



rethink    renew    respond



## Rethink

Consumer desires continually change. The automotive market shifts. In order to stay ahead of the curve, a company must be willing to adapt – to rethink everything. At Johnson Controls we repeatedly apply this discipline to the interior experience each year.



## Renew

Renewable materials are at the heart of sustainability. With our re3 plug-in hybrid, we combined these materials with smarter features and a significant reduction in mass to create an interior that renews everything – including the driver's experience.

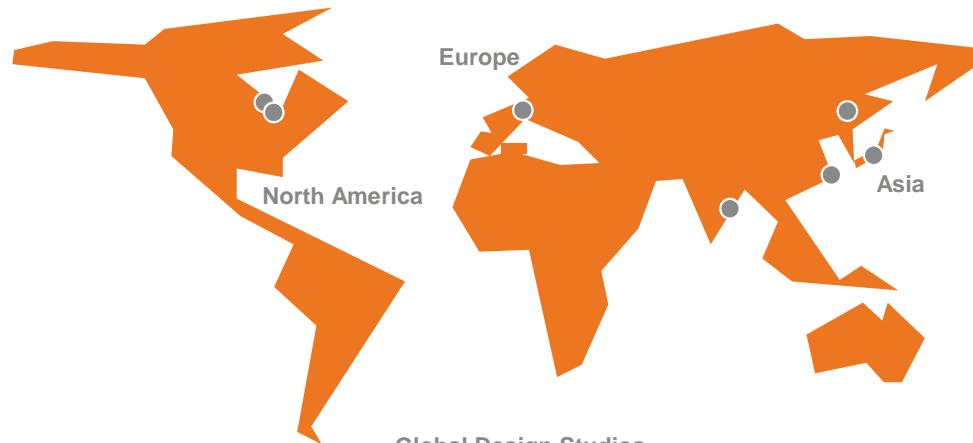


## Respond

With our re3 plug-in hybrid interior, we found a way to respond not only to consumer desires, but also to key industry issues. By integrating compelling HMI, redefined seating architecture and increased storage, we respond in ways that not only perform, they also inspire.

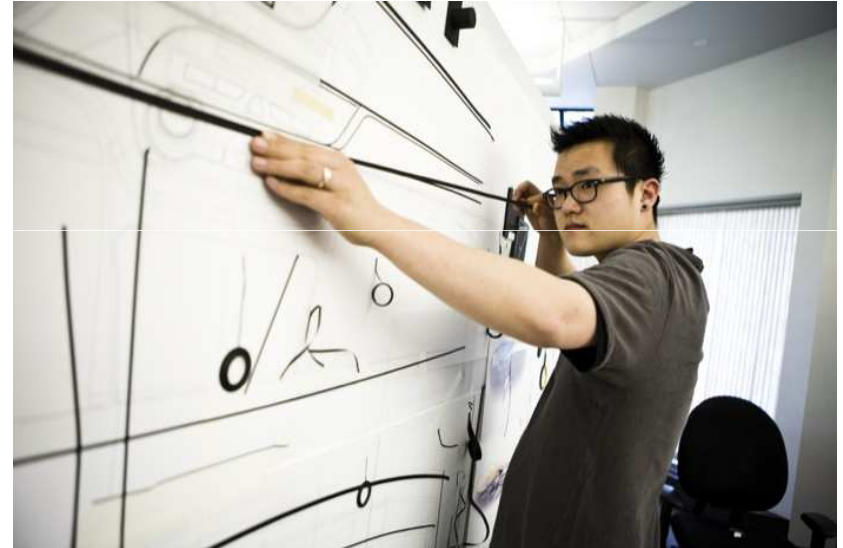
## passion and pride

Having several development centers through-out the world it provides Johnson Controls understanding into the regional differences from market to market. We leveraged this expertise & knowledge into the development of the re3 by involving designers and engineers from North America, Europe, & Asia.



