

MODYN
design that moves

**Brussel
Autosalon
2025**

EXTERIOR TRENDS

Trends 1, 2, 3
Wheels
Technology

INTERIOR TRENDS

KIA EV3

CMF TRENDS

Trends 1, 2, 3, 4, 5
Colors

EXTERIOR TRENDS

As automakers push the boundaries of aesthetics, the exterior serves not only as the first impression but also as a strategic communication tool, conveying key messages such as innovation, heritage, performance, safety supporting a brand's vision for the future.

The search for A modern Identity



N°1

Imagine the future

With electric drivetrains leveling the playing field, automakers are scrambling to differentiate their brands. A key battleground is exterior styling, where brands are desperately trying to evolve their Visual Brand Language (VBL) into something modern and forward-thinking. This has led to a proliferation of sharp, distinctive designs, often featuring exaggerated details for maximum impact.

However, the pursuit of boldness can sometimes backfire. Excessive surfacing transitions create a sense of visual chaos, potentially masking underlying design flaws or lack of real innovation. Moreover, these busy, hedonistic designs might not age well. As consumers become increasingly conscious of sustainability, simpler, more timeless designs could resonate more strongly in the long run. While pushing boundaries is essential, true design excellence lies in a harmonious balance of form, function, and environmental responsibility.

The quest for Distinction



N^o2

Clean & Minimal

Brands pursuing minimalist design are laser-focused on perfect proportions, with fewer surface details to mask any flaws. This often results in elegant, timeless forms. However, the risk of sameness is high. Many minimalist designs appear strikingly similar, making it difficult for brands to stand out.

Light plays a crucial role, creating an airy, refined feel. The challenge lies in achieving individuality without compromising the clean aesthetic.

Distinctiveness can be found in subtle details: unique material choices, innovative lighting, or unexpected geometric interpretations. The goal is a balance—clean lines with a touch of the unexpected—to create designs that are both timeless and instantly recognizable and embody the brand's values.

A return to
Forms that are
Timeless



N^o3

Redefined Classics

Nostalgia is a powerful tool. Brands are reimagining iconic designs from the 80s and 90s, tapping into consumer sentiment. This approach is particularly valuable for established brands with a rich heritage.

By drawing on their past while embracing modern design principles, they can differentiate themselves from newer entrants that lure consumers in with lower prices but lack the emotional resonance of a storied history.

This strategy works best when it's done with a thoughtful touch, avoiding kitsch or lazy retro-fitting. Successful examples at the show struck the right balance—instantly recognizable yet infused with modern styling and proportions

Wheels

A noticeable trend we saw was the rise of four-spoke rims, often featuring strong geometric designs that give a bold and confident look. What stood out even more was how many of these rims, especially on electric vehicles, were more closed. This not only improves the vehicle's appearance but also boosts its aerodynamics, showing how design and functionality are coming together in the latest cars.



Technology

Lighting design continues to be a key element in both interior and exterior styling. Notable innovations include ultra-thin laser-powered light guides (BMW), personalized ambient lighting in headlights (DS), and edge-lit graphics in engraved polycarbonate (Renault).

In interiors, emerging trends include more powerful, ventilated wireless phone chargers, ergonomically adjustable screens (Ford), digital sunroof blinds (Audi/Porsche), and digital mirrors. While digital mirrors offer technological advancement, they feel less natural and practical in cars compared to trucks, adding complexity to interior design.



INTERIOR TRENDS

Automotive/ Minimal



In interior design, two distinct approaches are emerging:

A minimalist approach: creating a cozy, home-like atmosphere with soft, warm elements and uncluttered spaces. It emphasizes comfort and simplicity, drawing inspiration from residential interiors, while giving technology a prominent place.

The second approach is a pure expression of automotive design, characterized by intricate surfaces and bold, defined lines. Dynamic and modern, this style often focuses on performance, infusing the interior with energy and a sense of innovation. These two philosophies are shaping the future of automotive interiors in unique ways.



KIA EV3

One standout at the Brussels Auto Show was the KIA EV3. Its interior, designed like a cozy living space, was a true highlight. A thoughtfully curated color palette, combined with a harmonious blend of textures and materials, created a warm, inviting atmosphere. This approach transformed the cabin from a mere functional space into a personal sanctuary.

Externally, the EV3 boasts defined, modern surfacing and striking details that contribute to its dynamic and contemporary appeal. The EV3 demonstrates that a well-executed interior, focused on comfort and ambiance, can significantly elevate the overall driving experience. A job well done!

CMF TRENDS

The Brussels Auto Salon 2025 showcased an exciting progress in Colour Materials and Finishes (CMF), a blend of classic design with modern updates, and vibrant colour choices driving fresh expressions in the automotive world.

