



# Lynk & Co Design

ALSED BRISCOE  
Exterior Chief Designer  
Lighting & Components

# LYNK & CO SIGNATURE STORY



CCC

01

02

03

05

06

01EU

09

# THE NEXT DAY

- Dare to be Lynk & Co
- Next Premium
- Proud Tech
- Rich Experience





07

LAUNCHED APRIL 2024



08

LAUNCHED AUG 2024



# Z20

LAUNCHED OCT 2024



# Z 10

LAUNCHED SEPT 2024



# THE UX-DRIVEN APPROACH TO LIGHTING IN THE LYNK & CO Z10

LOUISE KIVI  
Chief Designer  
HMI & UX



# CAR WITH EMOTIONS

Through exterior light we can convey emotions to the people outside the car; such as pedestrians, other drivers, and the driver.

These subtle emotions soften the car as a metal machine and gives a more human touch. This will create a more harmonious connection for the car and build a stronger relationship. It is not just any car any more.



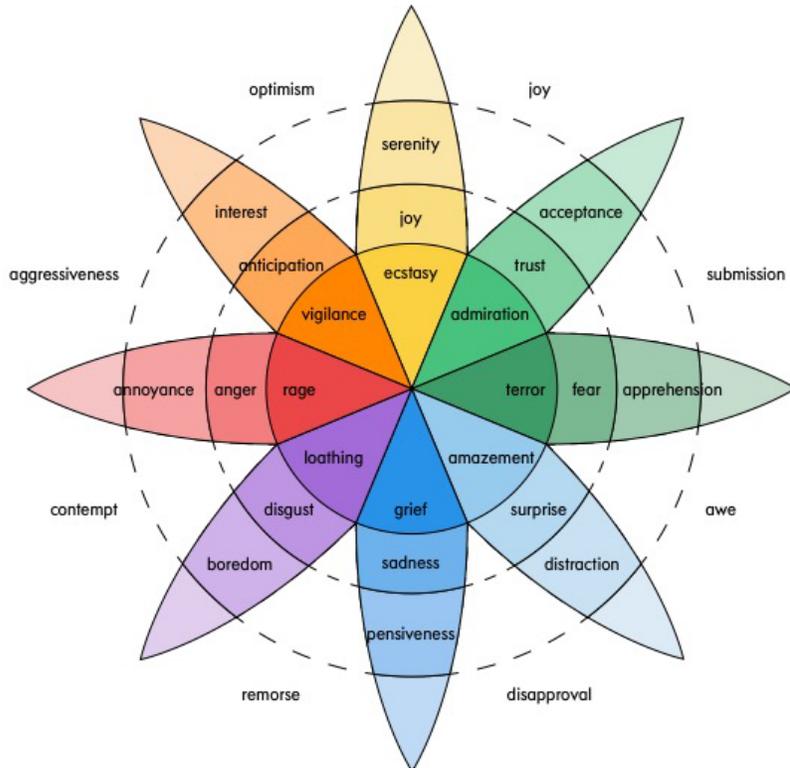
笑着迎接你

HAPPY SMILE  
WELCOMES YOU

