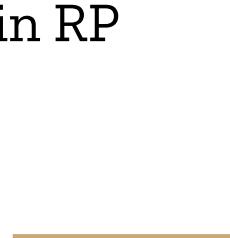




# ED5510 - Design of Automotive Systems



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.



# Moodboards

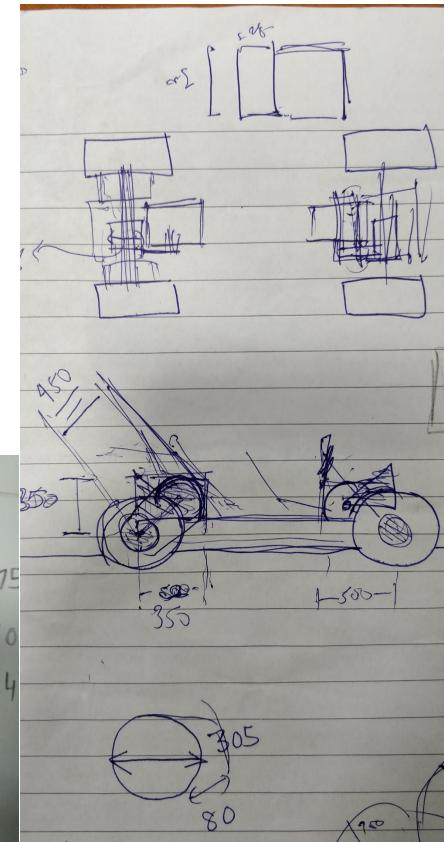
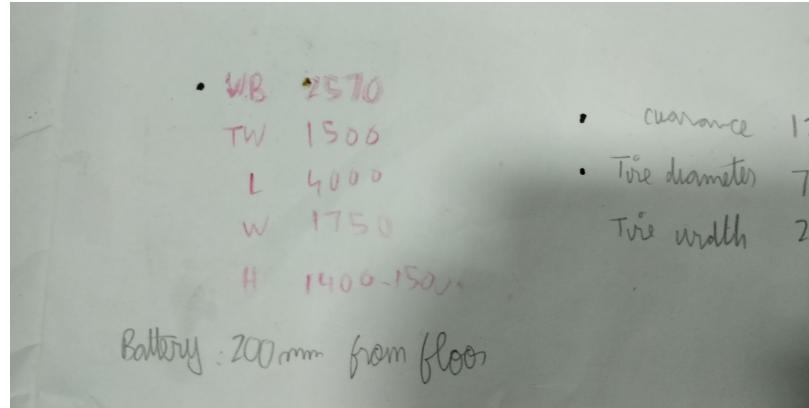
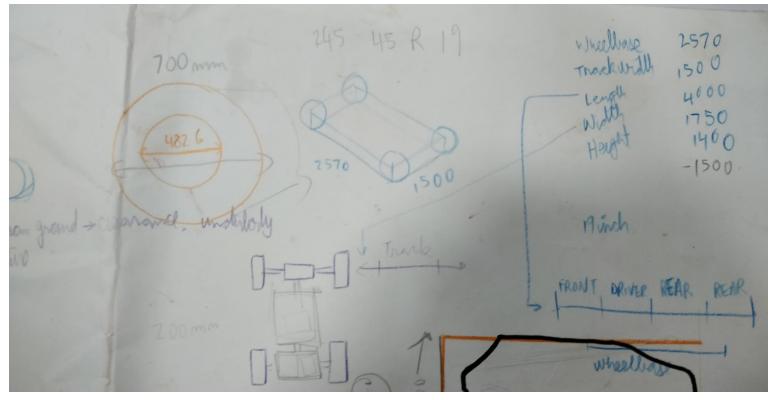
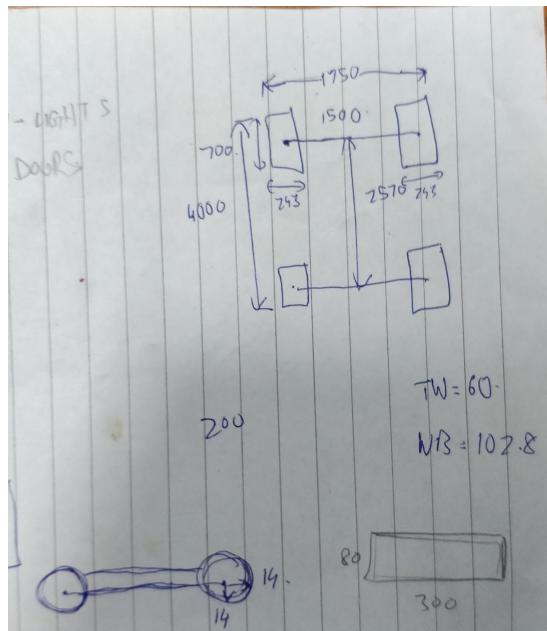


