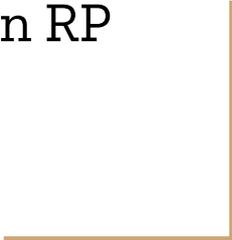




ED5510 - Design of Automotive Systems

Design of Zamorin RP



Group 3

ED14B008 - Ashish Kumar

ED14B009 - Atul Shreyas

ED14B035 - Rohan Saphal

ED14B038 - S. Seetharaman

ED14B040 - Shashwat Joshi

Market identification

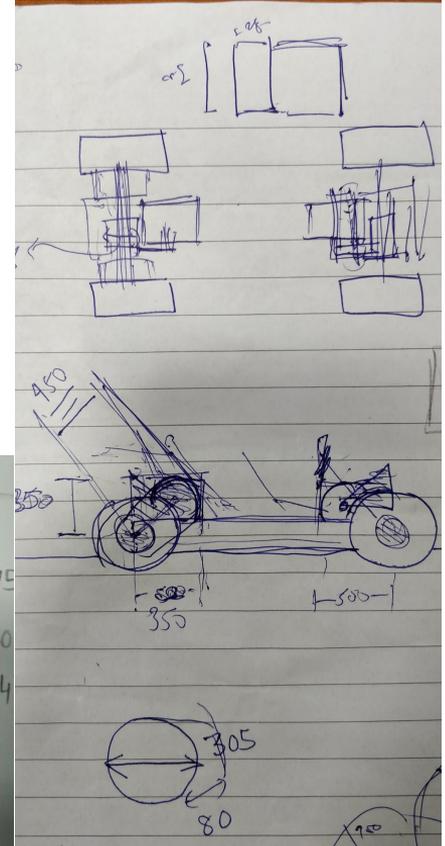
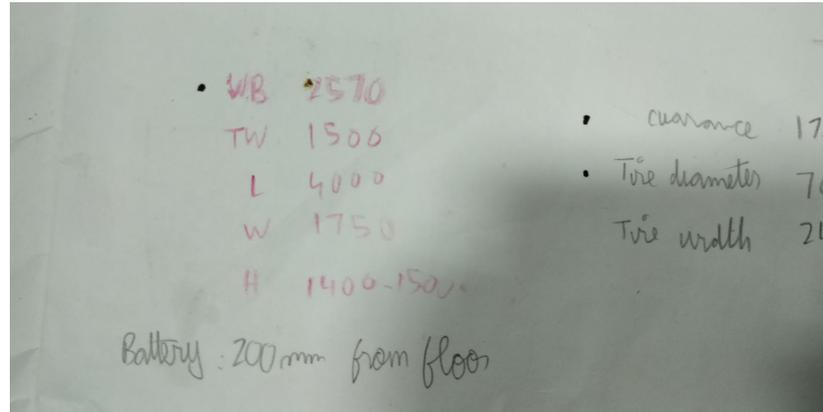
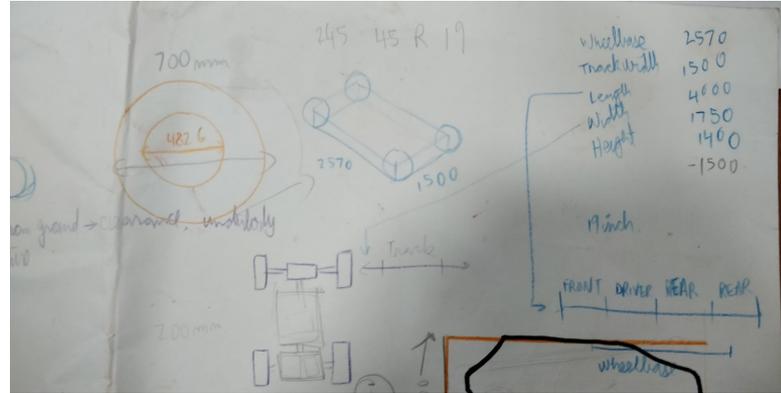
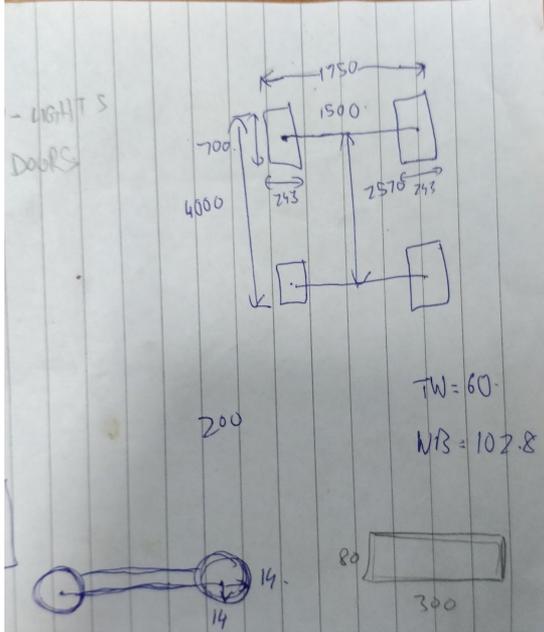
Our target market is the hot hatchback car segment, which is not a prominent segment in India currently. This is a highly popular and competitive segment in other countries, and we believe that the growing youth executive population in India would find this an aspirational goal in the future.



