, the Star of the show**

The vehicle itself is a long-slung, sculpture on wheels, or actually, on hoops. Its proportions are reminiscent of such beauties as the Mercedes W165 series, open-wheeled *Silberpfeil* racecar of the late 1930's and the Uhlenhaut SLR of the 50's. The overall shape follows distinguished Mercedes design lines and is born from a dominant Formula-One racing Legacy.

The Silver Arrow features a diagonally configured, hub-less roller track for Omni-directional maneuvering.



MB\_1.tif



MB\_2.tif



MB\_4.tif



MB\_5\_fixed typo.tif

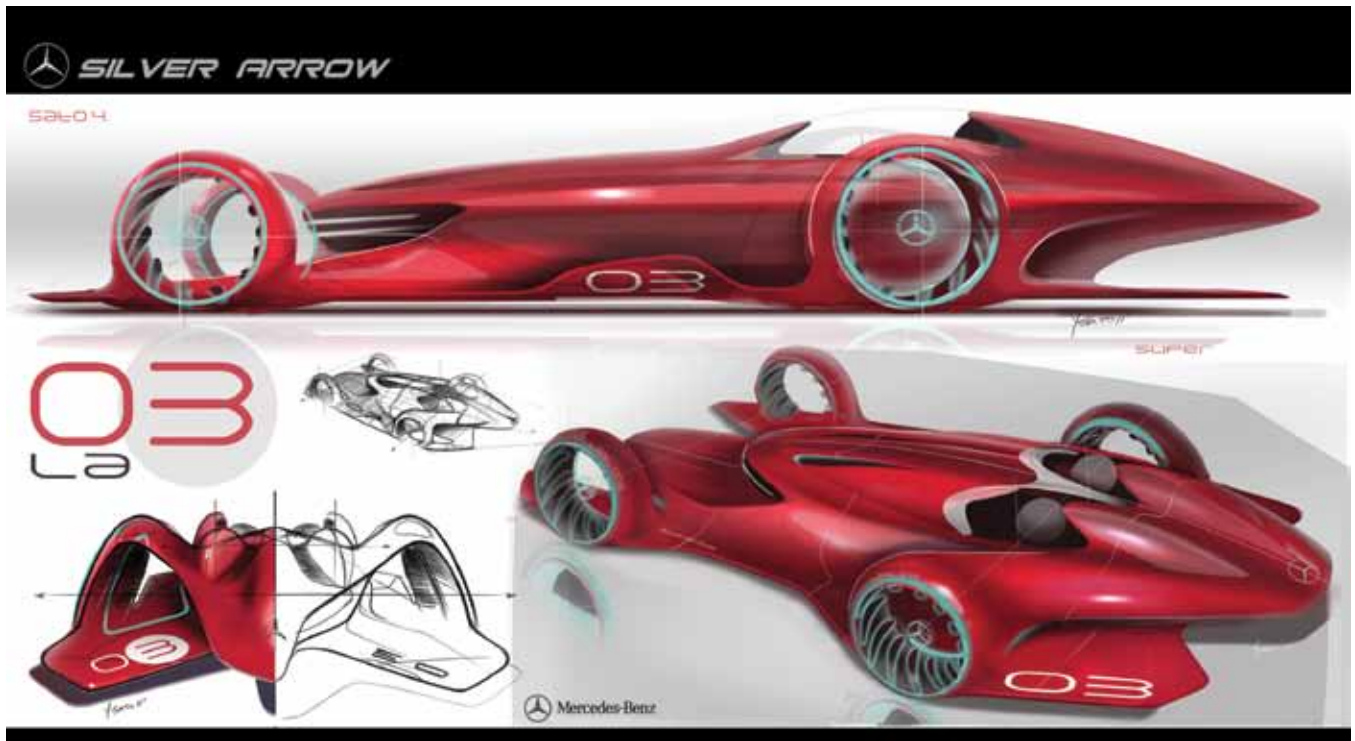




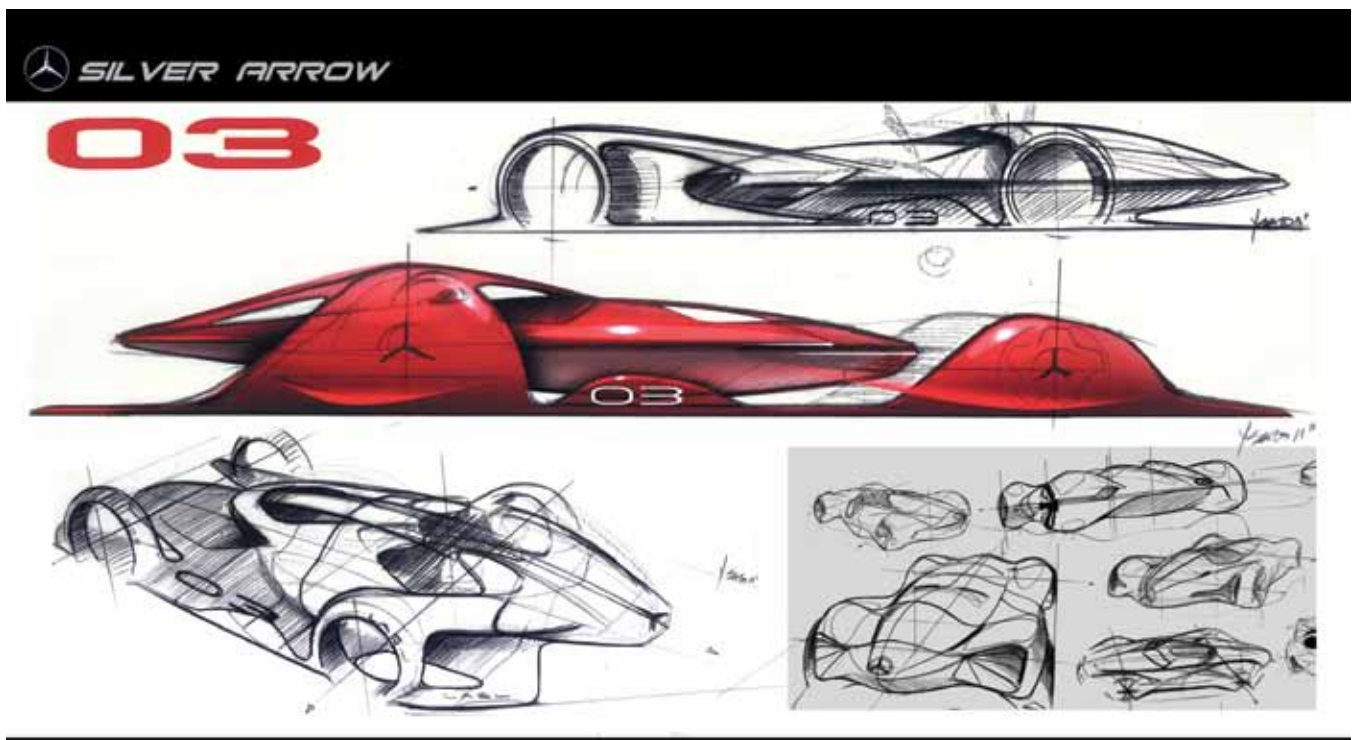
MB\_8.tif



MB\_9.tif



MB\_10.tif



MB\_11.tif



MB\_12.tif



MB\_teaser.tif





Smart\_art work layout2.jpg

**SUMMARY: EDITED BY ROGERS RUDER FINN****Mercedes-Benz Advanced Design  
Germany****Vehicle Title:** Smart 341 Parkour**Movie:** Annie get the Grannies!**Designers:** Sylvain Wehnert, Emiel Burki,  
Phillipp Haban

In a world of continuous change, in Cantpark City, reporter Annie Angle is beginning a new chapter in her life. Cantpark City is famous for its friendly people, the beautiful weather, but notoriously known for a lack of parking spaces. On an early Sunday morning, an article in a newspaper catches Annie's eyes... "Smart Granny Robots missing!!!"

Annie sets off on a journey to solve the mystery of the missing Grannies and to earn her first, potentially career-making, front page news article. Her Smart 341 Parkour vehicle plays a key role in this private investigation, providing both effective transportation and favourable sleuthing capabilities.

Several features enable her to take pictures from the best possible locations. The large greenhouse gives Annie 360 degrees of visibility while travelling through the inner city. The wheels are retractable and contain impulse pads and vacuum cups. The hexagon skin around the wheelhouse is adjustable to release the wheels. The Smart has different modes: a typical drive mode, a fly mode that allows the vehicle to hover far above the streets and a climb mode that allows the vehicle to run up the walls of skyscrapers.

