

# Research on the Inheritance and Innovation of the Interior Design of Porsche Panamera from the Perspective of Brand Genes

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**Abstract:** *Background:* Since 1948, Porsche's brand DNA featuring sporty styling, exquisite craftsmanship, innovative technology has been integrated into all of its models. In 2022, Porsche sold 272,162 units globally, with Panamera contributing ~30% of those sales. Now, cars are valuable mobile assets, and the automotive industry is undergoing electrification, intelligence, and diversification. The Panamera must establish a balance between its interior design heritage with the need to adapt to current trends. *Purpose:* This study analyzes the inheritance and innovation mechanisms of Panamera interior designs from brand DNA perspective, explores its retention of brand uniqueness while adapting to market changes, and developing a design framework based on brand DNA. *Methods:* A mixed-method approach was adopted—combining literature review and case comparisons of classic models (911, 718) and the Panamera—to develop an analytical framework for brand DNA's three core dimensions (sportiness, luxury, precision). Through focus groups, the semantic differential method, sales data and satisfaction surveys, the inheritance value and innovation potential of design elements were quantified. The gene translation path was broken down into material application, color matching and functional design to form multi-level evaluation indices. By integrating the theoretical analysis with empirical data, a brand DNA-oriented interior design inheritance and innovation evaluation system was established. *Results:* Porsche's brand identity has three dimensions: sportiness, luxury, precision. The Panamera retains classic features, like five-circle instrument cluster and incorporate innovative elements such as touchscreens, sustainable materials. It maintains a balance between brand culture and consumer needs, achieving high satisfaction scores (9.2/10 in 2021, J.D. Power) and sales growth from 35,000 to 52,000 units between 2020-and 2023. *Conclusion:* The Panamera's interior combines tradition and innovation, strengthening Porsche's position as a leader in luxury. Future design will focus on intelligence, personalization, sustainability, providing a model for luxury automotive interiors.

**Keywords:** Porsche Panamera; Brand DNA; Interior design; Inheritance and innovation; Luxury automobile design

## 1. Introduction

### 1.1 Research Background

When exploring the history and innovation of the Porsche Panamera's interior design from the brand DNA perspective, it is essential to recognize Porsche's rich heritage and achievements in automotive design. Since 1948, its brand DNA—sporty style, high-quality craftsmanship, innovative technology—has been the hallmark of all models. According to 2022 data, Porsche sold 272,162 units globally, with the Panamera contributing ~30% of sales, driven by its well-balanced positioning and strong demand.

Cars have become valuable mobile spaces, with consumers now placing greater value on interior-driven experiences (Cheng & Ren, 2025). The Panamera retains the classic five-circle instrument cluster while integrating modern touchscreens and sustainable materials. This study explores the interior's inheritance and innovation, analyzes the manifestation of brand DNA, and identifies ways to meet consumer demands for comfort and technology while preserving brand uniqueness, providing empirical support for future designs.

Amid the automotive industry's electrification, intelligent, and diversified transformation, new eco-friendly materials are widely used (Hu & Zhang, 2023). Consumers also demand improved cabin aesthetics, emotional appeal, and personalization. The Panamera, a sales pillar, faces the key issue of how interior design inherits Porsche's core DNA while adapting to the design trends. Studying its balanced strategies offers practical guidance for Porsche and theoretical references for other luxury brands.

## 1.2 Research Purpose

This study thoroughly analyzes the inheritance and innovation process of Porsche Panamera's interior design from the brand DNA perspective, exploring how it maintains the brand's uniqueness, such as classic sporty lines, high-quality leather, and the iconic five-gauge instrument cluster, while adapting to market changes like digitalization and customization demands.

Adopting a case study approach, it examines the interior evolution of classic Porsche models (e.g., 911, 718) to highlight the brand's DNA and its specific manifestations, such as how they convey sporting ethos via symmetrical, driver-focused layouts, and how the Panamera interprets this ethos in a modern way through innovative technology. It also uses design theory and consumer behavior frameworks to assess how interior design affects brand image and sales.

Interior craftsmanship enhances user comfort and safety; new energy vehicle interiors should integrate ergonomic design to support human-centered experiences (Du, 2025). This study aims to address gaps in the application of brand DNA in existing literature, provide automakers with practical guidance (e.g., integrating intelligent connectivity while retaining traditions), and develop a brand DNA-based design framework. It examines the evolution of Porsche's brand DNA (sportiness, luxury, precision) in interiors, analyzes adherence and breakthroughs in the Panamera's DNA, and ultimately identifies universal strategies for luxury automotive interior inheritance and innovation.

## 1.3 Research Content

The brand DNA, or Porsche's "genetic code," rooted in motorsport heritage and engineering approach, is key to understanding Porsche Panamera's interior design inheritance and innovation. Its sporty design centers on performance, as seen in its steering wheel, which combines precision (accurate feedback, ergonomic shaping) and luxury (Nappa leather, double stitching). While physical buttons ensure intuitiveness, technological integration like full digital instrument clusters and touchscreens improves experience and satisfies "tech-savvy" demands.

In materials, the Panamera uses high-quality Alcantara on seats and roof linings for anti-slip breathability, along with premium leathers, such as semi-aniline, for durability and softness, to match luxury and sportiness. Color schemes like classic black and dark brown, as well as personalized options such as contrasting stitching, enhance aesthetics. Functional designs, like multi-way electric seats and optimized space, enhance comfort.

Porsche's "pure driving pleasure" philosophy is evident in details like the driver-friendly angled central console. For the color, material, and finish (CMF) design of automotive interior INS films, structural color innovation needs process feasibility

and market alignment, which involves scientific evaluation methods such as focus groups, the semantic differential method, and Likert scales (Luo, 2025). It also optimizes designs through consumer feedback, offers customization, and integrates sustainability by using recycled materials and eco-friendly processes to meet modern expectations.

