



Press Release

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Italdesign for the Indonesian Government:  
Introducing Project i2C, the design concept of a national  
electric SUV  
that looks ahead to the future of Indonesian  
sustainable mobility

World Premiere at  
GAIKINDO Indonesia International Auto Show (GIIAS)  
BSD City, Kab. Tangerang, July 24 – August 3, 2025

- The Indonesian government has entrusted Italdesign to assist with the design study of the country's first indigenous passenger vehicle. The project addresses the institutional needs of the nation while enhancing its cultural identity and technological innovation.
- The Indigenous Indonesian Car (i2C): a strategic project, a cultural and historical ambassador of Indonesia on four wheels, and a significant step toward a sustainable future that respects the country's identity and values.
- Bold and distinctive exterior design, strong proportions, and an adventurous spirit; interiors inspired by Indonesian culture, reinterpreted through a contemporary lens.
- World debut of Project i2C at the GAIKINDO Indonesia International Auto Show (GIIAS), July 24 – August 3, 2025, Booth SN2

- Italdesign reaffirms its role as a key partner in the development of high-value strategic projects.

Moncalieri, July 23rd, 2025

## I2C: The Project

In Indonesia's competitive automotive market, dominated by brands such as Toyota, Daihatsu, Honda, Mitsubishi, Suzuki, and BYD, the central government has launched a strategic industrial localization initiative in the automotive sector. The initiative is entirely dedicated to the development of a full-electric passenger vehicle for government use, with the ambition of paving the way for future commercial production.

The project meets the institutional needs of the country and aims to offer the national market a vehicle that becomes a symbol of unity for a deeply multicultural nation, harmoniously blending exclusivity, cultural identity, and technological innovation.

The design concept is a 6/7-seater SUV developed on an existing electric platform. It will make its world premiere at the GAIKINDO Indonesia International Auto Show (GIIAS), the largest automotive event in Indonesia and Southeast Asia, scheduled from July 24 to August 3, 2025, at the Indonesia Convention Exhibition (ICE) in BSD City, Kab. Tangerang, Booth SN2

The exterior and interior design research, accompanied by a full-scale clay model crafted in the finest tradition of Turin's coachbuilders, represents Italdesign's contribution to shaping Indonesia's first indigenous passenger vehicle.

The design, developed together by a team of Indonesian engineers and Italdesign professionals, pays tribute to Indonesia's rich culture: iconic elements such as the Garuda, symbol of strength, wisdom, and sovereignty, and the refined patterns of batik, the traditional Indonesian textile representing regional artistic identity, have been seamlessly and

harmoniously integrated into the vehicle, creating a distinctive and contemporary visual experience.

The sculpted, boxy exterior design expresses a strong visual identity and a natural inclination for adventure, blending elegance and practicality in every detail. The interior design features clean, essential lines that convey a sense of orderly functionality, enriched with characterful touches to deliver a premium onboard experience.

The design study represents a significant step toward a sustainable future, aligned with Indonesia's identity and values

### I2C Project: Italdesign's Strategic Role

*"Our company is a benchmark in the automotive landscape and plays a key role in the development of high-value strategic projects that represent true milestones for brands or organizations. This has already happened in the past with Hyundai, Daewoo, Vinfast, and Voyah," said Andrea Porta, Italdesign Business Developer. He concluded: "With the i2C Project, Italdesign contributes to a pivotal step in the country's industrial vision. It marks the beginning of a long-term collaboration built on shared goals."*

*"This collaboration is an important step for us to demonstrate the potential of our automotive competencies and how President Prabowo's vision for future mobility can be translated into concrete work," said Harsusanto, President Director of PT TMI, a company founded to be a strategic platform for the acquisition and integration of innovative technologies.*

TMI plans to unveil the complete version of this electric car concept at next year's Auto Show, after further development and design evaluation.

Images available at <https://www.italdesign.it/en/media-center/>

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