ABSTRACT

REDESAIN HONDA CITY SPORT1 DENGAN KONSEP RACING SPORT UNDERBONE

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All New Honda CS1 (City Sport One) is the development of new designs and concepts from the previous Honda City Sport 1, with the aim to improve the image of Honda City Sport 1 is wrong in the consumer mindset in terms of the type of motorcycle brands are also categories which still lay the minds of consumers.

Honda CS1 in the design of this approach to trends and consumer interest towards the new design made the initial concept. Development of a design done, especially on the display form and color, so interesting to see and display the characteristics of a sports city also return to the category. Category Honda CS1 Underbone for more image is embedded in the mindset of consumers.

While in the development of new Honda CS1 concept is more directed at users age young adults or teenagers who established for the use of activities in the city. Merging vehicle functions more urban character will be the ultimate goal of sport and racing this research so as to attract people to the presence of the new design Honda CS1.

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