DESIGN OF TOYOTA KIJANG 6th GENERATION WITH THE REAL FAMILY CAR CONCEPT

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ABSTRACTION

Toyota kijang 6th generation is a design development and also a new concept from the previous Toyota Kijang with application chassis from Toyota Kijang Innova, the Toyota Kijang 5th generation. The main purpose of this design project is to keep Toyota Kijang stay as market leader in it class with the development that has been done by the previous Toyota Kijang legacy.

In this Toyota Kijang 6th generation design project, is to justify the basic concept of this project. It start from consumer attribute need approaching, consumer expectation, and the basic purpose of PT. Toyota Astra Motor (TAM). The design development has been done especially for the look-of exterior and interior design, to look more attractive and also able to show a new image from Toyota Kijang 6th generation without release the main character of the previous Toyota Kijang, it called the brand sustainability.

Then the new concept development of Toyota Kijang 6th generation is applicated to exterior styling design and interior functions. With those all new image development, Toyota Kijang 6th generation is expected to change the old image of tha latest Toyota Kijang in society and able to stay as market leader between it competitors at Medium MPV class.

Keyword: New image with The Real Family Car concept.