

interior motives

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Does brand identity survive beyond its product boundary? Geoff Hollington considers some interior potential from the outside

interior motives becomes bimonthly
As part of its continuous evolution, 2004 sees interior motives magazine moving from a quarterly to a bimonthly publication – which means six issues this year instead of four. This has come as a response to the requests of the automotive industry. At the same time the magazine has moved to a **paid subscription** basis. A subscription form is included within this issue

www.interiormotivesmagazine.com

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