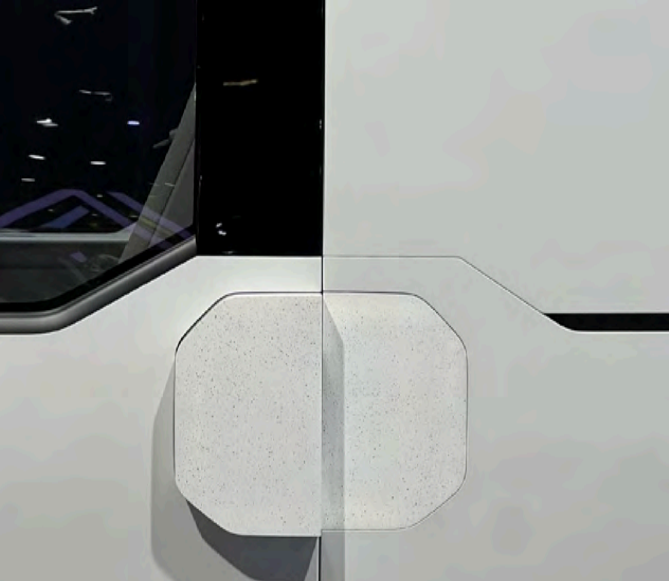
N^o1



Metallic accents

Metallic details in interiors create a modern, industrial feel when paired with softer materials, adding sophistication without overpowering the design.

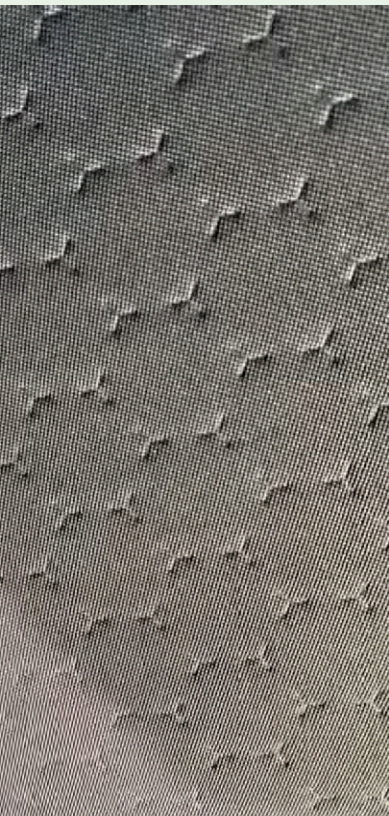
N°2



Sustainability

More vehicles are embracing sustainable design, with examples like speckled parts that resemble recycled materials, Oeko-Tex eco-friendly materials, and the use of bamboo textiles and other recycled materials.

N°3



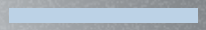
Heat-Pressed

Heat-pressed seat designs, like those in the Hyundai Inster, offer a sleek, modern look while maintaining comfort with three-dimensional textures.



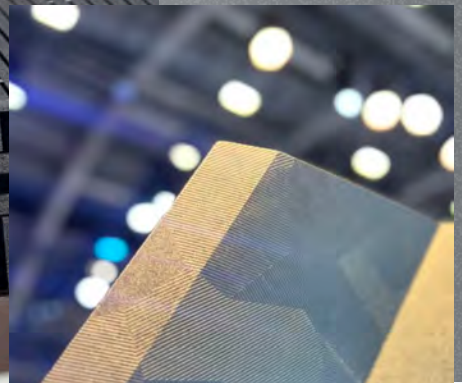


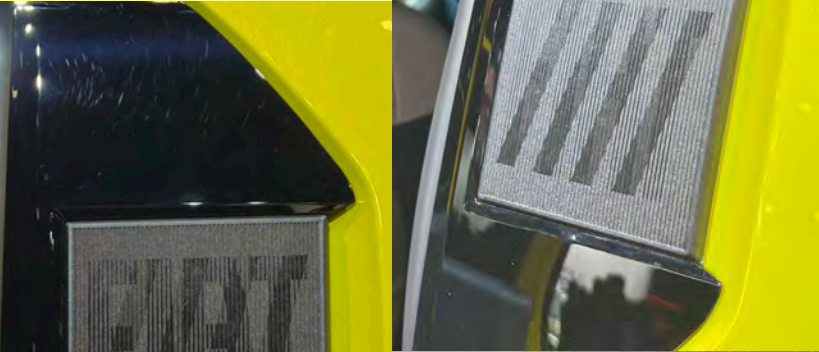
N^o4



Textured

Fine diagonal lines are featured across both interiors and exteriors, such as on the Renault 5, 4, Twingo, and Mini Cooper, adding subtle depth to the designs.





“Easter eggs”

The trend of hidden "Easter eggs" in both interior and exterior design continues, adding a playful element not just in redefined classics but across the board.



Greys





Luxury
reds



Electric blue/green





Purple shades



The Netherlands
Industrieweg 8
4191 NV Geldermalsen

www.modyn.com

+31 34 565 2110

hi@modyn.com

Partner with us to create a
difference, start today!



If you're interested in exploring potential collaborations, don't hesitate to reach out to us.

Managing Director
Gert-Jan van Breugel
gert-jan@modyn.com
0031 6 4210 1616

Follow us on Instagram

