SEGMENT REPORT

Compact SUV (C-SUV) wheel-design review

Graphic identity for everyday SUVs

SCOPE	AS OF	EVIDENCE STATUS
Compact SUV (C-SUV)	2026-09-16	Example · review required

Executive overview

This working group offers a broad comparison of mainstream, premium and electric compact SUV references. Two-tone faces, geometric spokes and aero treatments coexist; their presence in this selected corpus is not a market-share estimate.

Decision question

How much angularity creates distinction while keeping an everyday SUV approachable?

This document combines source-linked product context and an explicit research protocol. Analyst interpretations are hypotheses. It contains no measured consumer survey, live social-listening results or engineering certification.

Executive interpretation

Use angular geometry, split spokes and controlled aero closure as alternative hypotheses. Separate surface contrast from spoke architecture so a polished face does not masquerade as a geometry effect.

- Bold contrast is visible at distance but may dominate an otherwise restrained body design. A dark wheel can suppress detail; lighting and image angle therefore need control.
- Digital engagement and OEM product photography do not establish Indonesian consumer preference.

Comparison framework

This working group offers a broad comparison of mainstream, premium and electric compact SUV references. Two-tone faces, geometric spokes and aero treatments coexist; their presence in this selected corpus is not a market-share estimate.

- Geometric / broad-spoke: compare within the same size and positioning boundary.
- Split / Y-spoke: compare within the same size and positioning boundary.
- Aero / covered: compare within the same size and positioning boundary.

Method and evidence boundary

This example package combines a curated product-reference corpus with linked manufacturer or editorial sources. It is a desk-research and design-comparison aid. The collection is purposive and balanced by comparison group, rather than a representative sample of vehicle sales or consumer choices.

- Preserve the source label, model year, market and visual provenance before assigning a comparison group.
- Code geometry, surface finish and powertrain independently. Treat descriptor-derived morphology as provisional until reviewed.
- Product claims require product sources. Emotional associations require people’s responses. Preference requires an explicit choice or rating study.
- Do not interpret prototype engagement, sentiment or confidence values elsewhere in the workspace as production measurements.

Recommended next study

Shortlist three matched designs for an Indonesian compact-SUV clinic. Hold wheel diameter and vehicle body constant and randomize the presentation order.

- Perception dimensions: Sporty, Precise, Futuristic.
- Keep the original Compact SUV (C-SUV) source labels visible when comparing markets.
- Digital engagement and OEM product photography do not establish Indonesian consumer preference.

Validation plan and decision gate

Use the reference set to formulate testable alternatives, then validate with the intended market and use case. Keep one primary research question per test. A panel should review both the wording and the visual stimulus before fieldwork.

- Standardize image angle, lighting, wheel diameter, tyre context and background; include whole-vehicle and isolated-wheel conditions when relevant.
- Pilot bipolar perception items with local participants. Treat the sample-size calculation as a study-design task, not a fixed number copied from this prototype.
- Randomize design order and separate brand-visible from brand-masked conditions. Retain exclusions and missing responses.
- Report uncertainty, subgroup coverage and out-of-sample model behavior before freezing an engineering baseline.

REFERENCE APPENDIX

Traceable product comparison set

The records below preserve the application IDs and original product descriptions. Verify market, trim and image identity at the cited source before making a specification claim.

ID / PRODUCT	SEGMENT / CONTEXT	WHEEL DESCRIPTION
VR-0186 Toyota Yaris Cross HEV	Compact SUV (C-SUV) 2026 · Indonesia	Dual-tone · turbine spoke Primary code: Directional / turbine
VR-0141 Hyundai Tucson	Compact SUV (C-SUV) 2025 · Indonesia	Five-spoke · angular geometric face Primary code: Geometric / broad-spoke
VR-0129 BMW iX1 xDrive30	Compact SUV (C-SUV) 2026 · New Zealand	Double-spoke 871M · bicolor Primary code: Split / Y-spoke
VR-0123 Honda HR-V e:HEV RS	Compact SUV (C-SUV) 2024 · Thailand	Diamond-cut · five split-spoke Primary code: Split / Y-spoke
VR-0118 Kia Sportage	Compact SUV (C-SUV) 2025 · South Korea	Geometric five-spoke · machined black Primary code: Geometric / broad-spoke
VR-0114 Lexus NX	Compact SUV (C-SUV) 2025 · Japan	21-inch multi-spoke · polished black Primary code: Multi-spoke
VR-0109 Volvo EX30	Compact SUV (C-SUV) 2025 · Europe	Aero shield · broad angular spoke Primary code: Aero / covered
VR-0104 Mazda CX-5	Compact SUV (C-SUV) 2025 · North America	Gloss-black ten-spoke · low contrast Primary code: Multi-spoke
VR-CN-071 OMODA C5 / O5	Compact SUV (C-SUV) 2026 · China · ASEAN	18-inch folded multi-spoke · gloss black Primary code: Multi-spoke
VR-CN-068 ZEEKR X	Compact SUV (C-SUV) 2025 · China · Europe	Layered multi-spoke · high bicolor contrast Primary code: Multi-spoke

Original product sources

VR-0186 · Toyota Yaris Cross HEV

https://auto2000.co.id/mobil-baru-toyota/p/yariscross/eksterior

VR-0141 · Hyundai Tucson

https://www.ebay.com/itm/256774455455

VR-0129 · BMW iX1 xDrive30

https://modules.bmw.co.nz/stock/details/5902309465/2026-bmw-ix1-new

VR-0123 · Honda HR-V e:HEV RS

https://www.autodeft.com/newcar/Honda-HR-V-eHEV-Facelift-MY24-Spec-And-Picture-Revealed-2024

VR-0118 · Kia Sportage

https://www.cars.co.za/motoring-news/2025-kia-sportage-first-look/268489/

VR-0114 · Lexus NX

https://lexus.jp/models/nx/features/option/

VR-0109 · Volvo EX30

https://www.john-clark.co.uk/hub/reviews/volvo-ex30-review/

VR-0104 · Mazda CX-5

https://www.detroitwheelandtire.com/2022-2025-mazda-cx-5-19x7-gloss-black-genuine-oem-wheel-9965437090-hol-65009-bbb-gloss-a.html

VR-CN-071 · OMODA C5 / O5

https://www.cheryinternational.com/

VR-CN-068 · ZEEKR X

https://www.zeekrlife.com/

Method and industry sources

OZ Racing: Ultraleggera HLT product specification

Industry terminology: double spokes, concavity, finish, production process and fitment are distinct fields.

https://www.ozracing.com/alloy-wheels/oz-racing/i-tech/ultraleggera-hlt

BMW: aerodynamic wheels for the iX3

OEM example of V-spoke structure with aerodynamic inserts. This is an engineering example, not consumer-preference evidence.

https://www.press.bmwgroup.com/africa-dom-easteurope/article/detail/T0305189EN/novel-aerodynamic-wheels-for-the-purely-electric-bmw-ix3?forceSitePreference=DESKTOP

Comparing Semantic Differential Methods in Affective Engineering

Research reference for semantic differential measurement. Local wording and scale anchors require piloting.

https://www.mdpi.com/2076-3417/10/14/4751

Retrieval/review cutoff: 16 September 2026. Source pages can change. Manufacturer wording is retained where relevant, while family tags and proposed study designs are analyst-authored.

Reproducible next step

Open Command Center step 4 to inspect the linked request. Retain this record ID (report-04), the included reference IDs and the corpus cutoff with any follow-up study. Export a new version if the target market or coding rules change.