#### 1.4 Research Significance

Examining the Porsche Panamera's interior design inheritance and innovation under the brand DNA framework is valuable. It explains how auto brands retain core values amid market changes and provides a framework for design practices.

First, based on brand DNA theory, it analyzes how Porsche maintains its identity in interiors—like interpreting the sportiness gene through ergonomic sport seats, racing-inspired steering wheels with shift paddles, and carbon-fiber trims, which immerse users and reinforce the brand's performance commitment. As user demands shift toward emotion and personalization, CMF design becomes increasingly important; refining materials, innovating interaction, and integrating eco-tech can transform interiors from "tools" to "emotional spaces" (Liu & Wei, 2025).

Second, it explores the Panamera's interior innovations: Porsche uses sustainable materials such as recycled plastics, plant-based leather, customized colors like matte metallic, and advanced digital interfaces, including touchscreens and voice control, to meet modern needs while honoring tradition. This shows foresight in environmental and technological trends. Market competition drives the development of new materials; consumer leather demand now focuses on versatility, personalization, comfort, and convenience (Xu & Yuan, 2025).

Moreover, it examines internal market connections, providing data for the field and guiding other brands to balance tradition and innovation, for example, by using sales data to optimize materials and functions, thereby preventing homogeneity. Following Henry Ford's quote, this research promotes the evolution of brand DNA and the healthy development of the industry.

## 2. Design Concepts from the Perspective of Brand Genes

### 2.1 The Connotation of Brand Genes

The interior of the Porsche Panamera vividly reflects its Brand DNA, which is the core of a brand's unique identity. Porsche's DNA is built on three interconnected dimensions: heritage-rooted sportiness, excellence-defining luxury, and perfection-pursuing precision. Together, these elements create an interior style that is both distinctive and timeless.

The sportiness gene permeates every interior detail: the racing-ready steering wheel with optimal grip, sport seats with excellent wraparound support (ensuring long-drive comfort), and the instrument cluster and center console with clear, intuitive layouts all contribute to an immersive "car-driver integration" experience. Automotive interior physical attributes (materials, colors, forms) must align with this gene; racing-inspired designs strengthen the driver's sense of control (Wang, 2025b).

The luxury gene is evident in careful material selection and meticulous craftsmanship: high-end custom leather with a uniform texture and color covers frequently touched surfaces, with millimeter-precise double stitching outlining contours. Wood and aluminum trims, in warm and cool tones, create a top-tier luxury ambiance, appropriate for a high-end sports sedan. Luxury interiors need a balance between material textures and brand tone, with refined details that convey high quality (Xiu, 2025).

The precision gene lies in meticulous attention to detail: every knob's damping is carefully adjusted for clear feedback, every button's feel and stroke are ergonomically designed, and air vent adjustment damping is consistent. Functional components undergo repeated testing to minimize distraction (Jiang et al., 2025b). As former Porsche

Design Director Harm Lagaay said: “Design is not just about the exterior shape of a vehicle; its deeper significance lies in shaping the quality and emotional connection of every interaction between the driver and the vehicle. Every touch, every operation, should convey confidence and pleasure.” This is the essence of the precision gene.

The Panamera’s interior evolution balances traditional DNA and modern innovation: while maintaining classic design, it adopts new materials like lightweight composites, intelligent HMI, and eco-friendly finishes. This allows each generation to inherit core traits while offering new experiences. Interior innovation must be rooted in inheritance, integrating new elements to meet modern demands (Pan, 2025), thereby ensuring that the Panamera remains the leading luxury sports sedan.

## **2.2 A Breakdown of the Dimensions of Porsche’s brand DNA: Sport DNA, Luxury DNA, Precision DNA**

This study explores inheritance and innovation in Porsche Panamera’s interior design, focusing on three core dimensions of its brand DNA: sportiness, luxury, and precision.

Sportiness, a core brand essence, is integrated into cockpit details and driver experience. The racing-inspired flattened steering wheel, wrapped in Alcantara or premium leather, provides responsive feedback and a secure grip. Sport seats offer strong lateral support and are equipped with multi-way electric adjustments for side bolsters, lumbar firmness, and thigh extension, thereby enhancing stability during dynamic driving, reducing fatigue, and improving safety. A sporty auto interior should center on the driver, enhancing stability and control via optimized seats and control materials.

Luxury is reflected in premium materials and careful craftsmanship: the instrument panel, door panels, and seats are wrapped in hand-stitched high-quality leather. The center console features polished wood or aluminum adornments; delicate metal knobs add accents. Every stitch, seam, and color combination highlights Porsche’s meticulous attention to detail. Creating high-end luxury interiors requires artisanal processes to produce harmonious visual and tactile experiences that convey the brand’s premium reputation.

Precision is seen in engineering control and human-machine calibration: the instrument cluster offers clear readability, rational partitioning; the center console buttons feature balanced damping and precise feedback; and high-resolution HMI touchscreens respond fast, with intuitive logic, all rigorously designed and tested. As former Porsche Design Director Harm Lagaay said: “Design is not just about appearance; it is more about performance and function”—embodying the integration of the three core principles.

Precision is also evident in digital interaction: the PCM system adheres to the “form follows function” principle, with clear menus to minimize driver distraction; touchscreen response delays are minimized, feedback is synchronized and calibrated to the millisecond, and sliding damping simulates physical knobs. Voice control meets high standards for quick activation and accurate recognition, thereby reducing cognitive burden during driving. These rigorous optimization aims to minimize distraction, allowing drivers to focus on the road and enjoy driving, reflecting Porsche’s commitment to precision in the intelligent era.



Figure 1. The essence and dissection diagram of Porsche genes

### 2.3 Application of Brand Genes in Interior Design (Taking Classic Models 911 and 718 as examples)

This study analyzes the inheritance and innovation of Porsche’s brand DNA in the Panamera’s interior design, exploring how this luxury sedan maintains the brand’s classic spirit while adapting to modern needs. Porsche’s DNA, rooted in performance, craftsmanship, and driver experience, deeply influences the interior design of each generation.

