



INFINITI DESIGN LANGUAGE

Power and artistry. Bold yet nuanced. Infiniti design is characterized by dualities. The inspiration may come from art or poetry but the execution is always powerful and purposeful. Specific elements have been designed into the line-up to make it distinctly Infiniti.

Double arch grille

The bold top arch represents a bridge, while the lower arch takes on a more fluid form as the bridge's reflection in the water. Poetic as the image is, the thick and deep grille anchors the face of each Infiniti vehicle and is the source of oxygen for the car's powerful engine.

Focused human eye headlight

The Infiniti headlight is inspired by the human eye, with a seductive but penetrating stare. Emulating the eyelid, the horizontal lighting signature cuts across a third of the projector to give the headlamp a glance that is both alluring and intense.



Crescent cut C-pillars

The crescent cut C-pillars were modeled after the first or last phase of the moon when only the last sliver is visible. Going beyond stylistic flourishes, the crescent-cut C-pillars are now an integral part of the vehicle structure.



Strong assertive shoulder, flowing musculature

With engineering advances, Infiniti has been able to create sharp and deep bodies, enhancing the artistry of the body dramatically.