

PONY car diffuser

Hyundai produced a car diffuser to celebrate the 'PONY', that Hyundai Motor Company's first independent model. Especially, the PONY was used as a taxi, making it a very familiar and loved from the people. So many people share their memory and interesting stories about the PONY taxi until now days.





Motivated from heritage

This diffuser's design is motivated from the PONY taxi fare calculator in 1970s, which is very unique. Fare was calculated when the driver turn the circle handle to the right side. It's rough and intuitive, but on the other hand it's also cute, so people still remember it.



Function

Put a scent disc into back and turn the handle to the right side. Then the hole on the back will be opened, and the scent comes out. Also you can close by pulling it back.



The user can change the message by turning side button. There are three messages that can give positive energy, and these are reflect that drivers giving words of blessing to passengers.



- Long time no see!
- Have a fragrant day.
- Wish you good luck.



pony

Long time no see!

H M R