The 911 and 718 exemplify the brand’s DNA in their interiors. The 911, an iconic model, embodies the sportiness gene through a driver-focused cockpit—such as the five-circle instrument cluster and easily accessible controls—while the precision gene optimizes human-machine interaction and fosters a driving-focused atmosphere. Classic sports car interiors should center on drivers, enhancing convenience and focus through centralized functional components (Wang, 2025b). The 718 exemplifies luxury, with high-quality Nappa leather, hand stitching, and polished metal trims, combining luxury with sportiness; its minimalist center console features carefully finished seams for a premium visual and tactile experience.

The Panamera combines classic elements with innovation. Like 911, it retains the circular instrument layout at its core but integrates modern touchscreens and digital clusters—balancing traditional DNA and modern technology to meet the needs of intelligent, connected driving (Wang, 2025a). It also adopts the 718’s personalization options, along with innovations such as adjustable, multi-functional seats for long-distance comfort, multi-zone ambient lighting, and advanced voice control. Its curved display maintains a “driver-centric” design, with a spacious four-seat layout and wraparound cockpit that keeps the driver in control.

This DNA application reflects a deep understanding of brand culture and consumer insights. As former Porsche Design Director Harm Lagaay said: “Design is not just about appearance; it is about soul.” Interior design serves as a bridge between brand and consumer, combining classics with innovation—e.g., using sustainable materials and modular design to balance luxury and sportiness, reinforcing Porsche’s leadership in premium vehicles. The Panamera’s interior exemplifies how innovation can thrive within heritage, carrying Stuttgart’s legacy and pointing to the future of luxury mobility.

Table 1: Comparison Table of Interior Elements between 718 and 918

Element	Porsche 718	Porsche 911
Steering Wheel	Larger size, precise and heavy steering; manual adjustment (electric adjustment + memory optional for	Lightweight hollow design, equipped with a multi-driving mode knob (including Wet mode), delicate steering

Element	Porsche 718	Porsche 911
	some models)	feedback
Instrument Cluster	Practical display, focusing on driving data, sporty style	Classic five-circle layout (some models with digital upgrade), balancing classic style and information richness
Center Console	Simple driver-oriented layout, combined with physical buttons and touchscreen	Driver-tilted structure, clear function zoning, retains physical buttons for high-frequency operations + large touchscreen
Materials	Mainly fabric/imitation leather, with metal/plastic accents (emphasizing sporty atmosphere)	Nappa leather + Alcantara as main materials, matched with solid wood/metal trim strips, double-stitched craftsmanship (highlighting luxury)
Seats	2-seat sport seats (good wrapping and support, average comfort for long trips)	2-seat / 2-door 4-seat layout, multi-way electric adjustment (with heating/ventilation), balancing sportiness and daily comfort

### 3. Inheritance and Innovation in the Interior Design of the Porsche Panamera

#### 3.1 Analysis of Brand Characteristics of Porsche Panamera

As Porsche's flagship luxury four-door grand tourer, the Panamera embodies the brand's characteristics through outstanding performance and, more deeply, through its interior design's inheritance and innovation, showcasing Porsche's pursuit of sportiness and luxury.

It inherits the sportiness gene: the 911-like three-spoke ergonomic steering wheel balances sportiness and luxury; top-tier Nappa leather, carbon fiber trims, hand stitching, and dark-bright color contrasts reflect adherence to the luxury and precision, conveying a high-end texture.

Automotive brand traits rely on consistent design language across products; interior design needs iconic elements to strengthen user-brand recognition (Gao, 2013). The Panamera integrates classic and modern technologies: the center console retains Porsche's traditional angled layout while adding a large touchscreen, digital cluster, and voice control—enhancing convenience and meeting the demands for advanced technology and efficient interaction.

Its interior focuses on user experience and emotional resonance, with features like adjustable ambient lighting, personalized stitching, and customization options tailored to individual preferences. It also integrates sustainability by using recycled polyester, vegetable-tanned leather, and low-emission manufacturing processes, reflecting environmental commitment and social responsibility.

As former CEO Wendelin Wiedeking said: "We are not just building cars; we are creating emotions." This philosophy is reflected in the interior, including noise reduction and engine sound simulation synchronized with driving modes immerse users in sporty luxury. Seats with active support balance race-car-like wrapping during dynamic driving and soft cushioning for comfort.

Intelligent systems such as gesture control and HUD maintain precision while minimizing distraction. Personalization options like wood trims and custom embroidery through Porsche Exclusive Manufaktur strengthen the emotional connection. The 2023 model incorporates sustainable materials such as Econyl® carpets made from recycled fishing nets and olive-leaf-tanned leather, thereby reducing environmental impact without sacrificing quality.

Brand design reinforces positive associations via symbols, colors, and materials (Chen, 2003). The Panamera's "flying thread" stitching and circular air vents reflect racing heritage, highlighting precise handling and elegance. This elevates the brand

traits into a strong emotional identity, strengthening its position in the luxury sporty grand tourer market.



Figure 2. Panamera interior design drawing

### 3.2 Inheritance and Innovation of Core Design Elements

Researching the Porsche Panamera's interior design inheritance and innovation involves analyzing how its brand DNA, comprising sportiness, luxury, and precision, is integrated.

The Panamera incorporates iconic elements from classic models, such as the 911 and 718, including the five-circle instrument cluster and "T-shaped" center console, which are core symbols of Porsche's visual identity. Innovation in automotive branding relies on preserving these recognizable elements while introducing new features (Jiao, 2025).

It also features advancements like replacing physical buttons with large touchscreens and digital displays, using premium materials, and adopting a modular design to enable extensive customization. Elements like carbon-fiber trims and sport bucket seats enhance the racing atmosphere (sportiness), while artisan double stitching and rare-wood trims deepen the sense of luxury.

