Realistic cars for times of crisis

15/01/2014





ME.WE, the new concept created by Toyota, aims to be a true alternative to status-symbol cars by applying greater simplicity. This translates into greater adaptability and agility and represents a turning-point away from the culture of "more" towards the culture of "better". The project is the fruit of collaboration between designer Jean-Marie Massaud and Toyota Europe Design Development (ED2), and it marks a change in direction with regard to the design and engineering of traditional cars.

This prototype can be transformed into a pickup, a convertible, an off-road vehicle and compact city car. These transformations are possible thanks to an aluminium tubular chassis covered with bodywork consisting of interchangeable recycled expanded polypropylene panels (doors, sides, hood, bumpers, etc.). Bamboo is used on the floor and horizontal surfaces, with inspiration clearly drawn from the resistance and warm aesthetics of boats.

The design also incorporates an electric engine in each wheel, transforming it into a two- or four-wheel drive vehicle with the capacity to move effectively over a wide range of different terrains.

On board, passengers always take priority over luggage, which can be transported on the bamboo roof protected by a neoprene covering stored inside the roof’s front section. The rear

bench-like seat sits on rails that lie on the floor and it can be folded down or removed for use when picnicking outdoors.

This is the ME.WE, a sensory experience clearly designed for people with a vision of the future, but also a viable vehicle for the here and now. It can be adapted to a wide variety of lifestyles as it combines great innovation with a use of environmentally-friendly materials.