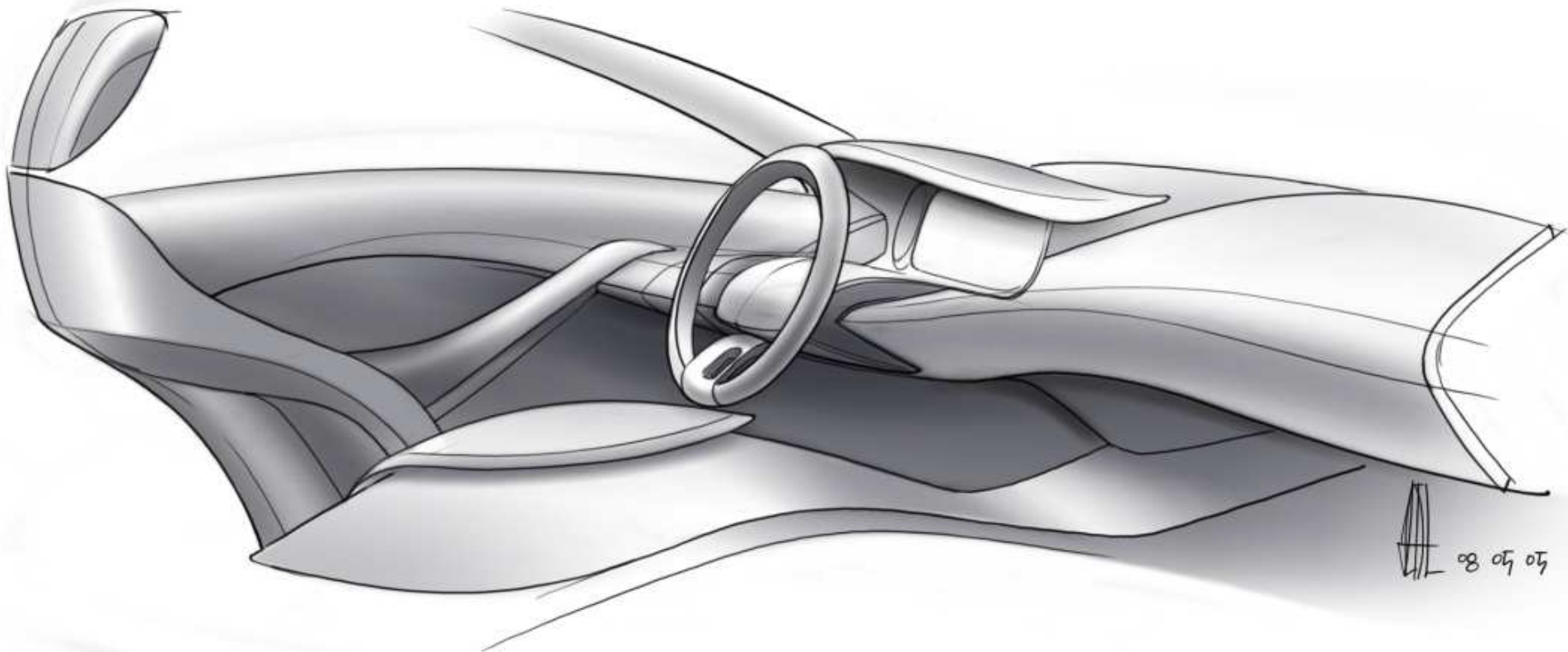
### Global Design Studios

Burscheid, Germany  
Holland, USA  
Plymouth, USA  
Ayase, Japan,  
Shanghai, China  
Changchun, China  
Pune, India

