



***MAZDA SHINARI
DESIGN CONCEPT VEHICLE***



MAZDA SHINARI - FAST AND STRONG MOTION THAT STRIKES THE HEART

The Mazda SHINARI is a pure design concept model of a four-door, four-seater sports coupe which perfectly expresses the 'KODO – Soul of Motion' design theme in a graceful and carefree form.

The Japanese word *shinari* describes the powerful yet supple appearance of great resilient force when objects of high tensile strength, such as steel or bamboo, are twisted or bent. It also refers to the appearance of a person or animal as it flexibly transforms its body to generate a fast movement. Within this movement, Mazda designers discovered the potential to realize 'KODO – Soul of Motion'.

One glance at SHINARI stirs the emotions. Its form expresses the powerful movement of a lean body with highly developed muscles, supple but at the same time filled with tension. Mazda's desire is to reach car lovers' hearts and go beyond the notion of rational logic. This form purely embodies that desire.



DESIGN

The underlying design philosophy for the next generation of Mazda cars is adding the power and beauty that one sees in the instantaneous movement of animals or humans.

This is the form displayed in the moment motion begins – for example the instant when a cheetah pounces on its prey, or the moment of a sword strike in the ancient Japanese martial art of *kendo*. It is this moment where accumulated force is released that contains the most finely-honed balance of strength and streamlined beauty. It is in this instant – which requires maximum concentration – that we feel instantaneous power, speed, a dignified tension, a sophisticated beauty – it is, in its way, highly seductive.

Mazda has positioned this instantaneous movement, filled with vitality and the stirring of the emotions, as the ultimate form of motion, and has defined it as 'KODO'.

KODO will be incorporated into all Mazda designs, to express a faster, more forceful movement, and to include a more soulful element. This is embodied in the design language of '**KODO – Soul of Motion**' and it represents the next generation of Mazda design.



'KODO - SOUL OF MOTION'

The three value elements that form 'KODO – Soul of Motion' are:

Speed: Vehicle form conveys speed and looking at the car awakens a wild instinct to want to drive this machine. A machine which is an expression of speed with power.

Tense: The form generates a finely-honed sense of tension, of the moment just as motion begins. A form that is refined, without waste and which embodies the spirit of Japanese simplicity.

Alluring: A quality feel that conveys depth and sophistication, expresses craftsmanship, and invokes the human touch of a product made by hand.



EXTERIOR

Unbridled expression of agile movement

With an image of strength emanating across every panel and component, the Mazda SHINARI looks ready to leap at any second. The strong backbone running through the body, the sudden release of pent-up energy, and the interplay of beautiful, supple movements – this form is the expression of all of these elements.

The appearance of the A-pillar, which tapers towards the rear of the body, the shape of the cabin, the front fender; these and SHINARI's other elements combine to create proportions that suggest the instantaneous release of energy to propel the car forward.

The distinctive front fenders represent the further evolution of the prominent fenders introduced in the RX-8. They emphasize the front wheels and accentuate the dynamic movement expressed in the side of the body, in a style that is both sporty and elegant. Character lines flow rearward from the front fenders and meet those traveling forward from the rear fenders in a multi-layered effect. This fusion creates an appearance that suggests a forceful sense of tension with a graceful beauty.



EXTERIOR

All of SHINARI's body surfaces appear as if constantly undergoing transformation. There is no static shape to be found, as if the car is in perpetual motion. For instance the subtle control of the angle of the upper surface of the side sill, from the front to the rear, results in a form that suggests a flash of speed along the body of the car.

The three-dimensional sculpting of the front grille proudly emphasizes the Mazda lineage. A powerful line of movement originates at the grille and continues through the hood, fender, front lamp modules and bumper. In particular the floating bar – which links the grille with the headlights – is a three-dimensional expression of speed, an accent that represents a new signature element for Mazda.

For the headlights, Mazda's designers have created a headlamp structure with no outer lens, exposing the deep-set lights and suggesting the eyes of a wild animal about to pounce on its prey.



AERODYNAMICS

Aerodynamic performance was a major priority for SHINARI, and the centre of the lower sections – on both the front and rear bumpers – are designed to optimize the flow of air along the underbody of the car.

The flared line that connects the front bumper with the side sills and rear bumper, fulfils a similar role and streamlines the flow of air along the body, while further contributing to the aerodynamic performance of the car.

The outer mirror, wheels and tailpipes accentuate the sense of agility and lightness and convey a hand-made feel with a human touch which contributes to the impression of superior, premium quality.



COLOUR

For the body colour a luminous metallic blue has been chosen to convey an image of hard metal.

The strong yet elaborate brilliance of the highlights combines with the clearly defined contrast of the shadows to create a balance between the sharp, three-dimensional form and the appearance of surfaces bending and transforming; a balance which was a design objective.

The fierce, bright flash of the forged steel of a Japanese sword is combined with wisdom and sensuality to express superlative quality.



INTERIOR

Exploring a new approach of oneness between car and driver

When creating the SHINARI concept's interior, Mazda's objective was to design a distinctive premium cockpit.

- A commitment to essential mechanical function and excellent ergonomics has created a driver-focused interior.
- Entering the vehicle, your eye is immediately drawn to the driver focused cockpit which surrounds the driver. Its angle and surface movement sets the tone for the whole of the interior.
- The highlight of the interior is a surfacing between the upper and the lower instrument panel, which is contrasted by crisp surface edges and precision mechanical details.
- Interior craftsmanship is characterized by the use of bright trim work integrated along the cockpit's perimeter and accentuating the sensation of speed.
- An authentic application of materials, including machined aluminum, soft natural leathers and the precision design of instrumentation and controls, gives the interior an alluring quality that exceeds expectations.



DEDICATED DRIVING ERGONOMICS

Craftsmanship meets total car control

Mazda design wanted to re-define the proximity of the driver to the instrumentation and controls by establishing intuitive 'reach zones'; what Mazda calls 'dedicated driving ergonomics'.

All instrumentation and controls have been designed and positioned to enhance the driving experience:

- By separating the instrument panel into two individual zones, the driver cockpit is isolated from the rest of the interior and allows the driver to focus on the task of driving.
- To reinforce the message of driver orientation, the design of the primary and secondary instruments echoes the main cockpit shape, to provide a clean uncluttered view from the driver's seat.
- Seated behind a thick-rimmed, three-spoke steering wheel, the driver sits within a uniquely contoured seat, providing maximum comfort and support.



HUMAN MACHINE INTERFACE

The principle of 'dedicated driving ergonomics' is further reflected in the car's next generation Human Machine Interface (HMI). The availability of smaller electronic components has allowed SHINARI's designers to create a floating HMI three-dimensional display; a design element that represents the very latest HMI technology.

The system offers three distinct modes: 'Business, Pleasure and Sport'.

- **Business-mode:** enables the driver to stay connected to his work day tasks.
- **Pleasure-mode:** focus is on comfort and entertainment, allowing the driver to tailor the interior mood creating a relaxed atmosphere.
- **Sport-mode:** the driving set-up is changed; the paddle shifter is activated, suspension settings are tuned for performance driving, and controls are simplified allowing the driver to focus solely on the driving experience.