Powerful, Futuristic & Minimalistic

# Preliminary sketches - Requirements

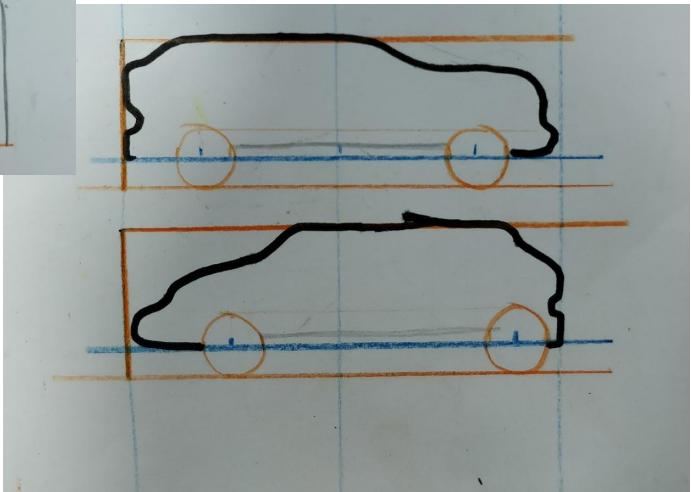
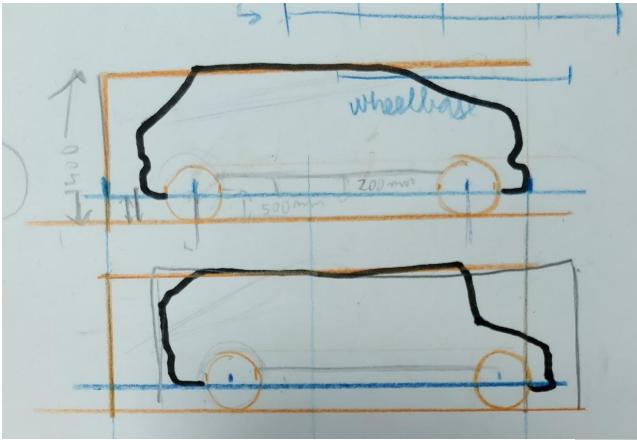
- Unconventional hatchback with futuristic shape
- Strong lines for body and hood
- USP -
  - Front grill
  - Taillight
  - Two-door design