Preliminary sketches - Requirements

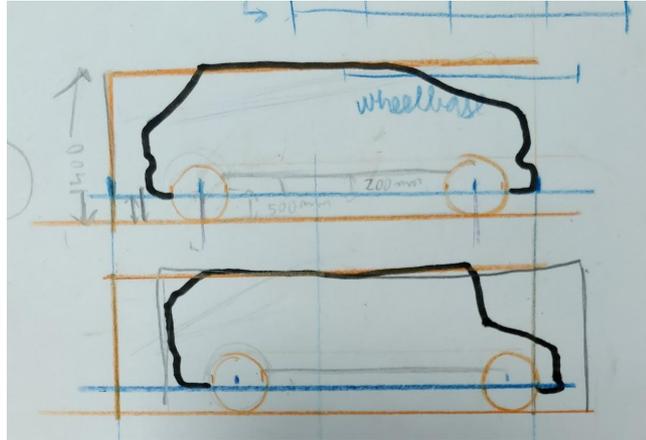
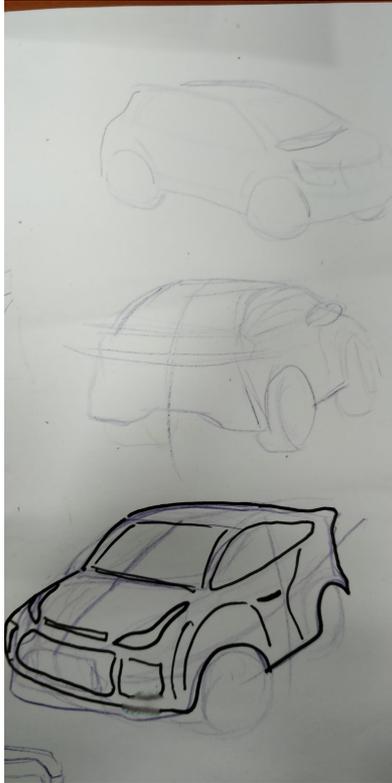
- Unconventional hatchback with futuristic shape
- Strong lines for body and hood
- USP -
 - Front grill
 - Taillight
 - Two-door design

