

A dark-colored hatchback car is shown from a side profile, parked on a dark surface at night. The car's headlights are on, creating a bright glow and lens flare. The background is a dark blue night sky with some distant lights visible on the horizon.

FIDENTO CALENZA

a 5-door hatchback for the working 20-something



DESIGN ETHOS

A glass marble jar with a white swirl pattern, resting on a reflective surface. The jar is the central focus of the image, with its reflection visible below it. The background is a soft, out-of-focus gradient of light and dark tones.

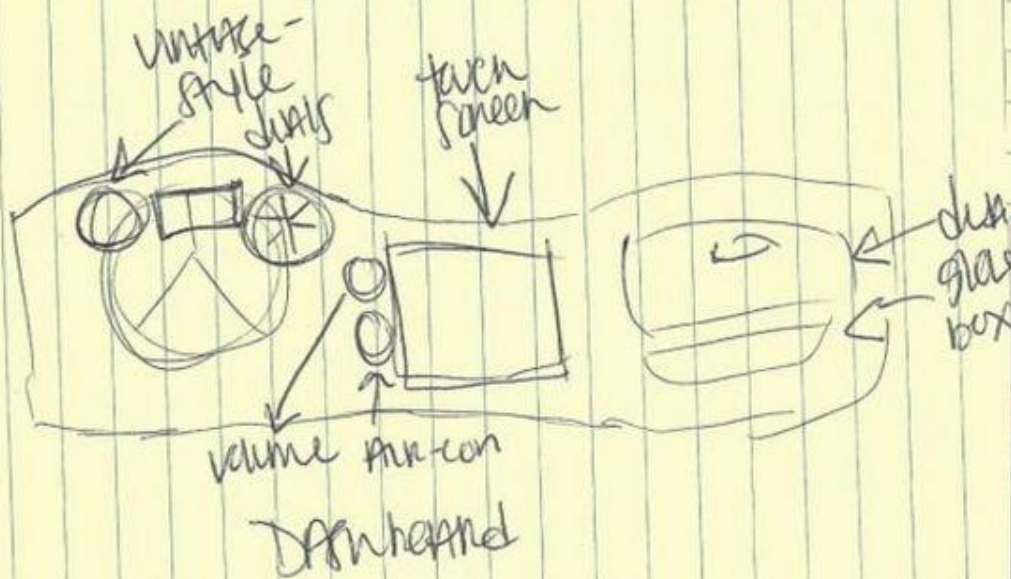
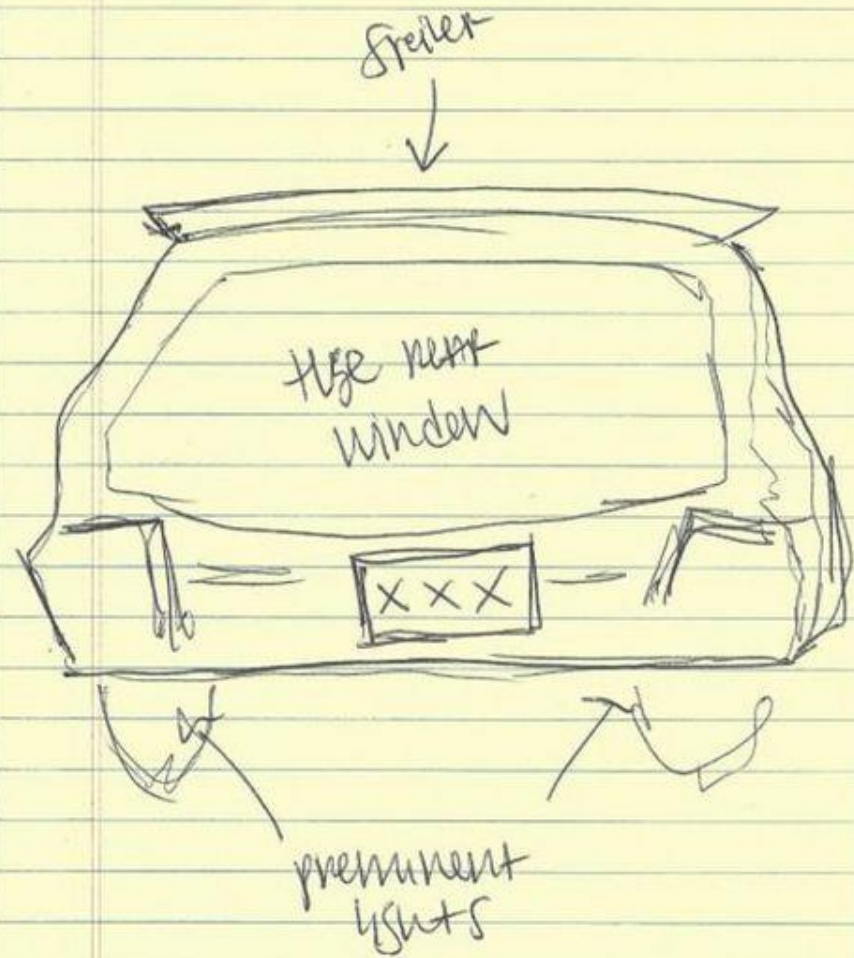
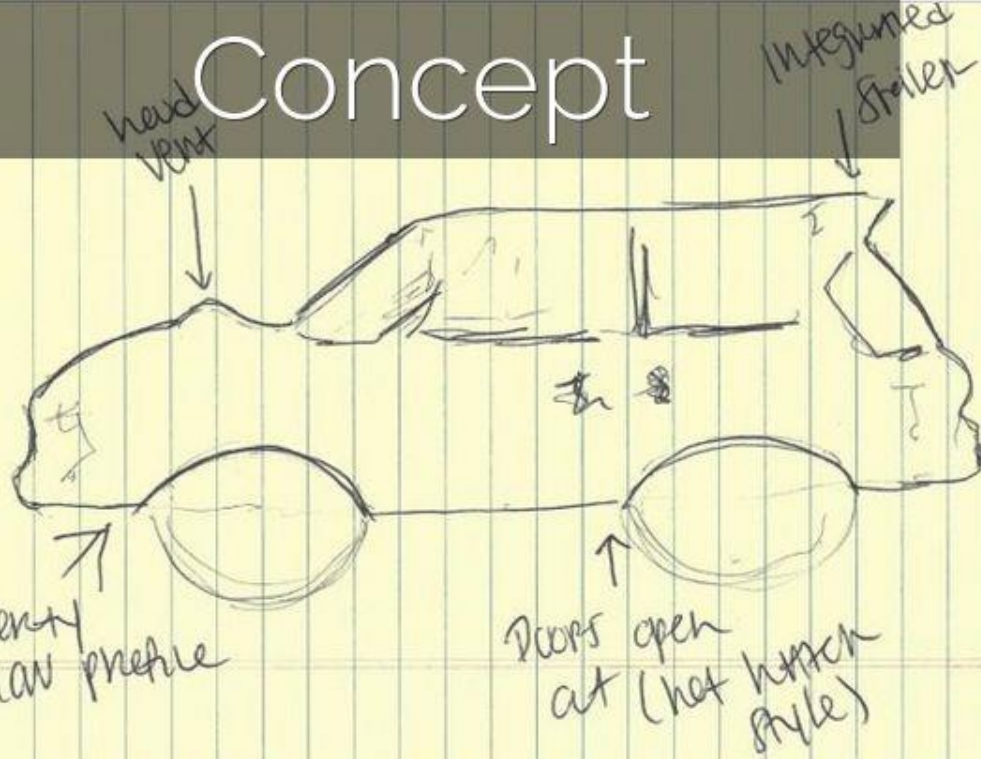
Google's Marble Jars