# BRINGING PERSONALITY TO THE Z10



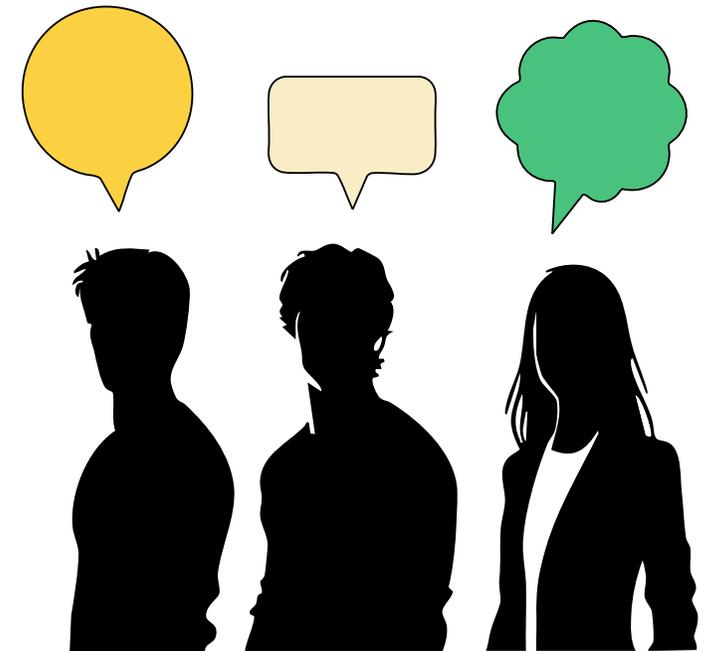
# COLOUR AND EMOTIONS



Choosing emotions  
Plutchik's Wheel of Emotions

<b>YELLOW</b> Caution Friendliness Warmth	<b>GREEN</b> Growth Wealth Life
<b>ORANGE</b> Innovation Creativity Warning	<b>RED</b> Love Danger Energy
<b>BLUE</b> Peace Integrity Trust	<b>PURPLE</b> Royalty Wisdom Luxury

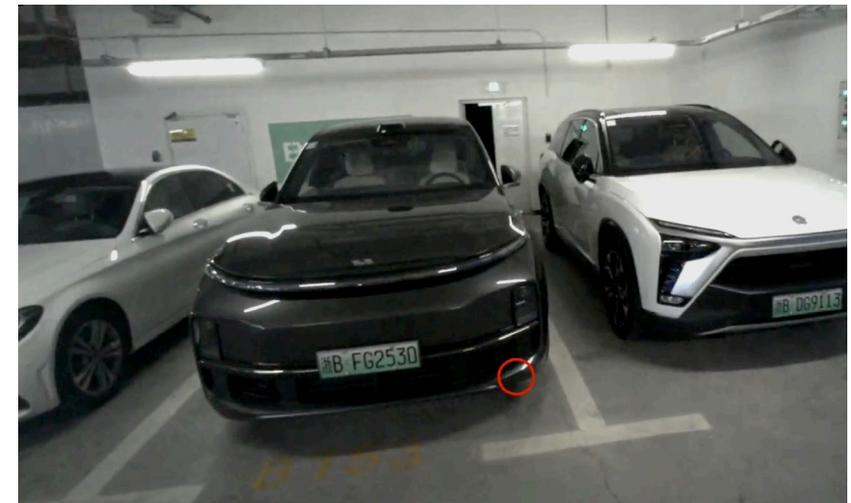
Colour symbolism



Cultural impact

# USER TESTS

- User centred design
- VR to evaluate concept design
- Eyetracking to investigate focus points
- Quantitative & qualitative data
  
- Most of the emotions of the car were perceived and understood well
- Some of the concepts needs some fine tuning in term of choice of colours, speed of motion, and expression.
- Sound should also be considered.
- The user's emotions do affect the interpretation of the car's expression.



