

# Infiniti Partners With Art Schools For Design Concept

ASHVILLE: Infiniti debuted its QX Inspiration Concept at the North American International Auto Show, showcasing the future of the brand's design language for an electrified era.

Following the unveiling of the QX Inspiration, Infiniti is launching a dual partnership with the ArtCenter College of Design in California and the College for Creative Studies in Michigan. The collaboration, including design students from Detroit and Los Angeles, began in January and will continue until May 2019.

Led by Alfonso Albaisa, senior vice president of global design at Nissan Motor Co., Ltd, and Karim Habib, executive design director at Infiniti Motor Company, Ltd., the program will create an opportunity for the two to interact with the next generation of automotive designers as they work to create the aesthetics of a future SUV. Throughout the four-month program, the duo will provide the schools with insights on company culture and design.

"The collaboration with the ArtCenter College of Design and College for Creative Studies comes at the perfect time for



Infiniti," said Albaisa. "I cannot be more honored to have the opportunity to work with future talent as they enter the beginning phases of their automotive design career. Our design teams are challenging themselves daily and this experience will allow for us to all gain a new perspective on design

throughout the challenge." Infiniti most recently debuted its QX Inspiration concept vehicle at the North American International Auto Show. Its design signals a new era for the brand enabled by technology, with a form language hinting at the potency and character of electrified

powertrains. The interior of the QX Inspiration concept is hand-crafted using traditional techniques and a choice of materials inspired by a subtle Japanese sensuality. The development of new electrified vehicle platforms enables the creation of spacious, lounge-like

interiors influenced by 'omotenashi', the Japanese approach to hospitality. Providing a seamlessly enabling and instinctive experience, the cabin incorporates technologies to create a welcoming environment, while assisting drivers and connecting occupants to the world around them



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† Offer available on retail leases of new 2019 CX-5 GS AWD (NNSN89AA00) with a lease APR of 3.90% and 130 bi-weekly payments of \$179 for 60 months, the total lease obligation is \$26,445, including down payment (or equivalent trade-in) of \$3,215. As shown. Offered Pricing for new 2019 CX-5 GT (NXTN89AA00) with a lease APR of 3.90% and 130 bi-weekly payments of \$203 for 60 months, the total lease obligation is \$29,646/\$36,954, including down payment (or equivalent trade-in) of \$3,215. Lease payments include freight and P.D.E. of \$1,895, \$10 OMVIC fee (all models), \$20.00 Tire Stewardship Fee (all models), \$100 Air Conditioning charge (all models), \$150 Lease Dealer Service Fee (all models) and PPSA of \$90.95. First monthly payment is due at lease inception. 20,000 km per year mileage allowance applies; if exceeded, additional 8¢ per km applies. Offers exclude HST. Offered leasing available to retail customers only. Licence, insurance, taxes and down payment (where applicable) are extra and may be required at the time of purchase. Dealer may sell/lease for less. Dealer order/trade may be necessary on certain vehicles. Offers valid February 1 - 28, 2019, while supplies last. Lease and finance on approved credit for qualified customers only. Offers subject to change without notice. Visit mazda.ca or see your dealer for complete details.