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Italdesign for Panasonic Automotive  
WELL Cabin / WELL Cabin GranLuxe

- Italdesign for Panasonic Automotive: luxury shuttles for premium transfer services.
- After its debut at the Tokyo Auto Salon in January this year, the Panasonic WELL Cabin was showcased in Tokyo on May 31 and June 1 during an Italdesign event for the launch of the first international edition of the book *Italdesign - Engineers of Ideas* at Daikanyama Tsutaya Books.
- Two days dedicated to Italdesign's industrial design and automotive creations.

Moncalieri, June 5, 2025

Panasonic Automotive Systems Co. Ltd. has relied on Italdesign's expertise to develop luxury shuttles designed to offer an immersive travel experience focused on comfort and exclusivity. Created to meet the needs of tourists, entrepreneurs, top executives, and high-profile guests, these shuttles provide premium service for transfers between airports, railway stations, luxury hotels, and major urban centers in Japan.

*"Panasonic Automotive was established to innovate and offer solutions that make driving more enjoyable, safer, and greener. However, the development of complete vehicles is an activity they have only recently started,"* confirms Fiorenzo Piracci, Business Development Industrial Design at Italdesign. *"The collaboration with Italdesign represents a key step in this direction, and the WELL Cabin and WELL Cabin GranLuxe projects, currently in the prototype phase, mark the beginning of a truly promising*

*partnership between our two companies. Panasonic Automotive is ready to begin production of the fleet and is in discussions with rental companies and potential partners interested in implementing this private transfer service, which, for now, is limited to Japan."*

Panasonic Automotive, the *"Joy in Motion" design company* headquartered in Yokohama, Kanagawa Prefecture, underwent reorganization in 2022 with the aim of creating enjoyable, comfortable, safe, and environmentally friendly mobility experiences. Italdesign was selected as a strategic partner – a decision driven by its distinguished legacy, strong reputation, ongoing capacity for innovation, and the outstanding reception in Japan of the commemorative Nissan GT-R 50 by Italdesign model, unveiled in 2018.

Kensuke Maruya, Product Manager, stated, *"Our collaboration with Italdesign, a leader in vehicle design, has been indispensable in this groundbreaking endeavor. Their high level of expertise has significantly contributed to our project."*

Kanji Muto, Senior Designer, added, *"Working with Italdesign, a company with a rich history and high regard in the automotive design industry, has provided us with a wealth of stimulating insights and a valuable experience."*

It was Nissan GT-R 50 show car that Italdesign's designers, specialized in Exterior and CMF (Color, Materials, and Finish), were invited to draw inspiration from for this project, which began with a facelift operation on the Toyota HiAce model.

The front bumper of the Nissan, featuring air intakes and cooling vents that give the front end a muscular and sharp appearance, the slim and elegant grille integrated into the bumper, and the gold graphic elements running along the entire profile of the show car, all underscore the character, the uniqueness, dynamism, and exclusivity of the GT-R50 supercar. The very same design cues and elements, adapted to the minivan category, are reflected in the WELL Cabin projects.

Japanese art, culture and philosophy embody a deep harmony between humans and nature and celebrate beauty in imperfection through practices

such as *Kintsugi*, which offers a unique aesthetic experience, and *Omotenashi*, which places the individual, their needs, and Well-being at the heart of the experience. These principles formed the foundation of the CMF mood boards presented to Panasonic and align closely with Italdesign's holistic approach and design philosophy.

*"To make the vehicle distinctive and recognizable, we harmonized these principles with the color palette and drew inspiration from iconic Japanese imagery, such as the Great Wave off Kanagawa or Mount Fuji. We also looked to the precision and delicacy of Origami, all while infusing a strong sense of contemporaneity,"* explained Giorgia de Silva, CMF Designer Specialist at Italdesign. *"We worked to create an emotional connection to the product. There are ten shades of gold across the entire exterior surface of the vehicle, blending and pairing with a gunmetal black. The sharp cuts of the horizontal bars, which curve upward along the sides and graze the roof, partly reference the powerful Japanese iconographic tradition and partly our logo, which features clean lines and conveys precision and professionalism."*

Once again, Italdesign stands out for its versatility and multifaceted approach to the projects, offering solutions that range from turnkey developments to partial yet highly impactful contributions. Its ability to adapt to the needs of both traditional OEMs and new players in the automotive sector demonstrates the expertise and flexibility of Italdesign's professionals, making it an ideal partner to face the challenges of an ever-evolving scenario and market.

The WELL Cabin Panasonic was showcased during an Italdesign event, on May 31 and June 1, for the launch of the first international edition of the book *Italdesign - Engineers of Ideas* at the prestigious Daikanyama Tsutaya Books, cultural complex and iconic lifestyle center in Tokyo.

Two days of design and automotive culture, united by a common thread: Italian creativity that continues to inspire.

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