# Preliminary sketches



Initial dimensioning

# Preliminary sketches



Exterior options -  
shape

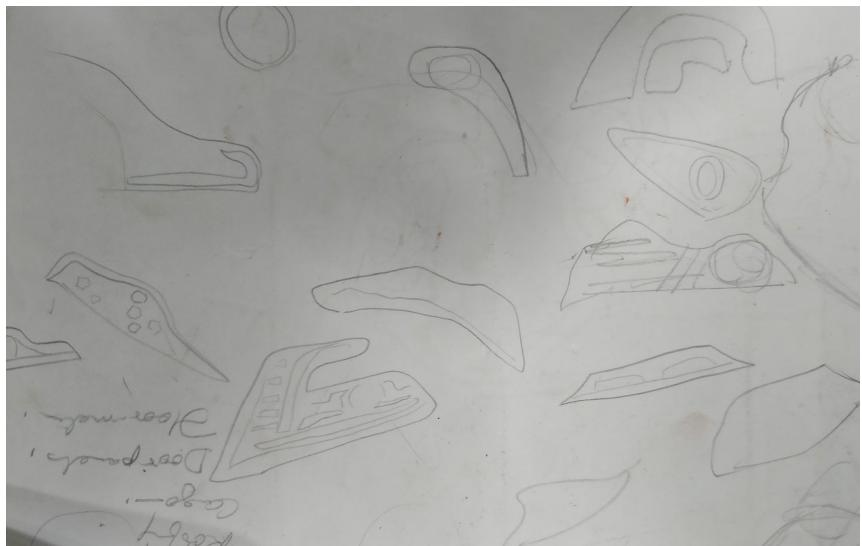
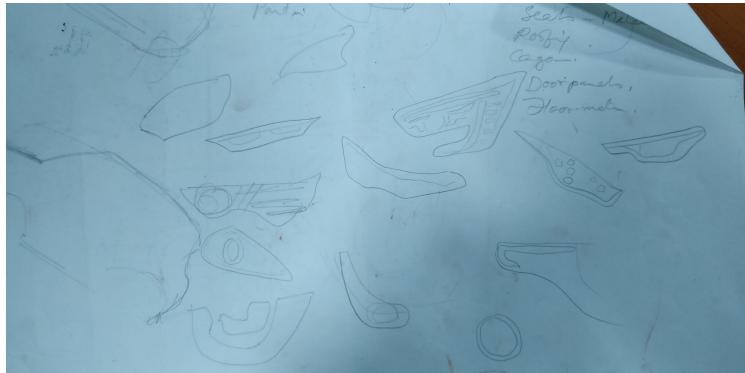
# Preliminary sketches



Exterior options -  
perspective view & finish

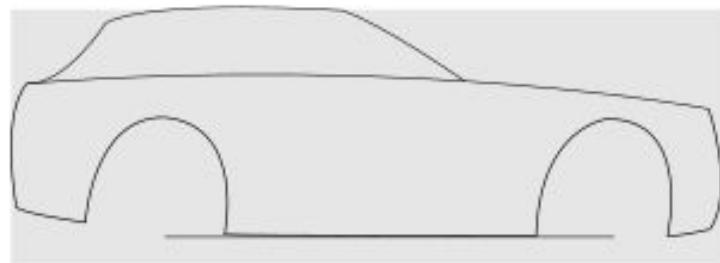
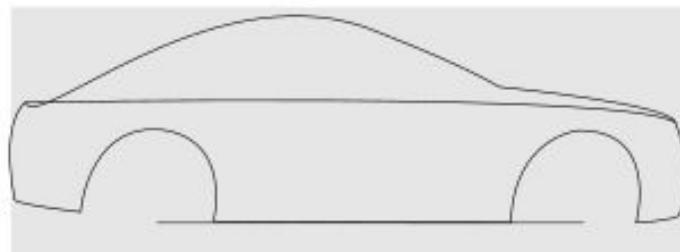
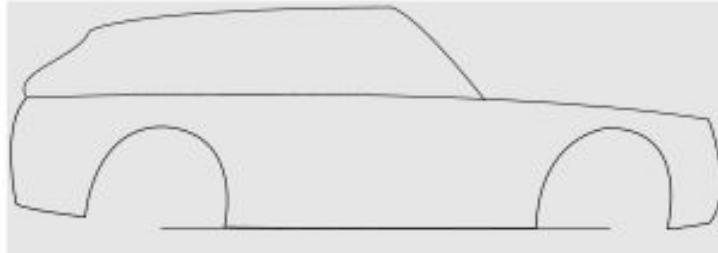
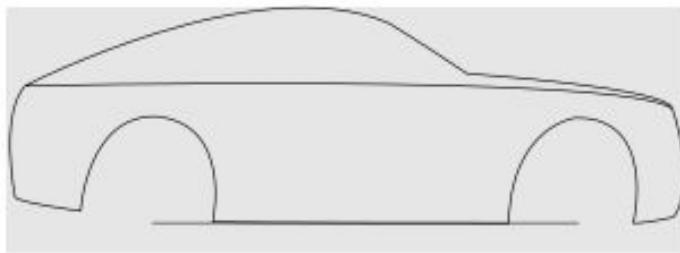


