

1 Page assessment sheet Hiriko "versus" New Isetta

Hiriko's Plug & Play assembly philosophy means that it can be blueprinted for production all over the world - a great idea. Below you find the folding car Hiriko and New iSetta side by side.



1. Quality decisive for success

Considering the newness (complexity?) of the Hiriko, question is how proper functioning, fit and finish and servicing can be guaranteed? Accidents and technical issues that happen in one part of the world may well influence sales in another part. The same applies to the New Isetta. On paper it looks like IGM pretty much covered these matters.

2. Safety comes 1st (safety perception 2nd)

[Will Hiriko meet crash test standards around the world?](#) Is safety compromised by its mechanics and the 0.75 meter gain in parking space over the Smart ForTwo? Will passengers feel protected?

3. Business model / Potential earnings *

[Licensing production to be taken place elsewhere may be a shaky basis as far as profits, but also in terms of employment. Aren't the Basque and/or Spanish government interested in creating new jobs and reaping the benefits of "Made in Spain" and having an export industry?](#)

4. Annual production / Market potential

Hiriko is capable of taking two people into town. You can park at least six of them where normally two cars (or three SEVs) would fit. According to the WIPO descry. "Hiriko is designed specifically for short intra-urban trips, to alleviate congestion in urban centers. The plan is to deploy the Hiriko in car fleets and to lease them to city residents". Which might be a problem. Daimler AG's Car2Go will probably obliterate any Smart rival.

[This sounds like production will be limited, at least initially.](#) Furthermore, a city where parking is that problematic that the Hiriko is required is probably a city where one has good public transportation. Nevertheless, Hiriko is a great new concept.



1. Quality decisive for success

It is actually low tech, which is good as far as durability, low maintenance and manufacturing ease. It is energy-efficient thanks to its sleek and lightweight body. The idea is to use a modern ICE to minimize weight even more. Plug-in EV mode is also possible. Two aspects in particular need sorting out: body lean during cornering and the curved glass panelling.

2. Safety comes 1st (safety perception 2nd)

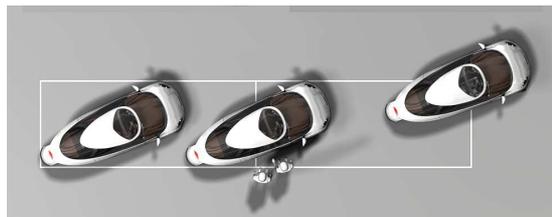
Safer than any 'similar sized' car. It is easy to see why. Conventional, walkway-side, boarding and exiting, the take-off from standstill position and the [three-seat](#) passenger layout are safety features in themselves (see picture below).

3. Business model / Potential earnings *

Business wise, but also in terms of know-how, employment and quality control, holding on to the way automakers operate, is recommended. [This means that involving a major car \(and/or motorcycle\) brand makes sense too. Perhaps a mix of both business models can be realized.](#)

4. Annual production / Market potential

This sexy wanna-have is meant to excite the 'smart phone generation' and fill in the huge void between automobile and motor scooter. It can be used in and outside cities, potentially utilizing freeways far more efficiently. Its long wheelbase gives plenty of long distance ride comfort. [An annual production of 100,000 seems modest - means 1 out of 800 potential buyers worldwide. Think singles, couples and one-child families.](#)



* No wonder automakers still nurture the proven "spider in the web" business model of a main contractor overseeing all aspects of developing, engineering, supply chain, quality control, assembly, marketing, distribution and branding. It means that they are in control and able to influence all other aspects as well, including the politics of where to produce and pricing. Last but not most certainly not least, there are the "economy of scale" principles to consider. Update 2013: Hiriko was terminated due to lack of funds.