



SAAB

Style Guide

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IDENTITY

THE SAAB BRAND

Scandinavian born and bred by engineers for performance, Saab vehicles are made with the driver in mind. Designed to provide an experience that is moving. Since the company's start, Saab has prided itself in its engineering expertise, innovation and dedication to making high-quality, safe cars. Even after sixty years of history, Saab has never lost touch with its progressive roots.

BORN FROM
JETS



VALUES



Performance
Innovation
Safety
Expertise
Intuition



HERITAGE

TIMELINE: EARLY YEARS

Saab's launch into the automobile industry came after its history as a division of the fighter plane company, Svenska Aeroplan Aktiebolaget. In 1947, Saab released its first passenger car, the UrSaab 92001. With 50% less drag than any other car on the market, the UrSaab was a milestone in aerodynamic technology and quickly became a styling classic. The Saab 95, made in limited production led to the technical innovations

of the Saab 900, the first production car ever offered with turbo. Beginning in the mid 20th century, Saab experienced several ownership changes; in 1969 to Saab Scania AB and in 1989 to General Motors. With GM at the helm of Saab, the "classic" 900 was given an update by the mid 90's, marking the new decade of General Motors ownership.

1947

92001 UrSaab



1959

Saab 95



1989

Saab 900



TIMELINE: MODERN DAY

Still under the parent company of General Motors, Saab released the 9-3, intended to be a rebadged model of the Saab 900. The Saab 9-7x, the company's first SUV was also the first American-built Saab, which featured the Saab brand on a GM platform. Saab's automobile line experienced further

changes with the 9-5, the first Saab to be almost fully developed by GM and released under the Swedish brand Spyker Cars. The 2011 9-5 was therefore the first Saab to be developed by GM yet released under the new Swedish owners.

1998

Saab 9-3



2005

Saab 9-7x



2011

Saab 9-5





STYLING

EXTERIOR DETAILS

After decades of deviating from the original teardrop shape of the Ursaab 92001, more recent models have revisited Saab's original brand language. The line is a modern take on a design classic, unifying bold styling and attention to detail. Surfaces and materials transition seamlessly, every contour line and cutoff is placed precisely where it ought

to be. Unique visual cues include the blue tint of the headlights or the accents of the angled exhaust pipe and grill. The newest line of vehicles is just as distinctive as the original 92001. And the Saab tradition of blending performance and design is more than evident.



INTERIOR DETAILS

Saab's extensive history in aeronautics and aviation provided all the inspiration needed for an experience that no other manufacturer can provide. Each and every interior offers a functional, design conscious platform organized in an intuitive, driver focused system.

Utilizing asymmetry to its fullest, the car's control panel is angled towards the driver. Accented by subtle visual cues including aluminum highlights, subtle material transitions and ambient backlighting, Saab strives to combine all the precision of an aircraft with all the finesse of a luxury sedan.



“Your car should be so intelligent, so intuitive, that you would never imagine its features any other way”



FAMILY

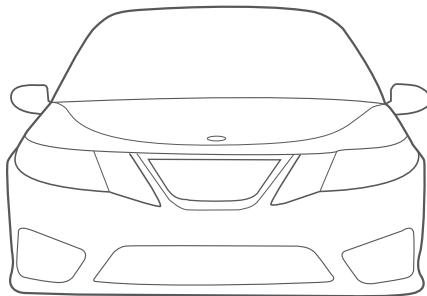
An affinity for detail and sophistication is apparent in the Saab family line. Saab's Scandinavian design philosophy lies in the sleek profile and accentuated angles. The interior and exterior are reminiscent of a jet cockpit, an overarching theme in the brand history. Each model's contour is evocative of the original teardrop body of the Ursaab

92001, lending to the streamlined aerodynamic appearance. Other common features include wrap around headlights, subtle detailing to features and consistent use of striking shapes and angles. Saab's bold and elegant styling has always remained true to their heritage.