Follow Annie's investigative search in Mercedes-Benz's "Annie get the Grannies!" this November.

**SUPPLEMENT**

In a world of continuous change, in Cantpark City, the ongoing reporter Annie Angle is beginning a new chapter in her life.

Cantpark City is famous for its friendly people, the beautiful weather but notoriously known for a lack of parking spaces. On an early Sunday morning, an article in a newspaper catches Annie's eyes...

"Smart Granny Robots missing!!!"

With a potential career making story, Annie is starting her journey seeking for a sensational discovery for her first cover article. The young reporter is taking her Smart vehicle to look for clues that could bring the missing link to the big picture.

The adventure starts with the Smart 341 Parkour in the streets of Cantpark City. The Smart 341 Parkour is not just an ordinary vehicle. It comes with several features that fit the environment of Cantpark City, in which Annie's adventure takes place. It enables her to take pictures from the best possible location as a professional reporter. The large greenhouse gives Annie all-round visibility while travelling through the inner city. The wheels are retractable and contain impulse pads and vacuum cups. The hexagon skin around the wheelhouse is adjustable to release the wheels.

The Smart has different modes that Annie can choose from:

A typical drive mode

A fly mode, where it allows the vehicle to hover far above the streets of CP City

A climb mode, where the vehicle runs up the walls of skyscrapers

**Lucky she has her Smart!**



Smart\_art work layout1.jpg



Smart\_art work layout3.jpg



Smart\_art work layout4.jpg



Smart\_art work layout5.jpg



Smart\_art work layout6.jpg



Smart\_art work layout7.jpg



Smart\_art work layout8.jpg



Smart\_art work layout9.jpg

Subaru presents **DIVERGENT**

After 230 years since the creation of the earth has changed, the world was split into five hemispheres, the Daughters and the Nightshades. Humanity were living in a highly developed civilization in the Daughters, away from the sun's harmful electromagnetic waves in the Nightshades. There was no sunlight, but they had electricity sourced from an innovative power plant that stored the magnetic field. It earned the technology, when human civilization was flourishing as well, but there was a threat slowly taking down a shadow upon them. The core of the power generator system, an unexplained rare crystallized mineral, was running out of energy. The mineral was known only to be found in the peak of the Daughters where the strongest electromagnetic field was generating chemical reactions. It was also a place from which no human has ever come back alive. The scorching heat was too intense and there was no sign of water either. The raging storms were making it impossible to visit any form of aircraft. To reach the other side of the world and bring back the mystery mineral, a team of 4 was formed. **Alcyon**, the leader, **Mia**, the inventor, **Marapet**, the mechanic, and **Pipet**, their magical cat. Ultra Subaru **HORIZON** was specially developed for the task and they were off to save their world.

**DIVERGENT**

**SUBARU**

**SUMMARY: EDITED BY ROGERS RUDER FINN****Subaru Design Tokyo Studio****Vehicle Title:** Subaru HORIZON**Movie:** Divided**Design Team:**

Project leader - Takashi Hagino

Exterior design - Yoshifumi Tomita,  
Yoshiaki Sakaguchi, Tomoyuki Kato

Interior design - Yohei Noshiro

Character design - Masashi Kaneda

Digital Modeling - Takamitsu Watanabe

After 200 years since the rotation of the Earth has stopped, the Earth was split into two, distinctly different hemispheres, the Daysphere and the Nightsphere. Humans have been living in a highly developed civilization in the Nightsphere, away from the sun's harmful electromagnetic waves. There is no sunlight, but they had electricity sourced from an innovative energy plant that powered the megacity. It seemed the technology driven human civilization was flourishing as always, but there was a threat slowly casting a shadow down upon them. The fuel of the power generation system, a rare crystallized mineral, was running out of energy.

The mineral is known to be found only in the pole of the Daysphere, a place from which no human has ever come back alive.

A team of 4, Alcyone- the driver, Maia- the navigator, Merope- the mechanic, and Pleiades- their magical cat, has been formed to venture to the other end of the world, tasked to bring back the crucial mineral. The Ultra Subaru HORIZON has been specially developed to take them on their journey. It is to withstand the strong electromagnetic field, chemical imbalances, scorching heat, and raging storms of the Daysphere. The skilled team is off to save their world in this action packed adventure!

**SUPPLEMENT**

Subaru presents [DIVIDED]

After 200 years since the rotation of the earth has stopped, the earth was split into two hemispheres, the Daysphere and the Nightsphere.