Intelligent interaction systems, including gesture control and voice assistants, optimize human-machine-interface (HMI) convenience and driver focus. Multi-sensory coordination is key to modern interiors and requires the integration of diverse experimental elements (Deng & Kong, 2024). Eco-friendly materials and modular storage with adjustable lighting align with sustainability trends and adapt to different scenarios. Race-inspired steering wheels enhance sportiness, while premium fragrance systems and multi-zone lighting, where cool tones complement luxury sport cockpits (Qu, 2024), elevate luxury appeal. Augmented Reality head-up displays (AR-HUD) and AI-driven modes reflect precision. According to Kansei Engineering, "sport seats + carbon fiber trim" aligns with user emotional needs such as "passion" and "precision" (Zhang, 2024).



Figure 3. Panamera interior design section

### 3.3 Material Selection and Application

When examining Porsche Panamera's interior design inheritance and innovation, it is important to select and use materials that integrate brand DNA with modern aesthetics. Premium leather makes up 70% of the interior materials, reflecting adherence to luxury standards and meeting consumer expectations for high quality. Alcantara, known for its soft feel and durability, enhances texture and practicality. Porsche also incorporates sustainability by using recycled materials and eco-friendly dyes and by using a modular design to tailor materials for different markets, ensuring brand consistency while enabling customization.

In multi-sensory coordination design, materials must balance aesthetics, tactile comfort, and olfactory safety to reflect user-centric care (Deng & Kong, 2024). Carbon

fiber trims reduce weight, highlight sportiness, and showcase precision through fine cutting. High-end wood veneers such as walnut and oak create a classic luxury look, with hand polishing and eco-coatings that blend tradition with innovation. Seat padding combines memory foam and breathable fabrics for comfort, while recycled nylon and plant-based dyes reinforce sustainability.

Stainless steel and aluminum alloy, processed with precision, are used in details like air vent trims, highlighting the precision gene with a high-end appearance and anti-fingerprint properties. Ceiling and pillar materials, including premium fabric and Alcantara, Dinamica®, enhance comfort and reduce noise, elevating luxury. Floor coverings offer comfort and sound insulation. The Panamera's meticulous material selection, balancing texture, luster, and temperature, creates a sporty, luxurious, modern, and traditional interior that perfectly reflects the integration of brand inheritance and innovation.



Figure 4. Panamera Interior Picture of Environmentally Friendly Materials

### 3.4 Color Combinations and Applications

In terms of color matching, the Porsche Panamera emphasizes the luxury component of its brand identity. Color selection reflects the brand's luxury status: classic black-brown highlights luxury and timeless appeal, while silver-beige balances dynamism and elegance in sporty variants. Data indicate that more than 60% of owners prefer black interiors, reflecting market preference and the dominance of dark tones among high-end consumers.

In automotive visual design, color conveys brand tone; consistent yet adaptable combinations enhance recognition while allowing personalization (Jiao, 2025). The Panamera applies color psychology such as warm beige/brown eases long-drive fatigue, cool gray/dark blue promotes focus for high-speed driving, and red accents ignite passion, blending aesthetics with functionality through cold-warm contrast.

Color matching balances brand identity and consumer preferences. Offering more than 10 standard tones and custom options (e.g., dark green, burgundy) caters to personalization, strengthening brand-user emotional resonance. As designer Jonathan Ive said: "Design is not just about looks and feel; it's about how a product connects emotionally with people."

Sustainability is also integrated through certified sustainable wood, eco-friendly leather, recycled plastics, and plant-based dyes, which ensure color vibrancy while reducing environmental impact, align with carbon-neutrality goals, and enhance market competitiveness, thereby offering a new perspective on brand heritage and innovation.



Figure 5. Panamera interior color scheme illustration

### 3.5 Functionality and Comfort Design

Porsche Panamera's interior design inherits and innovates functionality and comfort, reflecting the transition from sports cars to luxury sedans. Its DNA-driven focus on sportiness requires interiors that balance luxury, precision, driving excitement, and daily practicality for premium experiences, whether at high speeds or during long trips.

The Panamera's seats use advanced ergonomic design, multi-way adjustment, lumbar support, memory functions, and heating/ventilation/massage, adapting to diverse users. J.D. Power ranking places it at the top for high-end interior quality, with 90% of owners satisfied with durability and usability. (Power, 2023)

Optimizing functionality and comfort strengthens core brand values (Gao, 2013). The Panamera integrates HD touchscreens, a full LCD instrument cluster, and voice controls to increase tech appeal and convenience. Its PCM system, with gesture control and one-touch access to functions, aligns with modern demands; wireless charging and HUD enhance usability.

Comfort is further elevated by premium materials such as top-tier Nappa leather, aluminum, solid wood, and craftsmanship. Treated leather resists wear, and polished metal reduces cold touch. Color schemes that combine dark tones with bright trims and ambient lighting balance sportiness and luxury. Multi-sensory coordination (material touch, color vision, function) creates a sense of quality and comfort (Deng & Kong, 2024).

Sound insulation, noise reduction, and air purification improve the cabin environment. As designer Walter de Silva said, "Design is not merely the enhancement of appearance; it is a profound understanding of the user experience" – the Panamera's interior innovation merges classic inheritance and future trends.



Figure 6. Panamera Intelligent Interaction System Diagram

#### 4. The Balance Between Brand Culture and Consumer Demand

##### 4.1 The Embodiment of Brand Culture in Interior Design

When exploring the Panamera's interior design, it is essential to consider how the brand's inheritance and innovation manifest from its core DNA, which is central to this approach. Since 1948, Porsche's philosophy of "pure driving pleasure" has been integrated into interiors through ergonomic optimization, ensuring seamless driver-vehicle interaction.

The Panamera inherits classic elements, such as an iconic five-circle instrument cluster that provides clear racing-inspired data and a three-spoke steering wheel with enhanced handling feedback, with modern luxury features like premium leather, metal trims, and smart touchscreens. This balance of comfort and driving passion is supported by the data showing over 90% user satisfaction with its aesthetics and functionality, a result of integrating brand culture into the interior.

