

设计主题

“Fun for us”

任务书：未·智 2025年城市移动出行概念车

未来前沿技术及互联网时代将对人们生活方式及移动出行观念产生变化影响，未来汽车市场如何变幻风云，汽车市场将会面临怎么样的全新的未来，以“探寻人类未来的出行方式”为主题，结合奇瑞“激情驾驭 Fun to drive、全时互联 Fun to be connected、灵动魅力 Fun to be flexible”的品牌核心价值概念，运用奇瑞独特的life in motion 设计理念在形态上做演化和创新，为未来的自己打造一款城市移动出行概念车。未·智的未来，由你来创造！

With the fast development of advanced technology in this internet age, there is no doubt that people of tomorrow will have a different way of commuting, which may lead to huge impact to the traditional automotive industry.

So, what will the future automotives be like in order to fit this new background?

Your task is to explore the future way of city commuting, then create your unique concept car for yourself in the coming decades.

Your concept will need to be relevant to Chery's core brand value: Fun to Drive, Fun to be Connected, Fun to be Flexible.

This is also a great chance for you to innovate on Chery's design philosophy known as: Life in Motion.

Your tomorrow with Chery Automobile, starts today, on your sketch board!

Design brief

Fun / 精彩无限

Fun to Drive
 激情驾驭
 Fun to be flexible
 灵动魅力
 Fun to be connected
 全时互联



Life in motion 生·动设计理念

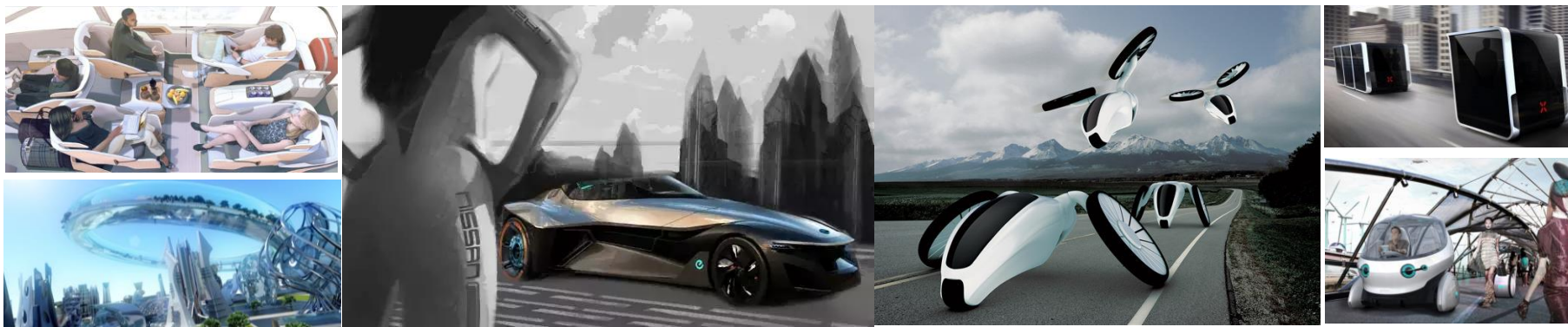
Life In Motion
 生·动

H.D.S.2.0
 Dynamic sculpture
 Emotional design
 Distinctive
 Future Progression
 Confident
 Youthful

H.D.S.2.0
 动感雕塑
 感性设计
 独具特色
 未来先进
 自信
 年轻



未来的自己
 future us



未来的交通
 future automotive