Humans were living in a highly developed civilization in the Nightsphere, away from the sun's harmful electromagnetic waves in the Daysphere. There was no sunlight, but they had electricity sourced from an innovative power plant that shined the megacity. It seemed the technology driven human civilization was flourishing as ever, but there was a threat slowly casting down a shadow upon them. The core of the power generation system, an unexplained rare crystallized mineral, was running out of energy.

The mineral was known only to be found in the pole of the Daysphere where the strongest electromagnetic field was promoting chemical reactions. It was also a place from which no human has ever come back alive. The scorching heat was too intense and there was no sign of water either. The raging storms were making it impossible to use any form of aircraft.

To reach to the other end of the world and bring back the mystery mineral, a team of 4 was formed, Alcyone- the driver, Maia- the navigator, Merope- the mechanic, and Pleiades- their magical cat. Ultra Subaru "HORIZON" was specially developed for the task and they were off to save their world!

**Subaru Design Tokyo Studio**

Project leader: Takashi Hagino

Exterior design: Yoshifumi Tomita,  
Yoshiaki Sakaguchi, Tomoyuki Kato

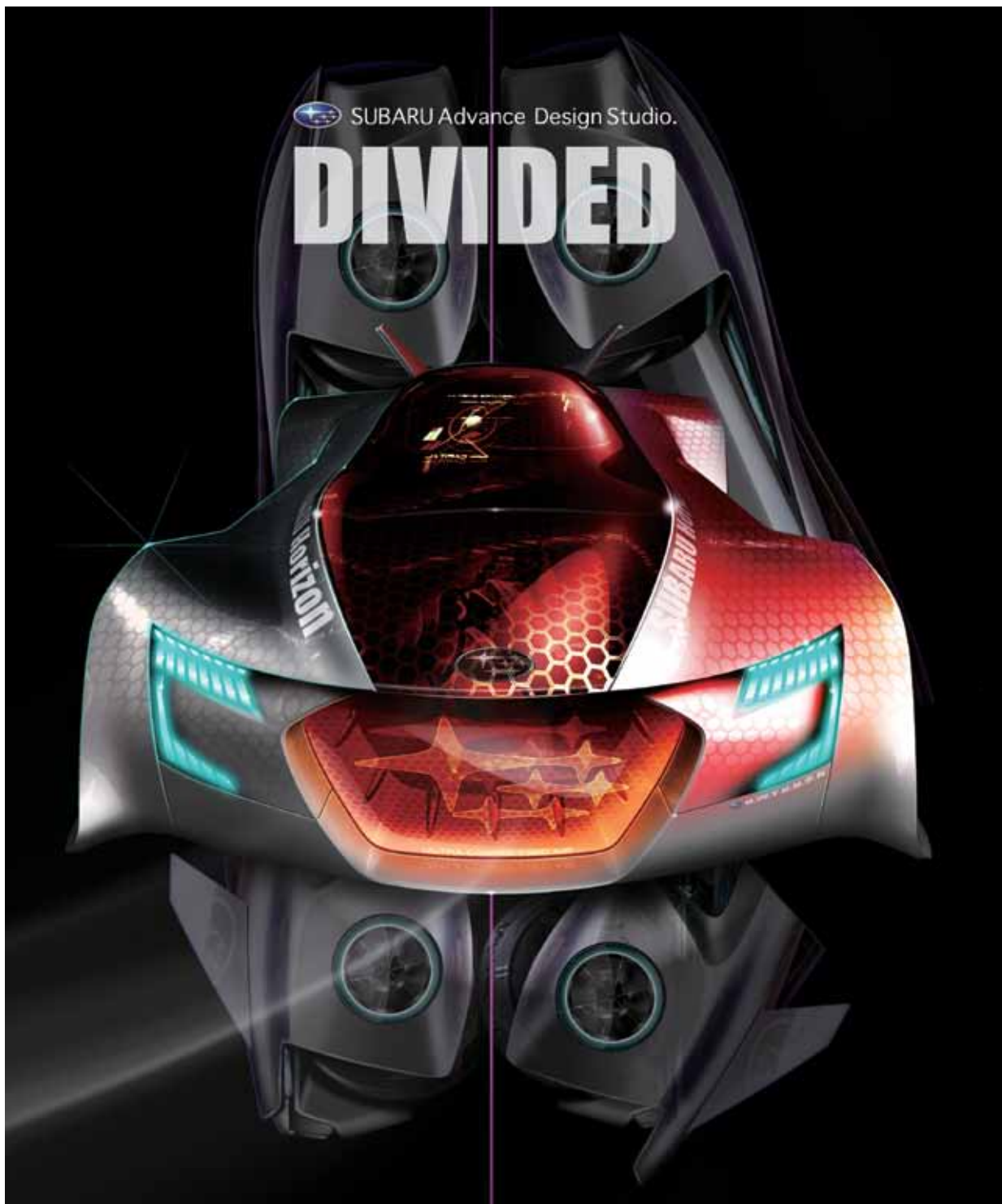
Interior design: Yohei Noshiro

Character design: Masashi Kaneda

Digital Modeling: Takamitsu Watanabe



Subaru\_teaserA2.jpg



Subaru\_teaserB2.jpg



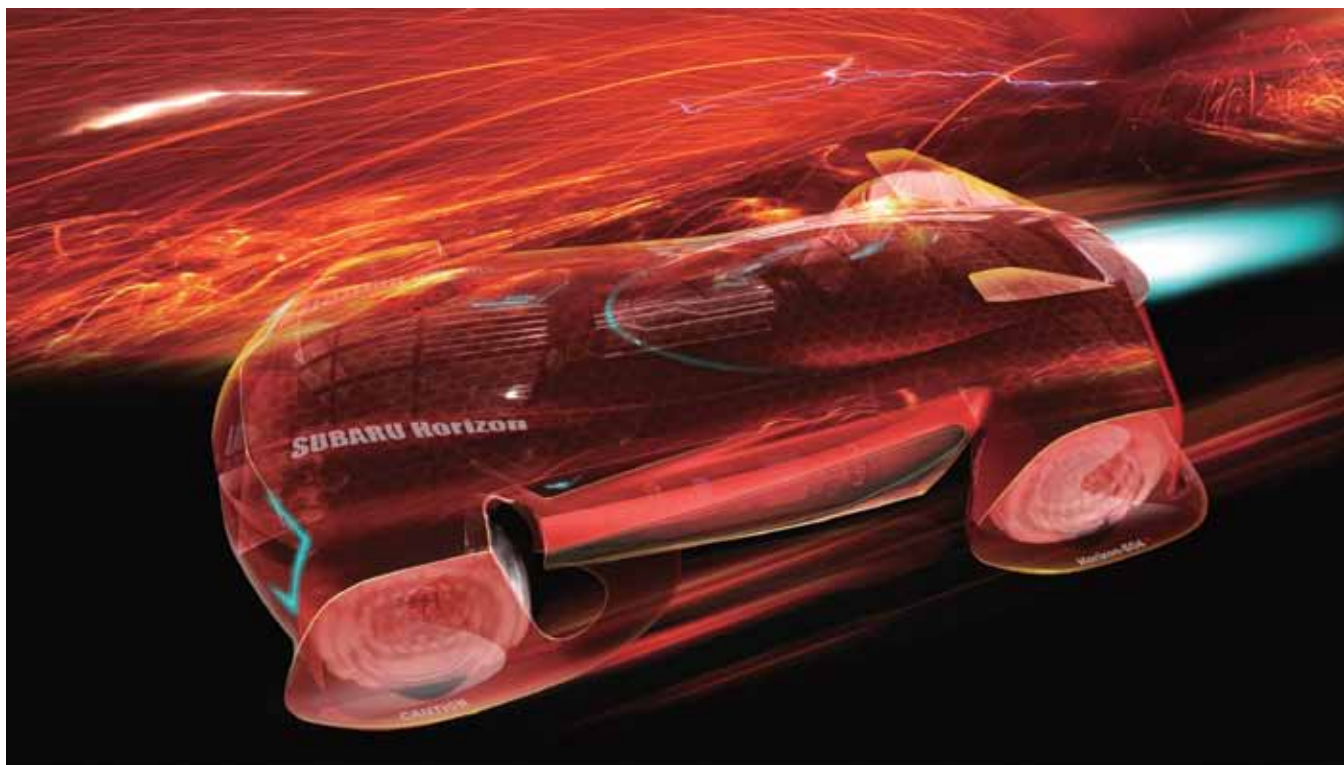
Subaru\_01



Subaru\_02



Subaru\_03.tif



Subaru\_04.tif