# Preliminary sketches



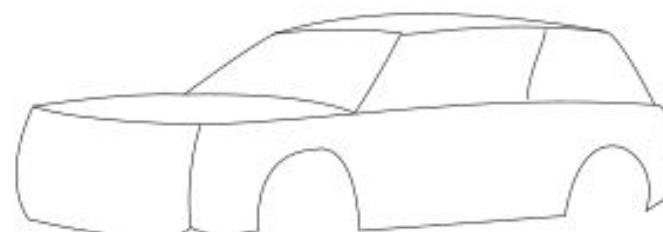
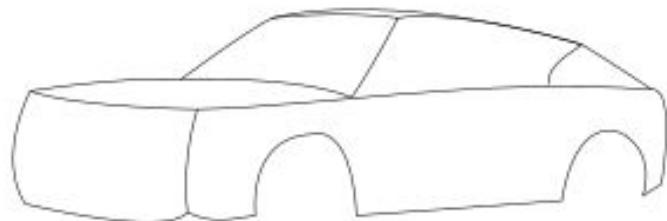
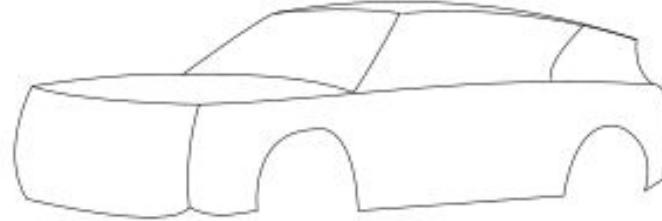
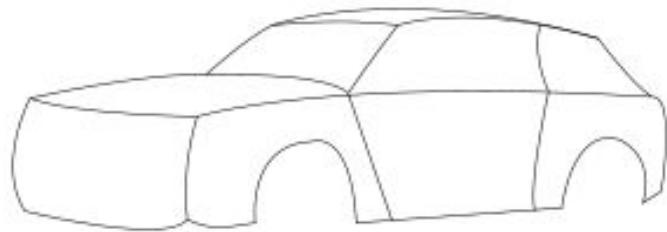
Headlight design ideas