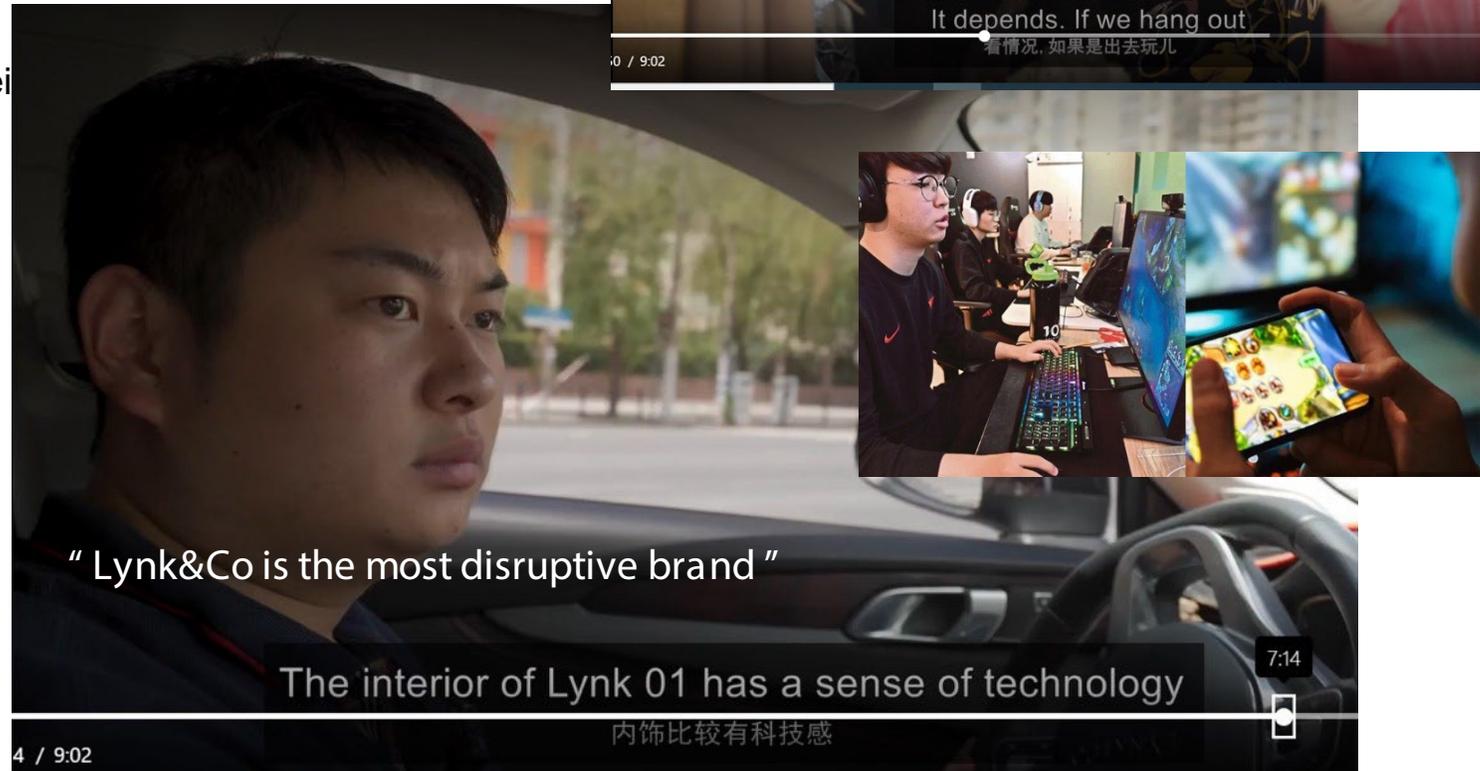
# OUR USERS

## Digital natives

Our HMI draws inspiration from games, entertainment and virtual worlds.

Our users expect things to just work and are hard to impress. They want tech that is helpful to support their daily life, not make it more complicated.

They buy products that are unique and see the importance of self-expression.



# MAKING A STATEMENT: LIGHTING AS LYNK & CO'S BRAND SIGNATURE



3.0 Color

**Brand Complementary Color**

Brand complementary color is used to set off the brand main color. The combination of brand main color and complementary color can enhance the richness of brand expression and show brand vitality.

Among them, the three colors of Lynk & Co Green, Lynk & Co Red, and Lynk & Co Purple can be widely used in internal and external applications of the brand. The color gradient of these colors can be only used on the digital side to express the global level and internationality.

The complementary color can only be used in one color at the same permission; multiple colors cannot be used with each other of the same time.

Lynk&Co Green	Lynk&Co Red	Lynk&Co Purple
Pantone 2297 C / 2297U Hex: #00C853 CMYK: 0, 97, 54, 1 RGB: 0, 200, 85	Pantone 2387 C / 2387U Hex: #E61E22 CMYK: 8, 97, 54, 1 RGB: 230, 30, 34	Pantone 2687 C / 2687U Hex: #6A329F CMYK: 40, 50, 18, 0 RGB: 106, 51, 159
Pantone 7716 C / 3353U Hex: #008080 CMYK: 0, 100, 100, 0 RGB: 0, 128, 128	Pantone 2043 C / 2341U Hex: #D9534F CMYK: 37, 42, 34, 18 RGB: 217, 83, 79	Pantone 2655 C / 2371U Hex: #800080 CMYK: 100, 0, 0 RGB: 0, 0, 128
Pantone 3140 U Hex: #006400 CMYK: 100, 51, 14, 77, 79	Pantone 7443 C / 3311U Hex: #A52A2A CMYK: 50, 78, 44, 51 RGB: 165, 42, 42	Pantone 2675 C / 2311U Hex: #800080 CMYK: 100, 0, 100, 0 RGB: 0, 0, 128