KEY FEATURES

- Sporty and youthful styling
- Green materials & good mpg
- Cross-compatible tech
- Matches life stage needs
- Appeals to savvy purchasing nature

Concept





Designed by
Matthew Krenn

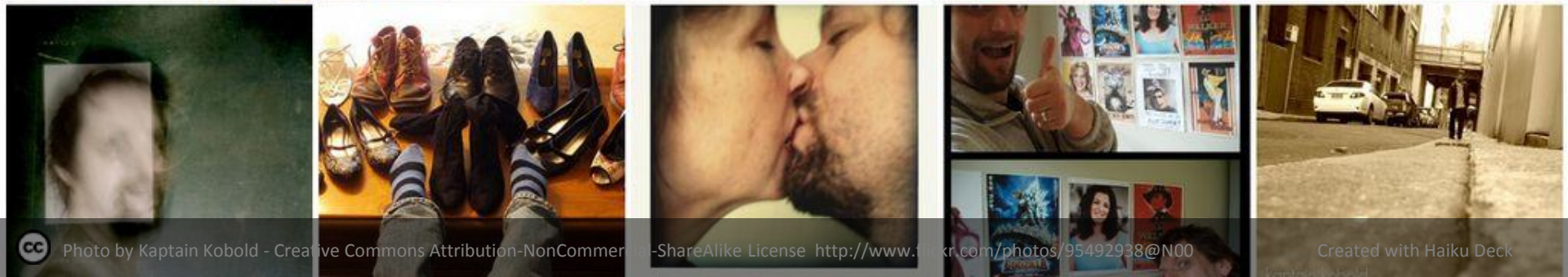


Target Customer: Millenials



MARKETING STRATEGY

OPPERATION SELFIE HELP





APPEALS

IMPREZA

- Familiar Channels
- Flat list price eliminates negotiating
- "Sale Feeling"
- Free advertising
- Leverages trustworthy source

Looks

Performance



xD
YARIS



Rio

\$15K

** Prices and looks/performance ratings based on Edmunds.com. Prices listed on base model.