# Digital sketches



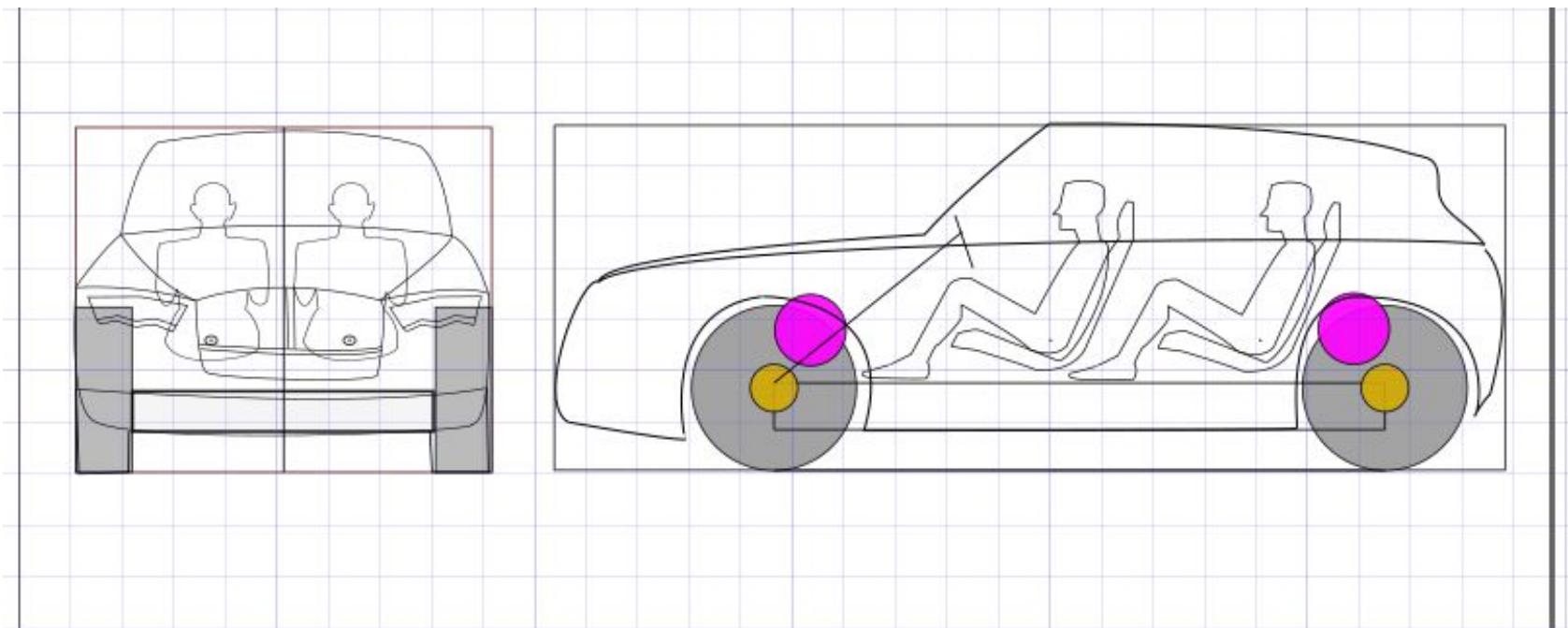
side views - design options

# Digital sketches

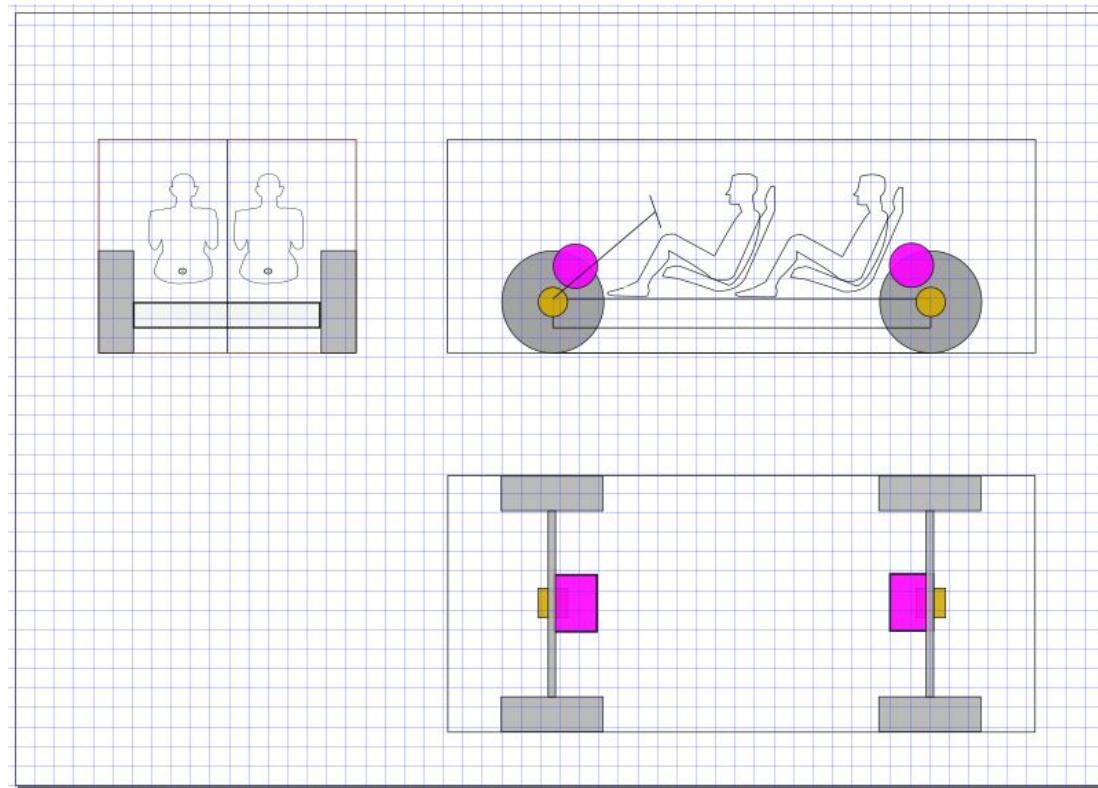


3/4th views - design options

# Grid Drawing



# H-point Drawing



# Interior Moodboards

Design of Project RP