Preliminary sketches

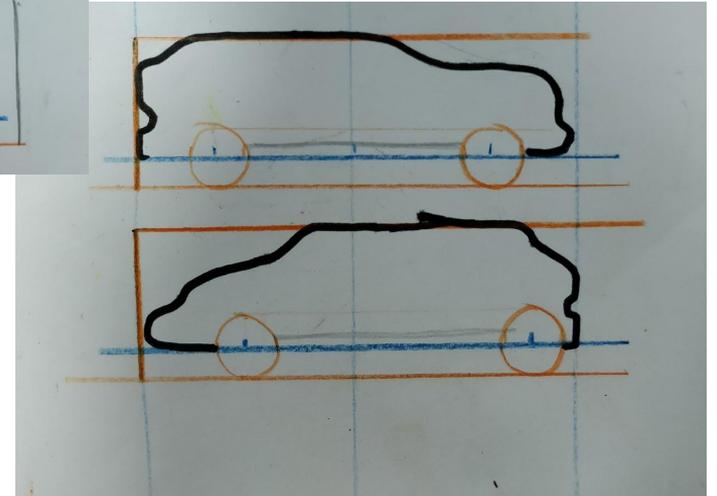


Initial dimensioning

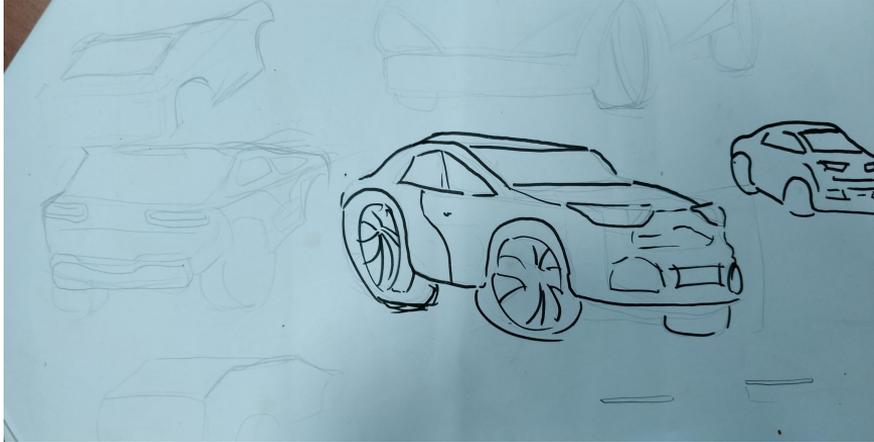
Preliminary sketches



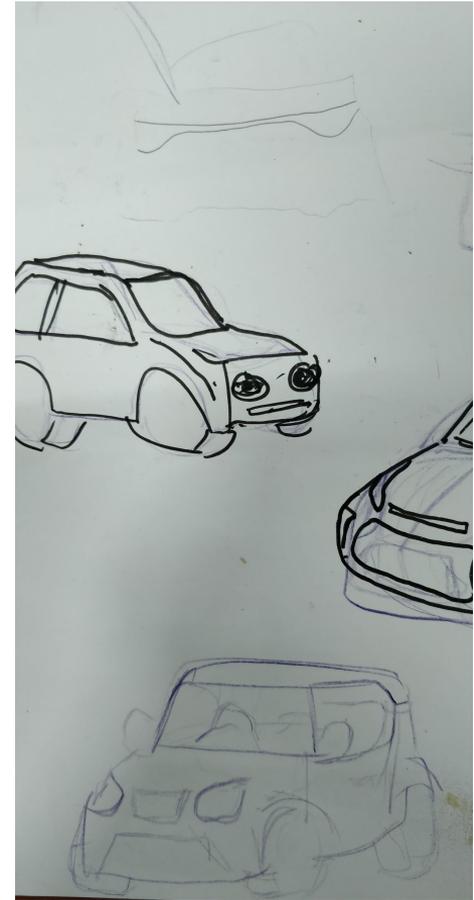
Exterior options -
shape



Preliminary sketches



Exterior options -
perspective view & finish

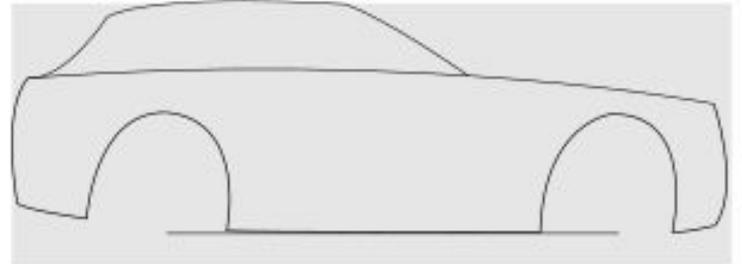
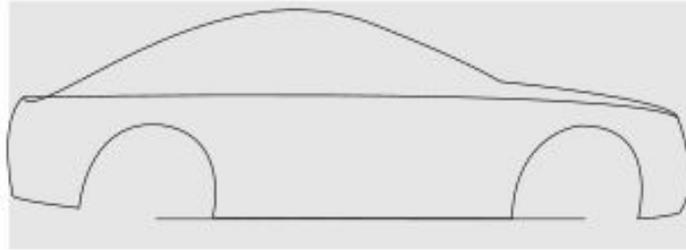
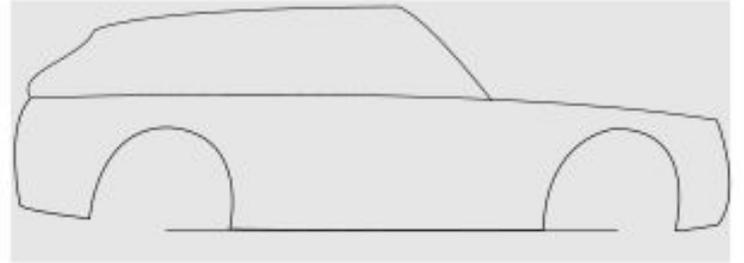
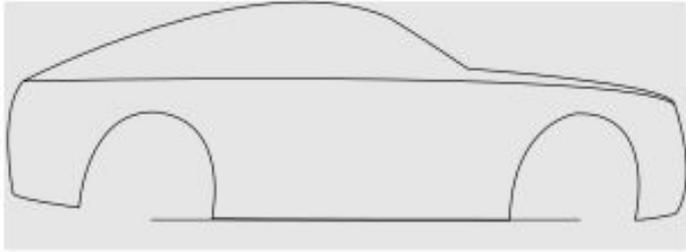