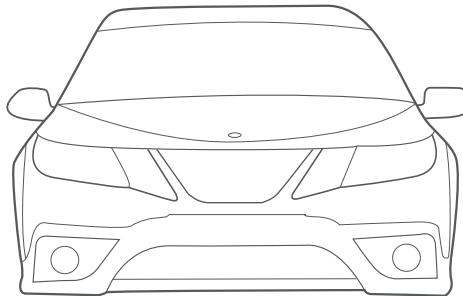


VISUAL LANGUAGE

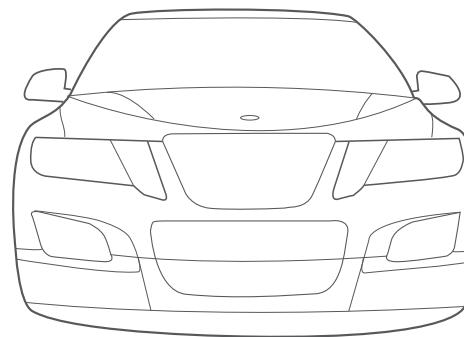
When stripped down to the basic contours,
the visual language is apparently consistant
throughout the line.



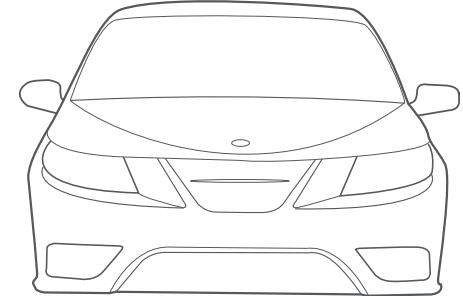
9-3



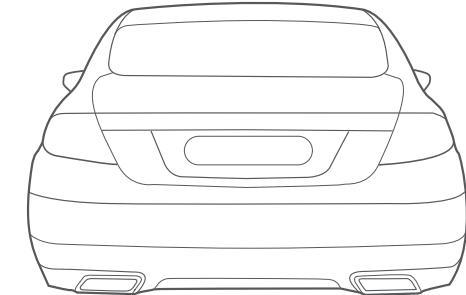
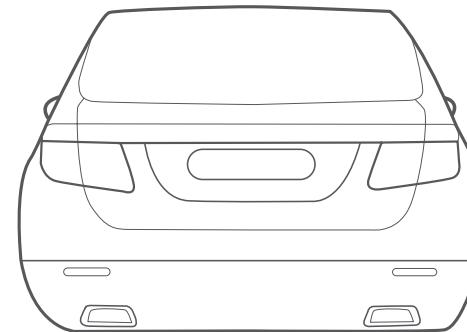
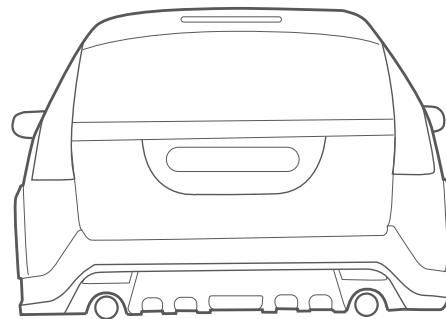
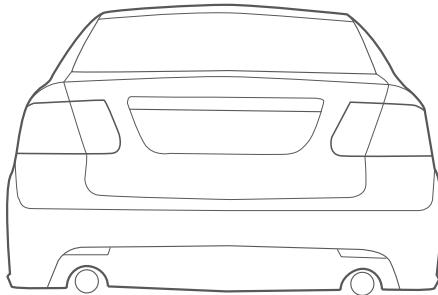
9-3X



9-4X



9-5



PROPORTIONS

Saab's line of 2011 vehicles maintain a consistent use of styling and proportions. Excluding the 9-4x SUV, Saab's sedans and wagons contain similar proportions, which gives them a strong visual relationship.



