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[Mercedes-Benz](#) showcased the Concept FASCINATION design study at the 2010 Auto Expo. This unique vehicle, whose innovative and unconventional proportions interpret the emotional appeal of a coupé in a new way, represents an exciting and intelligent combination of sporty and elegant design with stylish practicality. Wood, aluminium and smoked glass give a particularly exclusive look and feel to the luggage compartment which incorporates a refrigerated compartment and a humidor as well as offering a large load space.



Concept FASCINATION is a unique jewel of compelling automotive design which is distinguished by its irresistibly dynamic lines yet still offers the benefits of a large luggage compartment. A particularly notable feature of the design is that the practical load space develops organically from the exciting and elegant lines of this lifestyle coupé, giving it its special charisma. Inside, the tone is set by fine, exceptional materials hand-crafted to the

highest standard. Absolute perfection and attention to detail make this design study an incomparable gem which conveys at one and the same time a sense of sporty forward movement and elegance, savoir-vivre and exclusivity of the highest level.



The engine line-up includes the new four-cylinder diesel engine which features BlueTEC technology and develops 204 hp from a displacement of 2.2 litres. The design study's elongated body is dominated by the dynamic front-to-rear sweep of its lines which gives it a dynamically charged look, evoking movement even when the vehicle is stationary. This impression is emphasised by the long, frameless, side-window line which describes a continuous arc from front to rear, uninterrupted by a B-pillar. As a result, the large load space in the rear is integrated in the vehicle body cohesively and harmoniously while also increasing the impression of length and creating a remarkable sense of lightness. The side windows can be lowered completely to provide an uninterrupted view of fine materials which have been used inside the vehicle.



A sense of forward-flowing energy is created by the wedge-shaped profile of the design study whose sides are structured by taut, clearly defined lines which grow out of the surfaces organically and disappear back into them in the same subtle way. Sensitively sculpted surfaces, alternately concave and convex, are defined by the shoulder line, undercut feature line and an additional line to form a gentle, yet pronounced linear flow complemented by an intriguing interplay of light effects. In short, flowing surfaces and arching structures create compelling forms.



The wheel arches are powerfully sculpted. In the rear wings in particular, the rounded treatment of the flared wheel arches is characterised by a degree of almost sensual exuberance – a classic Mercedes-Benz design element of the past – which is taken to an elegant conclusion in the lines of the rear. In order to maintain the flow of the surfaces and edges, the door handles are visually extended rearward of the doors into the sides of the vehicle.



The ConceptFASCINATION study was not created merely to arouse interest in a new and unusual design concept. It is much more a matter of giving designers the opportunity to play around with unconventional topics, to look at things in a new way and to explore new ideas. Design studies also serve to stimulate a closer dialogue with customers and to gauge the public reaction to new ideas for cars. They help Mercedes-Benz designers to get a feel for future styling trends and to develop new design idioms.







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