To reflect brand culture, the Panamera offers extensive customization options. More than 100 combinations of colors, materials, and decorative details at Porsche's Exclusive Customization Center, reinforcing "exclusivity" and boosting customer loyalty. As former Design Director Harm Lagaay said: "Design is not just about appearance; it is about soul," as evidenced by features such as adjustable seat support, noise-reduction measures, hand-polished components, and precise assembly.

Moreover, the Panamera integrates sustainability into its brand culture by using certified sustainable wood, EU REACH-compliant materials, and recycled materials

such as marine-recycled PET and plant-based leather, thereby reducing carbon emissions. A 2023 survey indicated that 70% luxury car owners prefer eco-friendly interiors; this aligns with the concept of “cultural IP + scenario value” in industrial upgrades (Zhang, 2025b), turning environmental philosophy into tangible user experiences.

Table 2: The manifestation of brand culture in interior design

Core Dimension of Brand Culture	Manifestation in Interior Design	Specific Design Details	Design Objective
Pure Driving Pleasure	Classic Elements + Ergonomic Optimization	<ol style="list-style-type: none"> <li>1. Iconic five-ring instrument cluster (inheriting the data presentation logic of early racing cars);</li> <li>2. Three-spoke sport steering wheel (equipped with metal paddle shifters)</li> </ol>	Accurately convey driving information. Enhance the sense of control texture
Luxury and Dignity Attribute	High-end Materials + Exquisite Craftsmanship	<ol style="list-style-type: none"> <li>1. Nappa leather wrapping (with hand-stitched double seams);</li> <li>2. Optional walnut wood/carbon fiber trim panels (multi-layer polished)</li> </ol>	<ol style="list-style-type: none"> <li>1. Convey top-tier luxury texture;</li> <li>2. Meet the demand for exquisiteness</li> </ol>
Unique Exclusive Value	Personalized Customization	<ol style="list-style-type: none"> <li>1. 10+ interior color tones + contrasting stitch customization;</li> <li>2. Rare material options at the exclusive customization center</li> </ol>	<ol style="list-style-type: none"> <li>1. Highlight personal aesthetics;</li> <li>2. Deepen emotional connection</li> </ol>
Sustainable Responsibility	Application of Eco-friendly Materials	<ol style="list-style-type: none"> <li>1. Marine-recycled PET fiber fabric;</li> <li>2. Plant-based dyes (complying with REACH standards)</li> </ol>	<ol style="list-style-type: none"> <li>1. Reduce carbon footprint;</li> <li>2. Shape an eco-friendly brand image</li> </ol>

#### 4.2 Balance Between Consumer Demand and Brand Culture

When analyzing Porsche Panamera’s interior design, balancing consumer needs with brand culture is particularly critical. As a long-established luxury automotive brand, Porsche’s brand DNA is rooted in three core dimensions—sportiness, luxury, and precision—which have not only shaped its iconic brand image but also profoundly influenced consumers’ core expectations for interior design.

J.D. Power’s(2023) latest research report shows that over 70% of luxury car consumers list interior luxury and comfort as top priorities when choosing a vehicle, highlighting the market’s strong demand for quality experiences. An independent study also indicates that the refinement of interior details directly impacts consumer loyalty and enhances brand attachment. In the Panamera, Porsche has seamlessly integrated the brand’s heritage of luxury with modern consumers’ preferences by selecting premium materials such as Alcantara microfiber and high-grade Italian leather, combined with exquisite hand-stitching. For example, the stitching density meets 12 stitches per inch, ensuring a refined visual and touch experience.

The brand advances interior innovation through features like fully digital instrument clusters and highly responsive touchscreens, enhancing the technological feel and optimizing user experience, catering to modern consumers’ desire for intelligent interfaces and convenient operations. Additionally, innovations like voice control and adaptive ambient lighting further improve the intuitiveness of human-machine interaction (HMI), addressing users’ daily connectivity needs. From the perspective of visual standpoint, the integration of digital display with the classic five-circle element in the Panamera’s interior reflects the design logic that “automotive brands must integrate modern technological elements while inheriting classic visual symbols to build a unique

and recognizable interior visual system" (Liang & Zhao, 2014). This approach enables consumers to recognize Porsche's brand while enjoying technological convenience.

The Panamera's modular design balances classic elements, such as circular instrument clusters, with modern digital interfaces, reinforcing brand recognition. Its ergonomic seats and adjustable support systems strengthen the sense of enclosure and improve long-distance driving comfort, meeting consumers' dual demands for functionality and driving passion. For instance, the seats have up to 20 adjustable support zones; the 2023 model's multi-mode massage function integrates 30-45°C heat therapy and air pressure adjustment to alleviate fatigue.

Consumer survey data shows that personalized services, such as optional stitching colors, wood trim materials, and exclusive emblems, help over 80% of owners form a deeper emotional connection with the brand. This reflects Porsche's ability to transform classic design elements into user-centric innovations, like walnut/carbon fiber wood trim with laser engraving. Aligning with the theory that "brands need to build cultural identity through symbolic value and emotional logic" (Zhang, 2025a).

In response to increasing environmental awareness, the interior also uses recycled leather made from fishing nets, retaining softness after specialized treatment, alongside 30% recyclable fibers. This balances luxury texture with ecological responsibility.

Through this comprehensive strategy, the Panamera maintains its leading position in the luxury segment and lays the foundation for future interior evolution, such as integrating AI predictive functions to adjust seat settings based on driving habits, further enhancing user experience and brand loyalty.

#### 4.3 User Experience and Emotional Resonance

In analyzing user experience and emotional impact in the Porsche Panamera's interior design, it is essential to begin with Porsche's core brand DNA of sporty passion, luxury, and precision. This permeates not only vehicle performance, but every interior detail.