Preliminary sketches



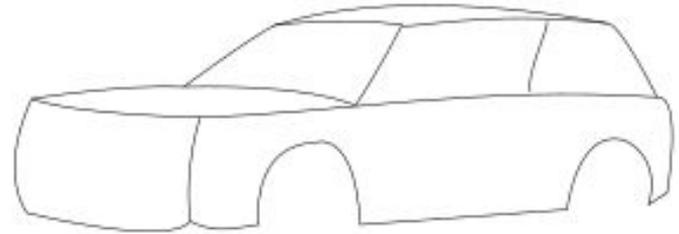
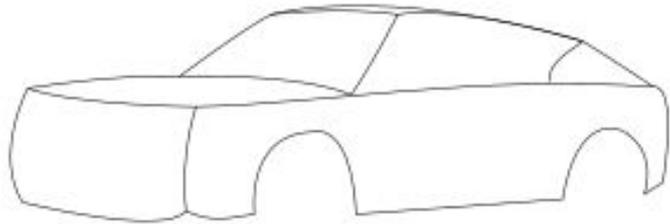
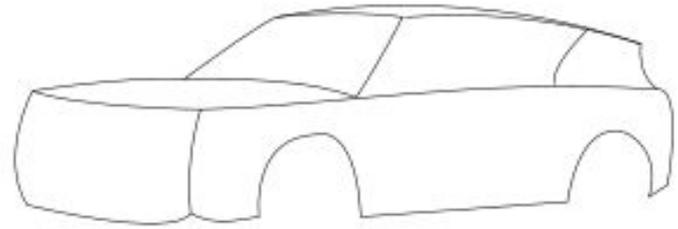
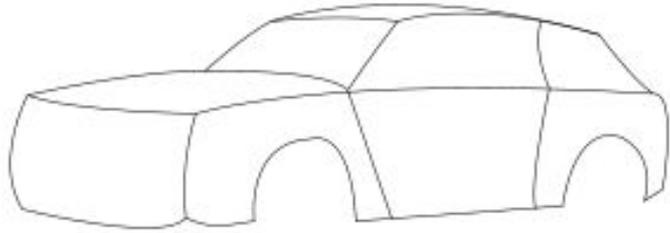
Headlight design ideas

