

## **eSUV Design Philosophy**

Product & Brand Experience Analysis+Creative Synthesis  
Team Assignment.

TEAM #

### **1. BMW**

<https://www.bmw.com/en/events/nextgen2023.html>

### **2. RIVIAN**

<https://rivian.com/>

### **3. GMC**

<https://www.gmc.com/>

### **4. AUDI**

<https://www.audi.com/en.html>

### **5. TESLA**

[https://www.tesla.com/en\\_eu](https://www.tesla.com/en_eu)

### **6. VINFAST/KIA/NEXON**

<https://vinfastauto.us/>

<https://www.kia.com/eu/>

<https://nexonev.tatamotors.com/>

### **7. FISKER**

<https://www.fiskerinc.com/>

### **8. XPENG**

<https://www.heyxpeng.com/>

### **9. POLESTAR**

<https://www.polestar.com/>

### **10. NIO**

<https://www.nio.com/>

### **11. MERCEDES**

<https://www.mercedes-benz.com/en/>