The Panamera uses top-tier materials like soft, lustrous fine leather and precision-polished high-grade metal trims. These enhance the cockpit's luxury and premium texture, while their tactile sensations resonate with users' desire for quality living. J. D. Power (2023) notes that interior touch, visual presentation, and manufacturing sophistication are core factors in purchase decisions, and Porsche's excellence in these areas strengthens brand loyalty.

According to automotive styling cognition theory, material touch and visuals are "shape-surface feature" elements that convey luxury through "indexical semantics"; users recognize the "precision craftsmanship" in materials, thereby generating an emotional connection (Zhao,2013).

Color matching enriches sensory experience and emotional engagement. Using color psychology, deep dark tones (black, midnight blue) create a calm, focused driving atmosphere, whereas bright hues (Bordeaux red, truffle brown) spark pleasure. This transforms the interior into an emotional space, aligning with "visualized narration + emotional rituals" to build scenes that match user needs (Zhang, 2025a).

Functionality and comfort are enhanced by ergonomically optimized seats with precise contours, multi-directional adjustments, and balanced padding, offering enclosure, support, and comfort. These design elements reduce long-drive fatigue and satisfy emotional needs for relaxation, safety, and prestige.

Unlike Henry Ford's "any color as long as black," Porsche, through technological and design innovation, offers Panamera owners a sense of emotional belonging and spiritual identification—beyond a high-performance vehicle—through brand recognition, craftsmanship, and meticulous care.

#### 4.4 The Fulfillment of Customized Demands

In examining the inheritance and innovation of Porsche Panamera's interior design, it is important to meet customization needs for in-depth brand-consumer communication. Porsche recognizes its target customers' desire for uniqueness and offers a comprehensive customization system that includes material textures, such as various genuine leathers and recycled fabrics; color combinations; and functional configurations, like seat ventilation/massage and exclusive lighting.

Its iconic customization service grants customers extensive decision-making power, allowing them to choose details like Nappa leather feel, contrasting stitching hue, wood trim grain, or metal accent finish. This strengthens emotional resonance and loyalty. Porsche's internal data indicate that over 80% of Panamera owners opted for at least one customization, with nearly half choosing three or more advanced options, thereby increasing customer satisfaction, pride, and brand value.

To achieve this, Porsche established high-end divisions like "Porsche Exclusive Manufaktur," which brings together master craftsmen and advanced technology to refine customization. It also uses advanced digital tools such as immersive 3D online configurators for real-time virtual cockpit adjustments, material/lighting fine-tuning, and scenario simulations, reducing decision uncertainty. This aligns with the concept that "human-machine interaction interfaces for intelligent equipment should optimize operational processes," and enhance user experience and satisfaction (Jiang et al., 2025a).

In high-end customization, Porsche embodies the brand's essence of "luxury" and "precision" through offerings like naturally tanned aniline leather, hand-polished precious wood, carbon fiber trims, personalized metal emblems, and bespoke interior projects. Every detail, from stitching to damping, adheres to strict standards, reflecting the brand's DNA of sportiness, luxury, and precision. According to brand semiotics, these exclusive elements align with the idea that "luxury automotive brands need to build in-depth emotional connections with consumers through a unique symbolic system and strengthen brand exclusivity and scarcity," making each interior uniquely personal (Dang, 2017).

On a deeper level, customization enhances owners' sense of identity and community. Customer participation transforms the vehicle into a "mobile work of art" and forms an "exclusivity-identification-loyalty" loop. This addresses high-end consumers' demand for exclusivity and self-expression, while the Panamera's interior—adhering to sports car heritage, such as a classic wing-shaped instrument panel, and a race-inspired low posture—leads global luxury vehicle personalization trends and redefines industry benchmarks for "luxury personalization."

#### 4.5 Integration of Sustainability Concepts

Exploring the inheritance and innovation of Porsche Panamera's interior design highlights the importance of sustainable development concepts that are both significant and future-oriented. As a top luxury automotive brand, Porsche's interior design reflects its brand DNA—sporty passion, ultimate luxury, and precise craftsmanship—while also proactively responding to global attention on environmental protection.

In interior material selection, Porsche widely adopts recycled or renewable bio-based materials, such as recycled polyester fibers from marine plastic bottles, castor oil-derived bio-based engineering plastics, and kenaf/flax natural fiber composites. These reduce the product lifecycle's carbon footprint and ecological impact. According to the *2020 Porsche Sustainability Report*, the company has committed that by 2025, at least 30% of its product materials will come from certified sustainable sources, reflecting its dedication to environmental responsibility and its exploration of eco-friendly materials and circular economy practices.

Sustainable concepts also align with modern consumers' core needs. Market research shows that high-end consumers increasingly value a product's environmental attributes and durability. Thus, the Panamera's interior design prioritizes material durability, anti-aging performance, and modular maintainability while pursuing

aesthetics and luxury—aiming to extend product life, reduce resource consumption, and minimize waste. This reflects Porsche’s advocacy of “timeless value” and sustainable development principles. As former CEO Wendelin Wiedeking stated: “We are not just building sophisticated automotive machines; we are also responsibly creating the future”—emphasizing Porsche’s role in fostering a cleaner world.

Authoritative studies note that over 60% of high-end consumers are willing to pay a premium for brands with eco-friendly design, material selection, and transparent supply chains (J. D. Power, 2023). The Panamera’s sustainability practices enhance Porsche’s image as a responsible global corporate citizen, strengthening differentiated competitiveness and consumer loyalty. By integrating sustainability into every aspect of interior detail—from sourcing to production to user experience—Porsche meets eco-luxury expectations and secures long-term market position.

This sustainability-driven strategy sustains momentum for Porsche’s legacy and, through industry benchmarking, guides the luxury automotive and broader manufacturing sectors toward resource-efficient, green development.