# SYNCHING WITH SOUND FOR IMMERSIVE EXPERIENCE

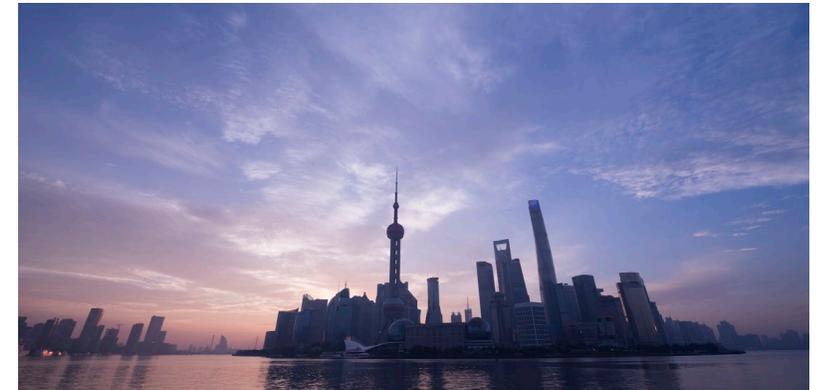
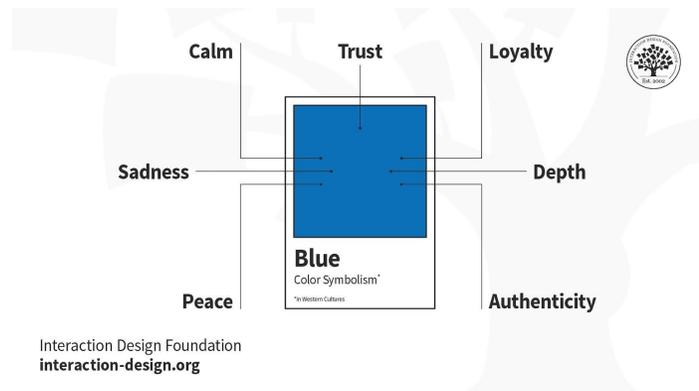
# A W A R M W E L C O M E



# A W A R M W E L C O M E

## Behind the scenes

- The car comes alive and is happy to see the driver again.
- Research & user study show blue and green is a suitable combination cross cultures
- Inspiration from Shanghai mornings



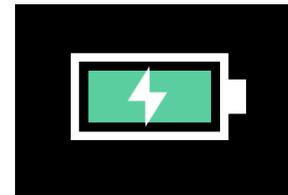
# E N E R G I Z I N G ( C H A R G I N G )



# E N E R G I Z I N G ( C H A R G I N G )

## Behind the scenes

- Strong mental model
- We wanted to enhance the energy coming from the cable, with the charging port as centre
- Front & rear light synchronized
- Aligned with interior Charging feedback

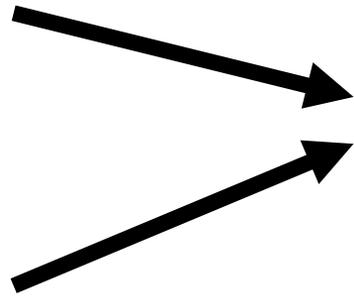
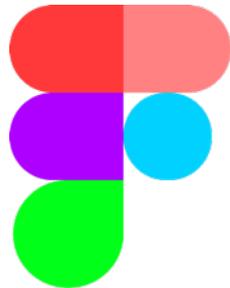


# A P R O T E C T I V E A L E R T



# THE WAY OF WORKING

Textured Video & Light Map



Converter



Data





THANK YOU

谢谢

ALSED BRISCOE  
LOUISE KIVI