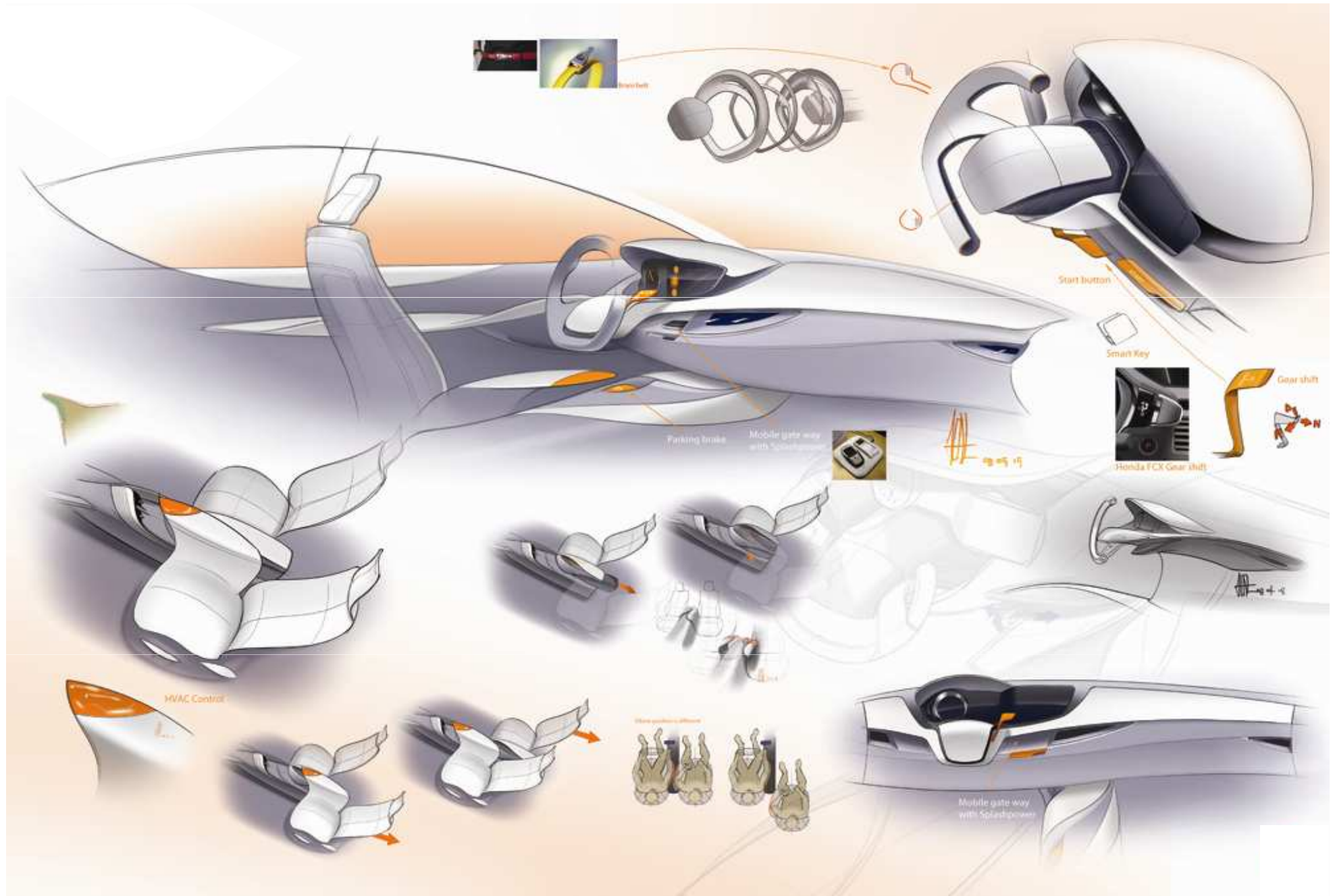


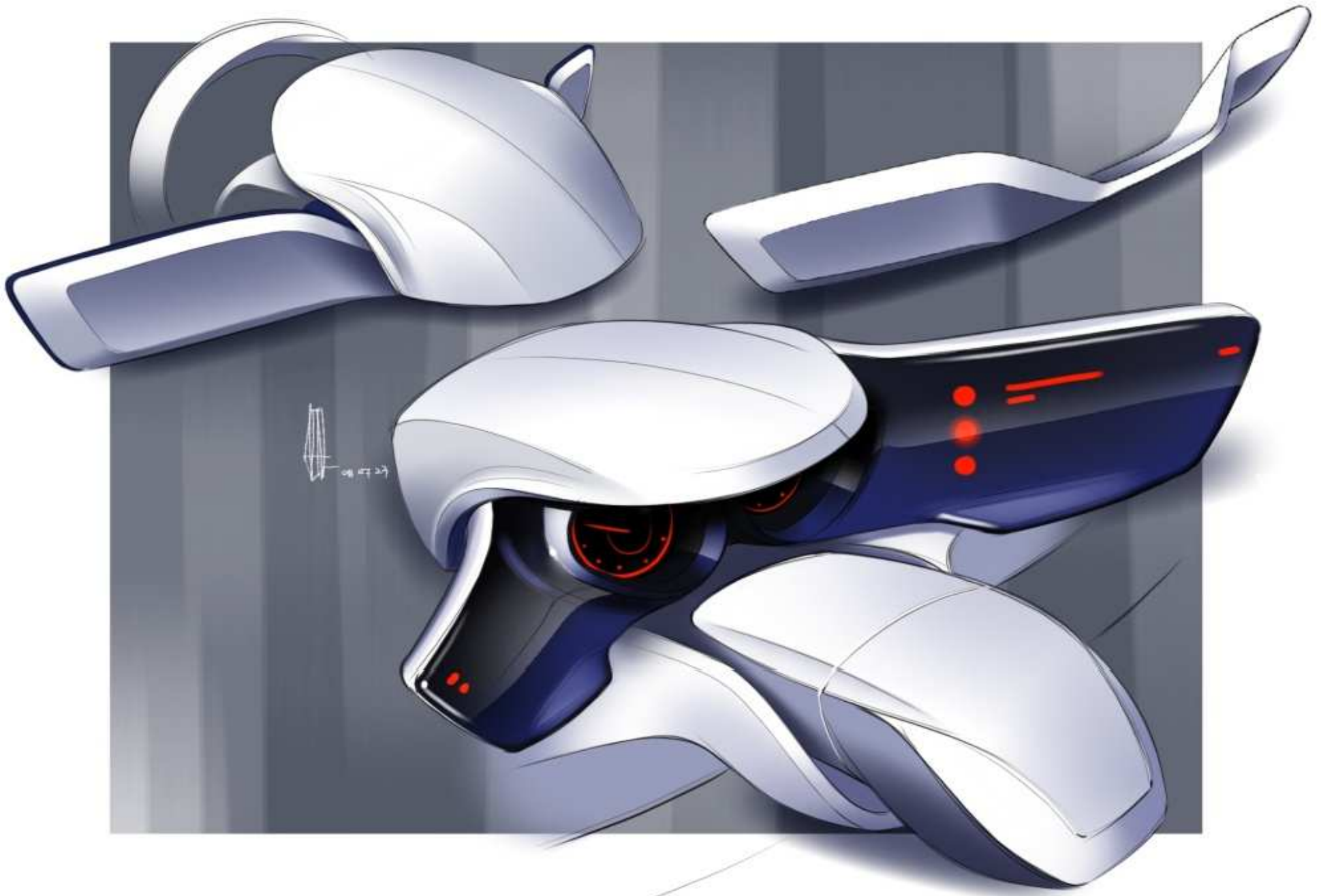
## pure and lean

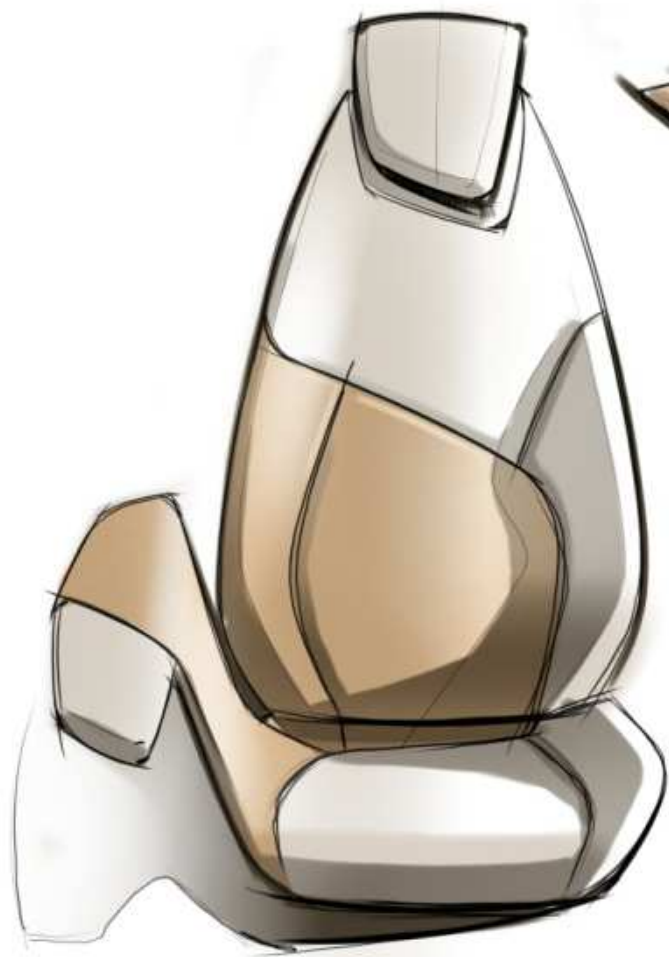
Sustainability should not diminish aesthetics – rather it should create a new dynamic that blends clean lines with a clear conscience. That's why re3 is designed to be pure and lean in every way.