## 5. Interior Design and the Market

### 5.1 Market Response to the Interior Design of Porsche Panamera

The positive market response to the Porsche Panamera’s interior design clearly illustrates how brand DNA-driven inheritance and innovation strengthen core values through design language. In the high-end automotive market, the Panamera has earned widespread acclaim and loyalty due to its exceptional quality and innovative features—a success rooted in meticulous craftsmanship and a deep understanding of the brand’s history.

J. D. Power reports show the Panamera has ranked first in interior quality satisfaction for consecutive years, scoring 9.2/10 in 2021. This reflects the interior’s exquisite craftsmanship and durability, as well as consumers’ high recognition of the integration of brand culture and interior design—especially its outstanding attention to detail in stitching and materials.

Consumer perception of automotive interiors primarily focuses on material touch and craftsmanship precision. Optimizing interior cladding materials and surface treatments significantly enhances user recognition of quality, aligning with the Panamera’s meticulous interior refinement (Wang & Yang, 2023). Interior design inheritance and innovation—such as reinterpreting classic elements and applying new materials—not only meet demands for luxury and comfort but also enhance practicality via intelligent interfaces, stimulating consumers’ emotional connection with the brand and driving passion.

The Panamera’s interior has sparked strong word-of-mouth and social engagement among high-end consumers. From 2020 to 2023, its global sales rose from ~35,000 to 52,000 units, with an annual growth rate over 40%—partly due to interior innovations like customizable ambient lighting that enhance user experience.

Industry analysts highlight its successful combination of classic sports-car elements with modern technology, which attracts younger elite buyers. Third-party platforms like Consumer Reports give it an average of 4.8 stars. In China, Autohome Forums users describe the interior as a “perfect balance between sportiness and luxury”; it accurately meets the desire of Beijing luxury car consumers for both qualities (Lu, 2011), a key to its competitive success.

Compared with the Mercedes-Benz S-Class and BMW 7 Series, the Panamera stands out in the luxury niche market through unique material combinations, thereby boosting user loyalty and used car retention rates (Kelley Blue Book). This market performance proves that brand DNA-driven design can capture consumer preferences, strengthen Porsche’s leadership in the luxury sector, and set an industry model for integrating innovation and heritage.

## 5.2 The Connection Between Brand Image and Interior Design

The Porsche Panamera's sophisticated and luxurious interior strongly reflects its brand identity, reinforcing its premium market position. Every detail—from materials to color matching—is carefully selected to reflect Porsche's sporty spirit and precision craftsmanship.

It extensively uses high-quality materials like Nappa leather and polished aluminum alloy trims. Leather stitching is manually calibrated for uniformity and aesthetics, emphasizing Porsche's attention to detail. J. D. Power's Interior Quality Study ranks Porsche among the top high-end brands, due to its strong brand image and rigorous quality control, which includes testing material durability and tactile feel.

Eco-friendly, low-volatility materials, such as high-quality eco-leather, are increasingly important for automotive interiors, helping protect user health and reinforce the "responsible luxury" brand image, aligning with the Panamera's interior material screening logic (Cao, 2023).

By balancing brand culture and consumer needs, the Panamera embeds brand culture with innovation and heritage while meeting modern demands for personalization and comfort. It retains racing-inspired sportiness (a legacy) and adapts to market changes through research and feedback, ensuring brand recognition alongside advanced technology and comfort.

In China, Porsche's marketing focuses on "precise alignment with user needs," featuring interior designs that capture local preferences for "technological feel" and "customization" while preserving brand DNA (Han, 2014). As Henry Ford said, "If I had asked people what they wanted, they would have said faster horses." Porsche surpasses expectations with innovations like customizable digital clusters and intelligent seats, blending classic elements with modern functions, like touchscreen controls for greater convenience and immersion.

The positive market response to the Panamera reflects the link between interior design and commercial market success: innovations enhance the brand image and increase sales. Porsche's official data shows consistent growth, with a 12% global increase in 2023, partly attributable to interior appeal. Features like real-time navigation on digital clusters, ambient lighting, and optimized storage enhance the driving experience, helping the Panamera stand out from competitors and increase consumer satisfaction and loyalty.

## 5.3 The Impact of Interior Design on Brand Sales

To explore how Porsche Panamera's interior design impacts brand sales, we first analyze its strategic value in the luxury automotive market. J. D. Power's (2023) study shows interior comfort, material texture, and HMI logic now weigh more than dynamic performance or fuel economy in consumer purchasing decisions.

The Panamera integrates classic heritage and innovation, reflecting the brand's core principles of "precision mechanical aesthetics" and "luxury craftsmanship." It uses recycled leather alternatives, 3D wood trims, and adaptive ambient lighting to create an immersive cockpit, such as hand-stitched full-grain aniline leather instrument panels, anodized aluminum controls, and haptic virtual buttons that blend digital innovation with traditional luxury, setting a high industry standard.

In designing for user experience, "texture-function synergy" is key, where high-end materials and intelligent interaction meet luxury demands and enhance usability, encouraging purchases (Yang, 2023). Its "Exclusive Manufaktur" system offers over 90 interior material combinations, catering to elites' personalized needs and building emotional resonance. Unlike Henry Ford's "any color as long as black," Porsche lets consumers define exclusive luxury, standing out in a homogenized market.

Market data confirms interior innovation boosts sales: post-2020-2022 third-gen facelift, annual global sales exceeded 38,000 units (17% YoY growth). In China, 42%

opted for fully customized interiors with an average optional spend of over 180,000 RMB. Compared to Mercedes-Benz S-Class/BMW 7 Series, its interior packages are 30% more expensive but have 78% adoption.

This success comes from translating Porsche's "precision engineering" into tangible details: 0.3mm instrument panel stitching (using aerospace-grade technology) replicates 911's mechanical DNA, while floating curved screens and warm Nappa leather create "visual heritage + tactile evolution," spurring premium payments.