CAR DOOR DESIGN MOODBOARD

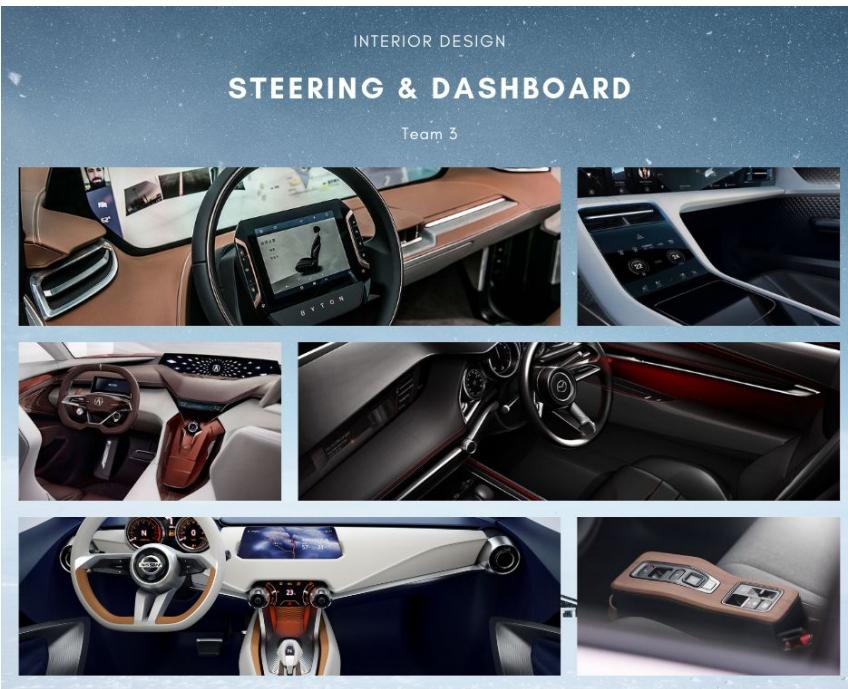


TEAM 3

INTERIOR DESIGN

STEERING & DASHBOARD

Team 3



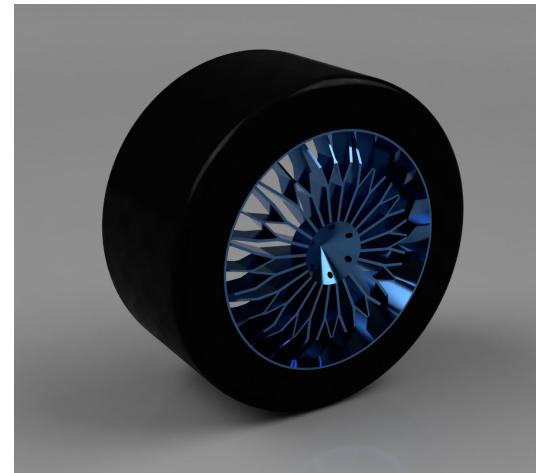
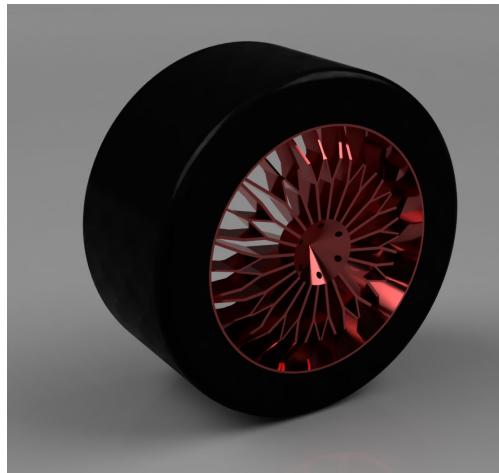
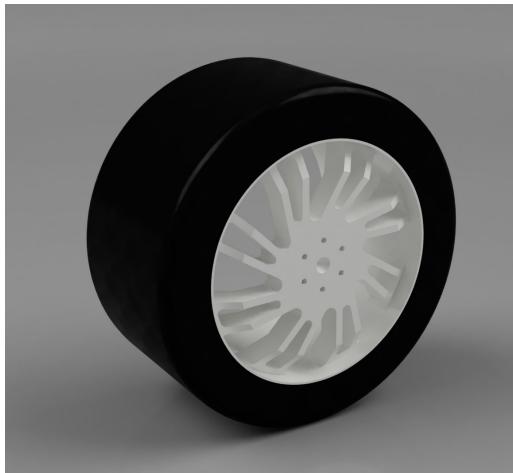
# Interior Design



