

## Design Studio Backgrounder

### *Creative Climate Conducive for 14 Automobile Manufacturer Design Studios*

From the sand and shopping to the latest music and movie stars, Los Angeles is known as the leader with a diverse cultural playground. In the eyes of the automotive world, Los Angeles is also seen as one of the global leaders in automobile design.

The Los Angeles area is home to 14 automobile manufacturers' design studios — all situated within a 120-mile radius. In 1972, Caltly (California Toyota) was the first automaker to formally open a design studio in the area. Others soon followed, inspired by the stimulating environment which both motivates untraditional thinking and enables the studios to serve as cultural outposts to monitor developing trends.

What distinguishes Los Angeles?

- The region's cultural diversity and its passion for cars. Latino and Asian cultures play a decidedly increasing role in the composition of Los Angeles.
- Warm, temperate climate allows consumers to enjoy their automobiles year-round. The geography of Los Angeles also provides a wide range of terrain, from soaring mountains to sandy beaches.
- There is a tradition and culture of expressive freedom. Angelenos are quick to incorporate fresh ideas and activities into their lifestyles and an entrepreneurial spirit permeates the region.
- Integrating film, television, and music, Los Angeles serves as the intersection of the entertainment world. The character of the city reflects the trendsetting nature of the industries and its role in popularizing the most current images worldwide.
- Customization has become an expression of Los Angeles' culture and desire for individualism. There are more aftermarket businesses located in the region than anywhere else in the world.
- The Art Center College of Design in Pasadena is recognized as one of the world's leading design schools. Many of the world's leading automobile designers have trained at/or graduated from The Art Center.

Perhaps no other city is associated with and as dependent upon the car as is Los Angeles. The automobile allows the freedom with the ability to decentralize. With Los Angeles being the home to some of the country's first freeway systems, fast-food chains and drive-through banking,

LA continues to play significant roles as a trendsetter. Even as the region continues to develop, it develops first around the automotive culture.

Los Angeles has the ideal culture and climate to serve as an epicenter of creative automobile design and has clearly caught the attentions of leading automobile designers.

### **Southern California-based Automobile Design Studios**

<b>Studio</b>	<b>Opened</b>	<b>Location</b>
Advanced Design Studio – Honda R&D	2006	Pasadena
BMW Group DesignworksUSA	1991	Newbury Park
Caltly Design Research	1972	Newport Beach
Ford California Advanced Product Creation	1984	Irvine
General Motors Advanced Design Studio, California	2000	North Hollywood
Honda Research & Development	1985	Torrance
Hyundai Design Center America	2003	Irvine
Isuzu Motors America Design Studio	1984	Cerritos
Kia Design Center America	2008	Irvine
Mazda Research & Development of North America	1988	Irvine
Mercedes-Benz Advanced Design of North America	1990	Carlsbad
Nissan Design America	1979	La Jolla
Volkswagen/Audi Design Center California	1991	Santa Monica
Volvo Monitoring and Concept Center	1986	Camarillo

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