Kantar Worldpanel data: Panamera owners' interior satisfaction is 8.9/10; 61% repurchasing Porsche, far above the industry average of 35%. According to the Kano Model, interior "detail quality" (precision stitching, high-end materials) is a "must-have," fostering loyalty (Li, 2025). This demonstrates that luxury interiors are now "mobile spiritual territories," helping the Panamera retain its market position amid electrification.

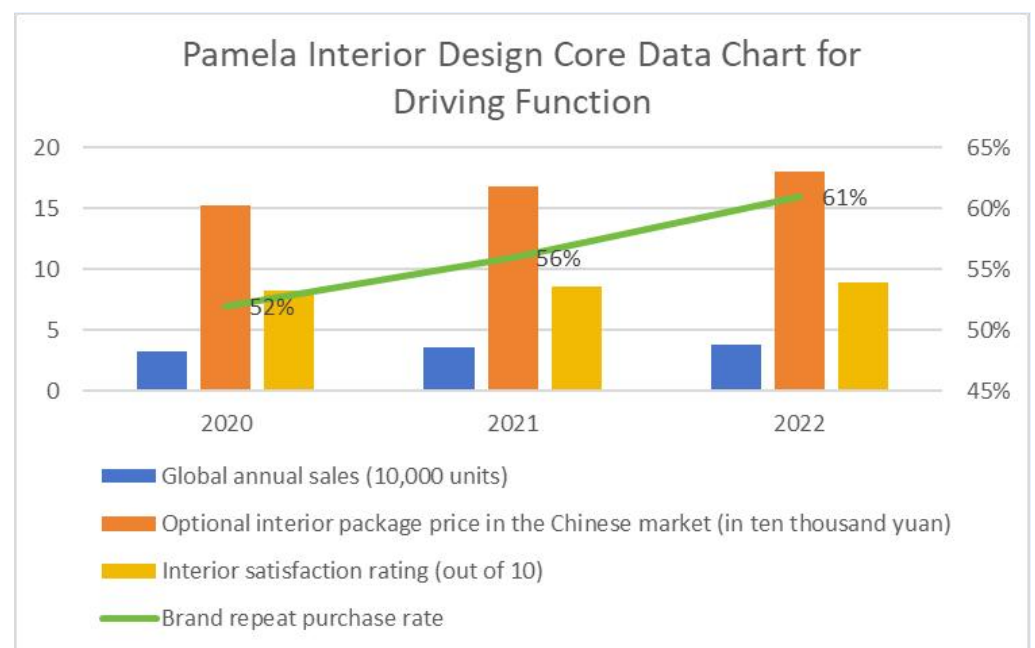


Figure 7. Panamera Interior Design Core Data Chart for Driving Function

## 6. Conclusion

### 6.1 Conclusions on Inheritance and Innovation

To summarize the research on the Panamera's interior design highlights Porsche's brand DNA—sportiness (derived from racing), luxury (defining standards), and precision (focused on craftsmanship). The Panamera's interior inherits iconic elements from classic models such as the 911 and 718, including the recognizable circular instrument cluster and five-circle layout, with innovative features for the future.

For example, its center console integrates a large touchscreen and digital instrument system, incorporating advanced technology while maintaining the brand's consistent minimalist aesthetics and high functionality. In materials, it uses high-quality soft leather and exquisitely crafted metal trims, enhancing the cockpit's luxury and meeting high-end consumers' expectations for quality. The color matching offers rich customization options that reflect Porsche's elegance and dynamism, catering to diverse tastes.

Balancing brand culture and consumer needs, the Panamera sets a benchmark: it embeds Porsche's pursuit of speed and driving passion into daily experiences, conveys core values through refined details, and cares for both driver control and passenger comfort. Customization, like adjustable seats and interior themes, strengthens the

emotional connection between the user and the brand. It also advances sustainability by using certified eco-friendly and recycled materials, aligning with global environmental trends, and enhancing a responsible brand image.

Market response shows that consumers widely appreciate its interior for combining heritage and innovation. Authoritative research indicates that an exquisite, tech-savvy interior is key to attracting high-end customers, helping it stand out from competitors. This strengthens Porsche's leadership in the luxury sector, boosts sales, and shows how excellent interior design enhances brand value, deepens user connection, and attracts consumers.

Looking ahead, as automotive intelligence advances and consumer demand for personalization and sustainability grows, interior design remains a vital competitive factor. The Panamera's balance of classic tribute and future innovation provides a valuable model for the industry's ongoing development.

## 6.2 Outlook on Future Interior Design Trends

As technology advances and consumer needs continue to diversify, the future of automotive interior design will increasingly emphasize intelligence, personalization, and sustainability.

Interiors will integrate more advanced technologies, such as Augmented Reality (AR) navigation systems, intelligent voice assistants, and biometric technology, to enhance the driving experience and safety. For instance, the interior design of the Porsche Panamera may incorporate more intelligent interfaces that interact with the driver. Through data analysis and machine learning, these interfaces will optimize personalized settings, thereby creating a more human-centric driving environment.

Personalized design will address the unique needs of different users through advanced customization options. For example, 3D printing technology will enable personalized customization of seats and interior components to adapt to users' varying body types and preferences. The Panamera's interior design is likely to offer more flexible customization, allowing consumers to select every detail, from materials to colors. This approach will preserve the brand DNA while enabling users to express their individuality.

Sustainability represents another key trend in future interior design. As global environmental awareness grows, interior materials will increasingly shift toward recycled and bio-based alternatives to reduce environmental impact. The Panamera's interior design may adopt more eco-friendly materials—such as fabrics made from recycled plastic bottles or plant-based leather—while maintaining its luxury and sporty brand identity. As the renowned designer William Morris stated: "Have nothing in your house that you do not know to be useful, or believe to be beautiful." This philosophy will be applied to interior design, ensuring that all materials and design element aligns with both aesthetic and functional standards.

In summary, the future of Porsche Panamera's interior design will revolve around intelligence, personalization, and sustainability. This will not only enhance the brand's competitiveness but also lead to new trends in automotive interior design.

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