Digital sketches



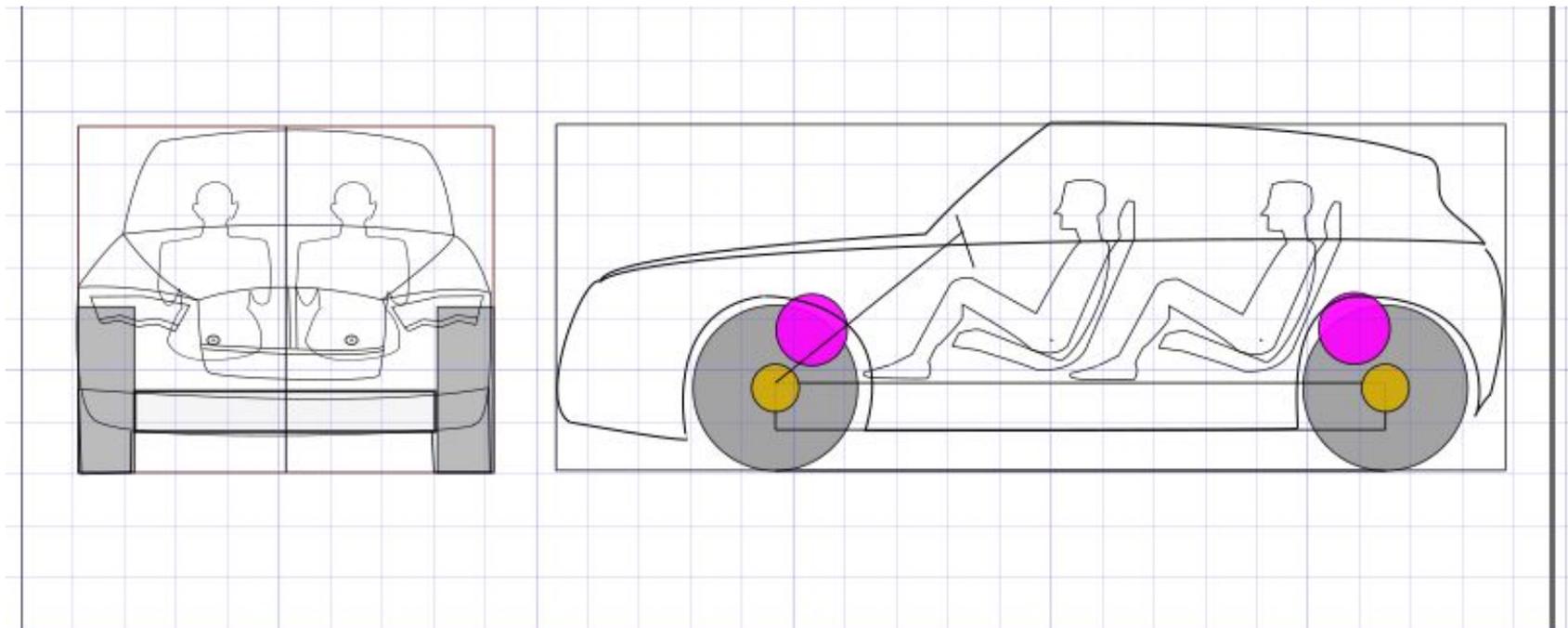
side views - design options

Digital sketches

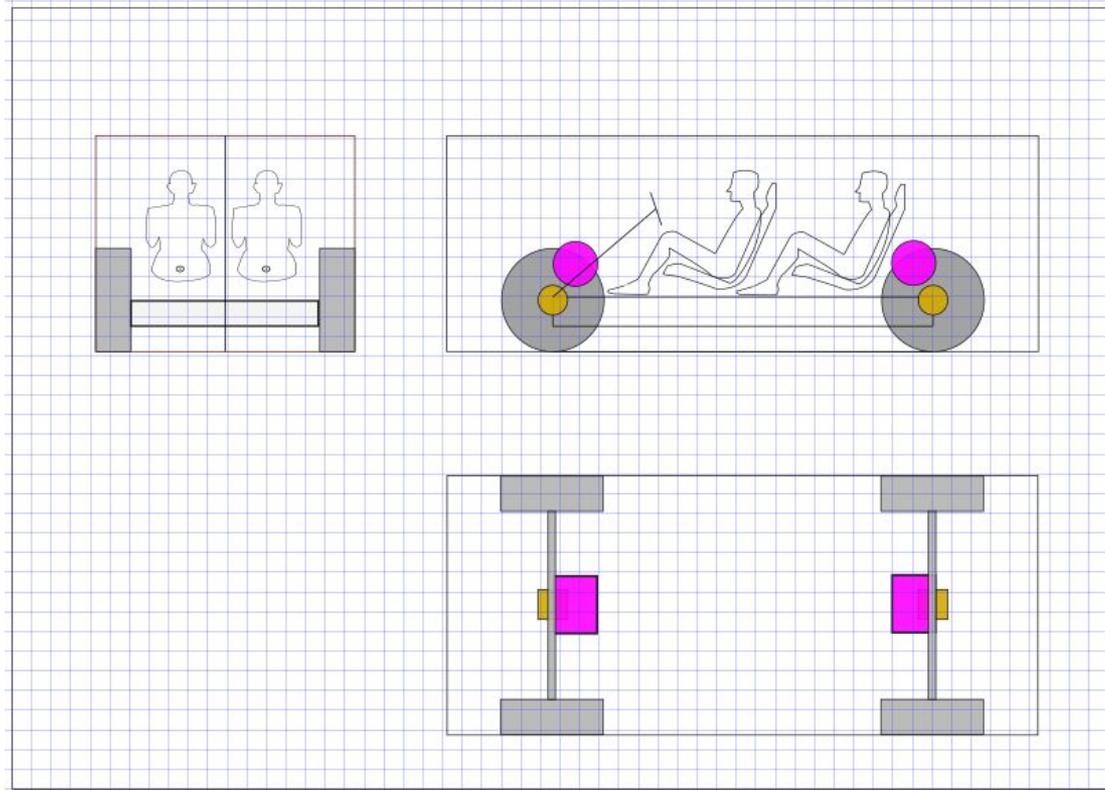


3/4th views - design options

Grid Drawing



H-point Drawing



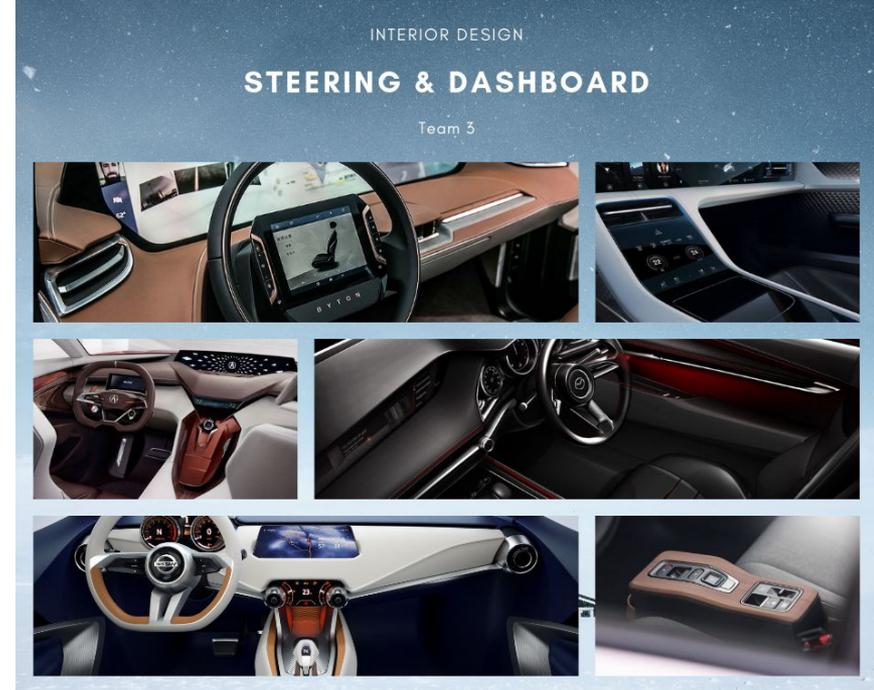