Saab 9-3x

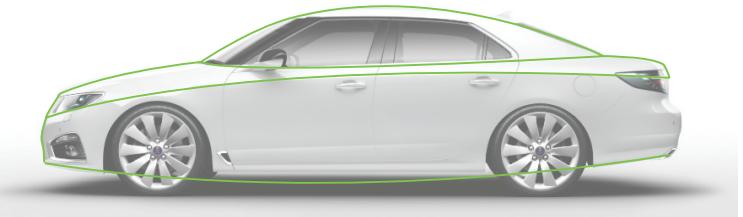
(Relative to Wheel Size)

Height: 2.25

Length: 7

Wheelbase: 6.25

Cabin: 5



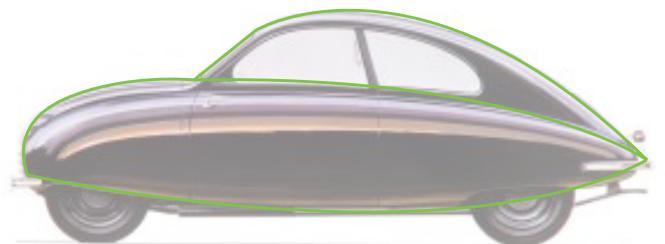
Saab 9-4x

Height: 2.25

Length: 6

Wheelbase: 4.75

Cabin: 4



Saab 9-5

Height: 2

Length: 7

Wheelbase: 5

Cabin: 4





SAAB 9-5

2011 SAAB 9-5 SEDAN

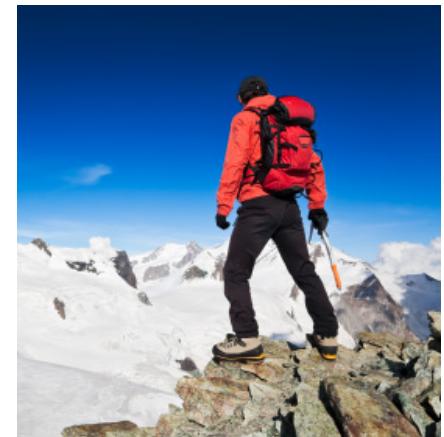
The 9-5 sedan is the culmination of Saab's most intensive efforts to combine engineering and performance technology with unique design. Meant for luxury but built for acceleration, the 9-5 is a sophisticated yet aggressive vehicle. Chrome accents, arresting angles and customizable

interior and exterior features make the 9-5 a car for the individual. The rounded tail and sweeping profile recall the designs of past models. The interior is understated yet alluring, emphasizing detail and innovation. Saab takes pride not only in its attention to form and function, but also to the driver.





The Saab brand wouldn't be where it is without its customers. It's a type of loyalty that lasts a lifetime. It's living your life to the fullest and knowing that you have a car that you can depend upon. Saab customers are progressive, open-minded and aren't afraid of a little adventure.



TARGET AUDIENCE

PERSONA: PHILIP

Phillip is a successful, young professional. He currently lives by himself in a renovated loft, located in the middle of Manchester. As the marketing director for an alternative record label, Phillip is very tech savvy and keeps up to date with the latest innovations and networks. When he is not hard at work, Phillip enjoys exploring the nightlife at concerts and new bars in the area.



PERSONA: ROB

Rob and his wife, Jill had been living in the city since they were married two years ago. It wasn't until Jill became pregnant that the couple finally decided to move from downtown to the suburbs just outside of the city. Within the next year, Rob received a promotion and was finally able to afford a new car. He wanted something intimidating yet graceful, something powerful yet safe. Now a proud owner of a Saab 9-5 sedan, Rob looks confident in his car on his way to work. He feels confident too, confident that he can

rest assured that his wife and child are riding in one of the safest and most innovative vehicles on the road.

Everyday, Rob looks forward to the drive home from work. His weary look and sluggish pace vanish as he as he presses the ignition button and pulls out of the garage. Sometimes he leaves work a little early to avoid rush hour so he can have more of the road to himself. With a turbo engine and a sleek, cockpit like interior, the 9-5 is the rush Rob needs in his life.



PERSONA: ASHTON

Ashton has been living with his longtime girlfriend in a suburb of San Francisco for 3 years. At 32 years-old, Ashton is a successful professional working at a local ad agency. Ashton is an outdoor enthusiast and stays active to relieve the stress of his demanding job. Even though Ashton makes sure to turn off his email during his leisure time, Ashton likes to feel connected and 'in the know' when he's spending time outdoors.