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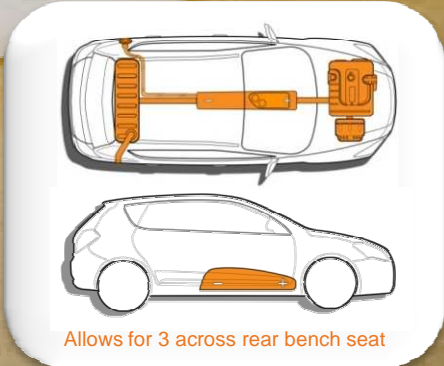


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## **down-size the vehicle – not the features**

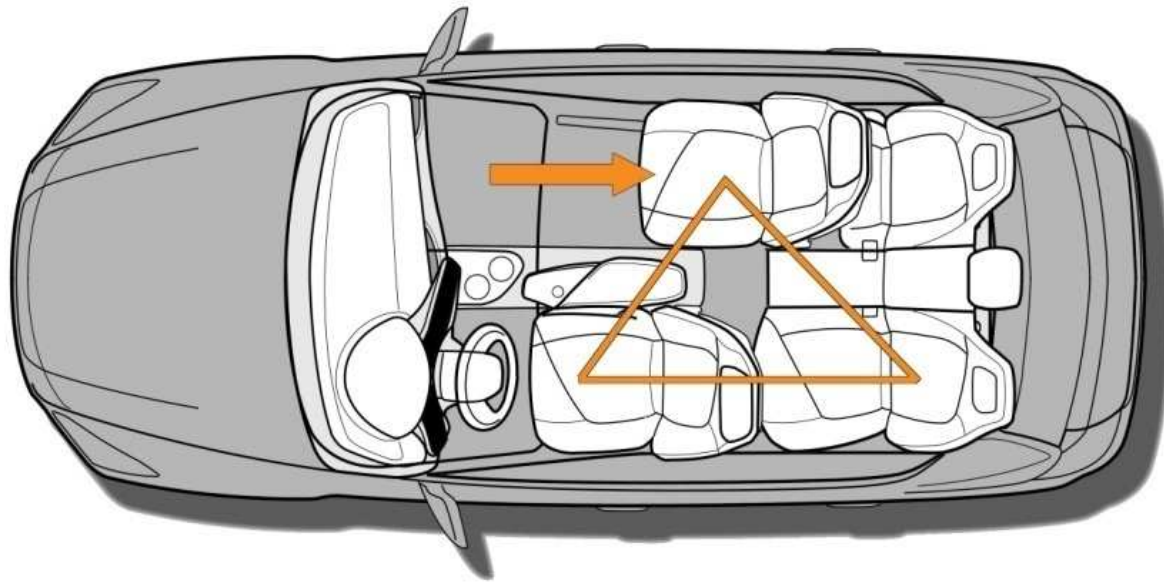
Consumers today demand smaller cars which are more fuel-efficient and eco-friendly, without compromising features and a premium feel. A key goal of the re3 was to offer more room in less space, more amenities in a value-priced segment, and more fuel-efficiency in a vehicle with an appealing personality.























Making-Of  
Video

Behind the scenes documentary of the groundbreaking re3 hybrid car interior

Johnson Controls' re3 concept vehicle exemplifies a smart environment that has three key elements:

**rethink** – shifting the paradigm of what a small car should be, enabled by innovative engineering;

**renew** – providing an interior based on the core principles of sustainability; and

**respond** – presenting a holistic experience that generates strong consumer appeal, through a focus on human machine interaction (HMI), comfort and interior ambiance.

The re3 was first shown at NAIAS in Detroit in January 2009.

It's European debut was at the IAA in Frankfurt in September 2009



**Get more mileage...**  
**inside your vehicles too.**



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