Interior Moodboards

Design of Project RP

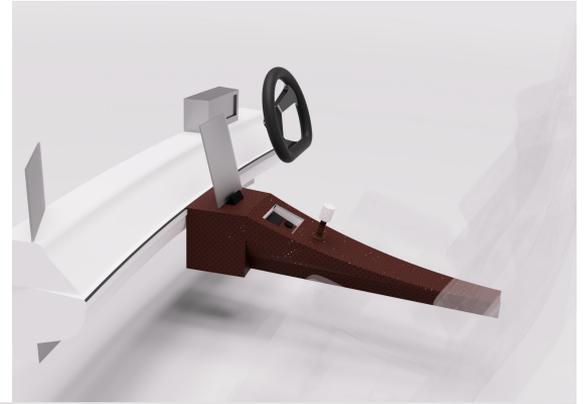
CAR DOOR DESIGN MOODBOARD



TEAM 3



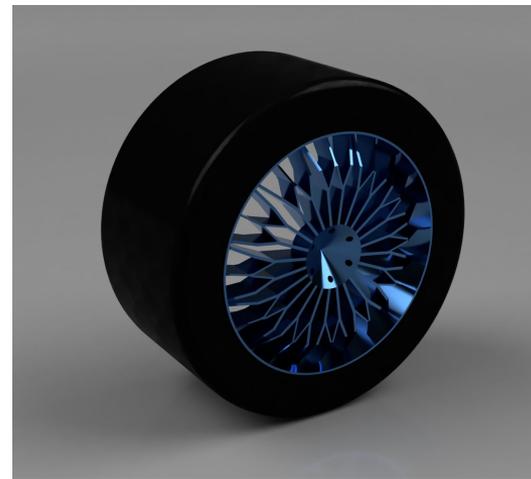
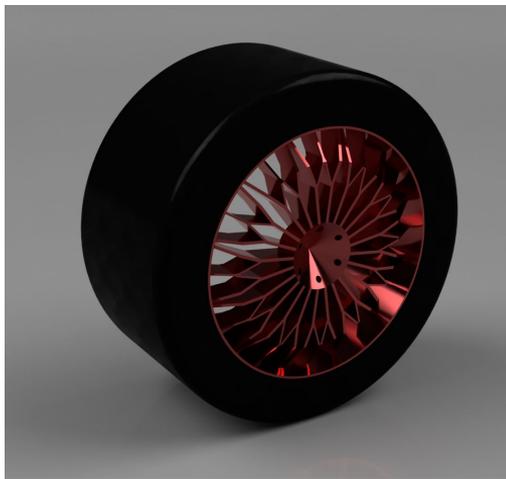
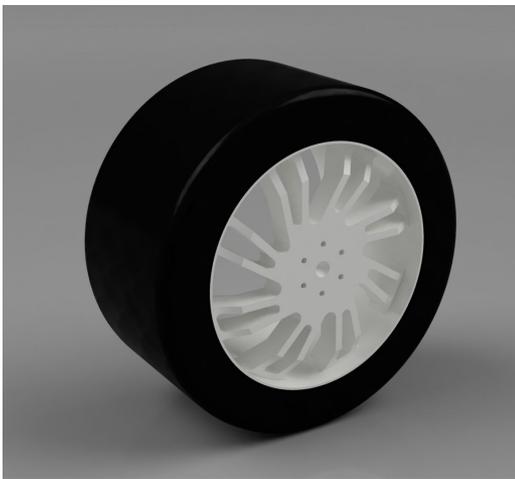
Interior Design



