

Kia Novo fastback concept unveiled at Seoul Motor Show

Kia's latest concept car, the Novo, was unveiled at the recent 2015 Seoul Motor Show.

Giving clear hints at future Kia styling and strategy the Kia Novo is aimed at modern urbanites with stressful jobs and frantic schedules. Interpreted by Kia's designers, the name 'Novo' represents the concept of making something new and fresh.

Taking its name from the Latin 'novatus' the Kia Novo concept establishes a calming, focused environment in which drivers can refresh and rejuvenate as they transition from one life commitment to the next.

Designed at Kia's Namyang design centre in Korea, on a specially adapted version of Kia's C-segment global platform, the Novo has a coupé-inspired silhouette. The Novo's minimal front overhangs, longer rear overhangs and fastback roofline, as well as a slim, long glass area, give it a raked, sporty profile.

The front of the Novo sports the latest interpretation of Kia's hallmark 'tiger-nose' grille, now wider and more deeply embedded, and slim, new laser headlamps.

The Novo's sharply creased bodywork gives the car a clean, modern appearance when viewed from the side, with strong lines on the doors, skirts and aluminum wing vents.

Rear-hinged doors complete the car's striking profile appearance, with slim, central pop-out door handles running level to the finely sculpted aluminum door mirrors.



Coupe style was selected for Kia's latest concept, the Novo, with 1.6-litre turbo direct injection four-cylinder engine and seven-speed dual clutch transmission.

Avenir's advanced lighting illuminates future Buick design

To the designers of the Buick Avenir concept, light-emitting diodes, or LEDs, are more than just an energy-efficient method of illuminating the road ahead – they are an advanced way to accentuate an already striking design as it rolls down the road.

Distinctive headlamp and tail lamp shapes have always been a part of Buick's visual identity,

but new technologies – especially the use of LEDs, now allow designers to further hone the look of lighting elements and the light they emit.

Like its interior, Avenir's headlamps incorporate a mixture of subtle yet technical details that reveal themselves upon closer inspection.

A triad of jewel-like LED

assemblies provide most forward lighting, and they are shaped in a way that echoes the wave-like forms found within its cabin.

Avenir's headlamps and tail-lamps also incorporate diffused light elements, which form "wings" that stretch across the top of the lamp assembly replicating the fender forms.

Each wing subtly incorporates the signature Buick tri-shield logo, and continues the layered pattern found on the decorative trim and seating surfaces.

LEDs also allow designers to have more control over how light actually behaves within the lamp assemblies.

For instance, the wing accents

in Avenir's lamps cleanly and uniformly illuminate when the lamps are switched on, providing a distinctive visual accent in both daylight and at night.

Also, when the turn signals are activated on Avenir, an LED in the headlamps and taillamps illuminates sequentially, lending the impression of waves upon a shoreline.

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