Interior Design



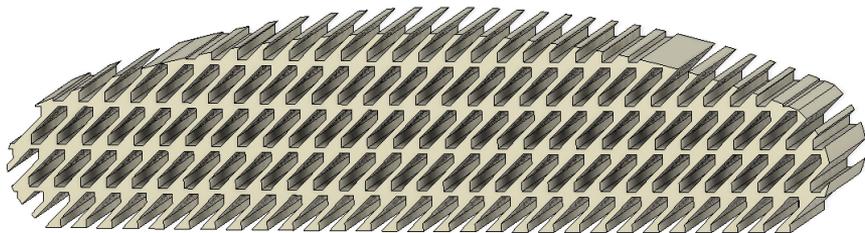
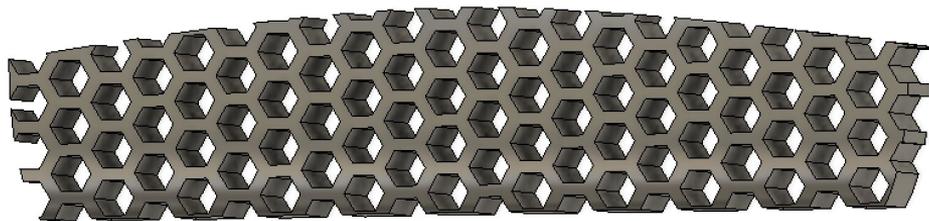
Wheel rims



Wheel rims



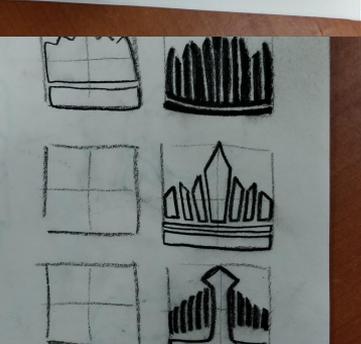
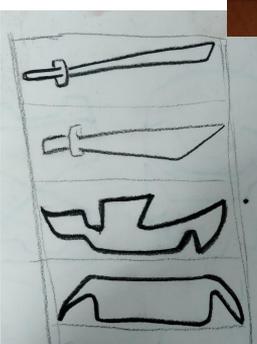
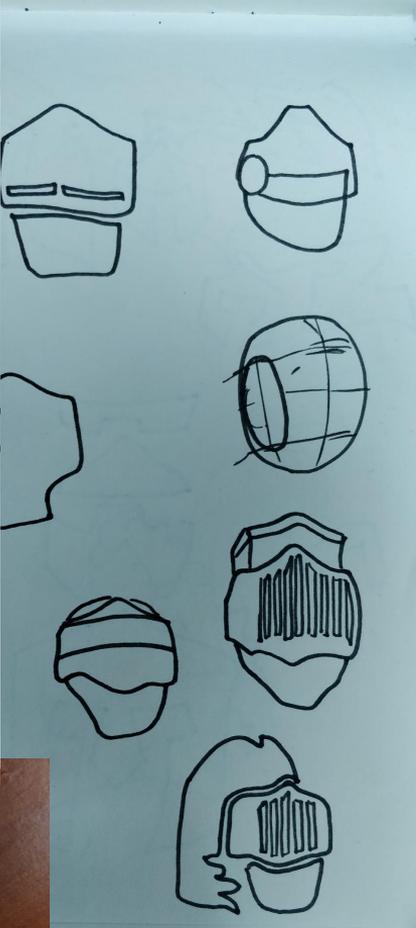
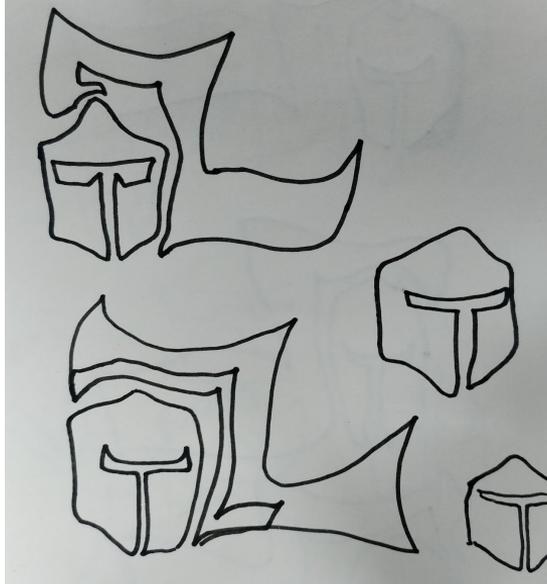
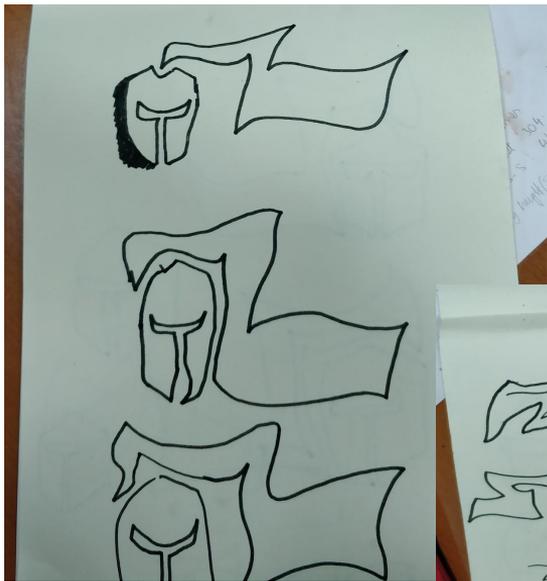
Front grill design



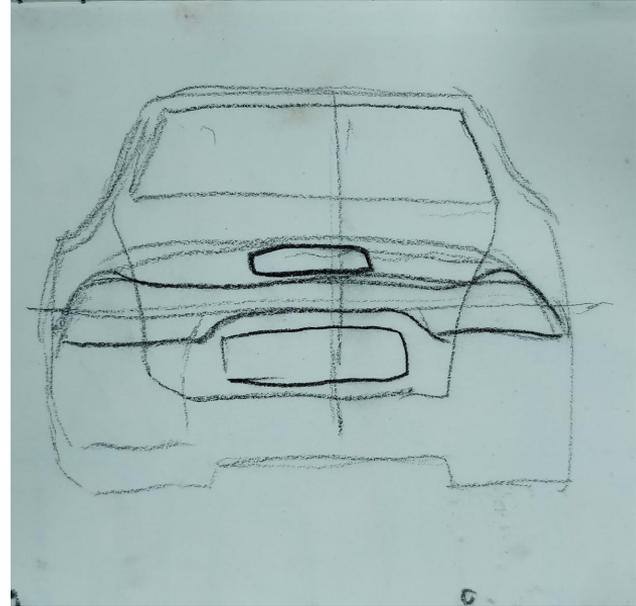
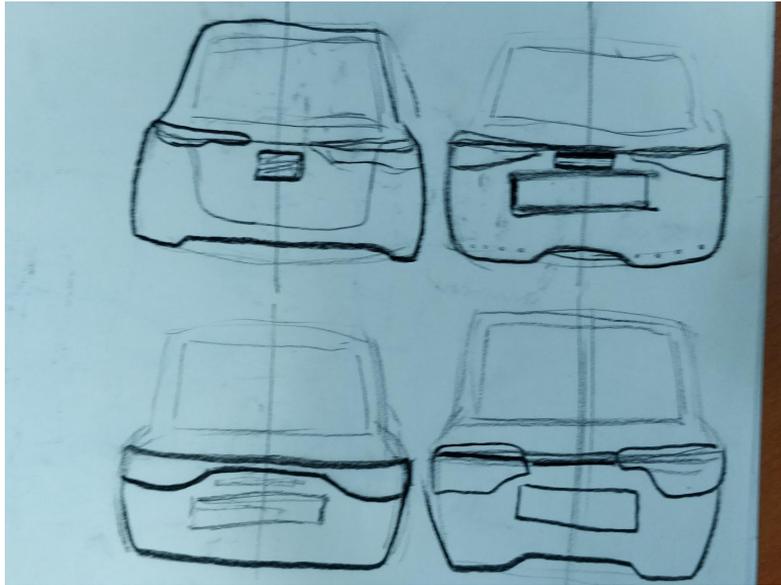
Clay Model



Car logo



Car rear concepts



Color Scheme