# Interior Design



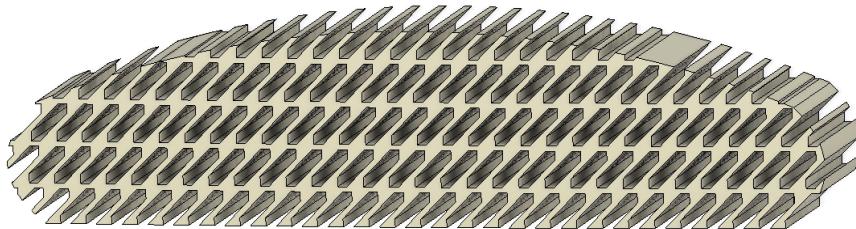
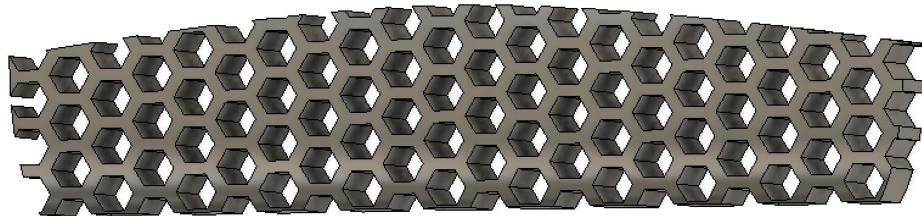
# Wheel rims



# Wheel rims



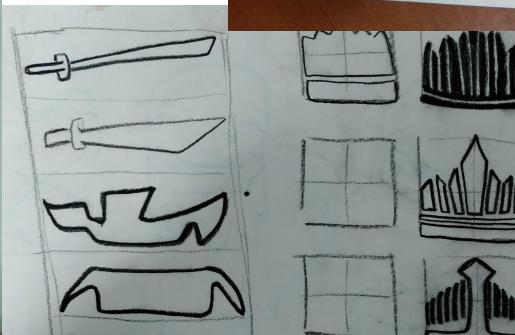
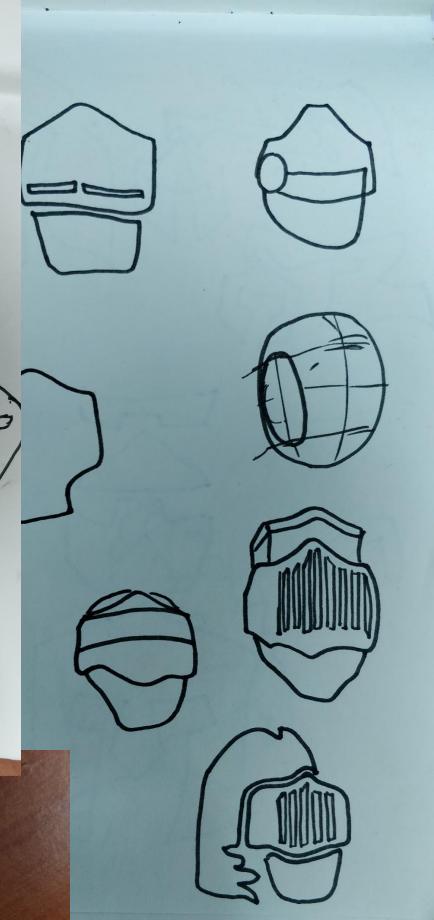
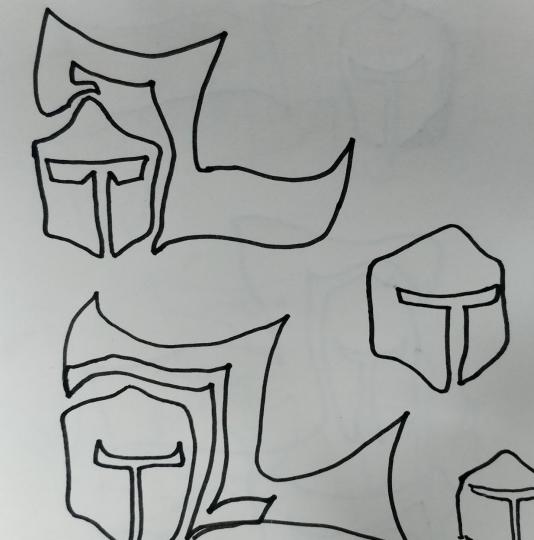
# Front grill design



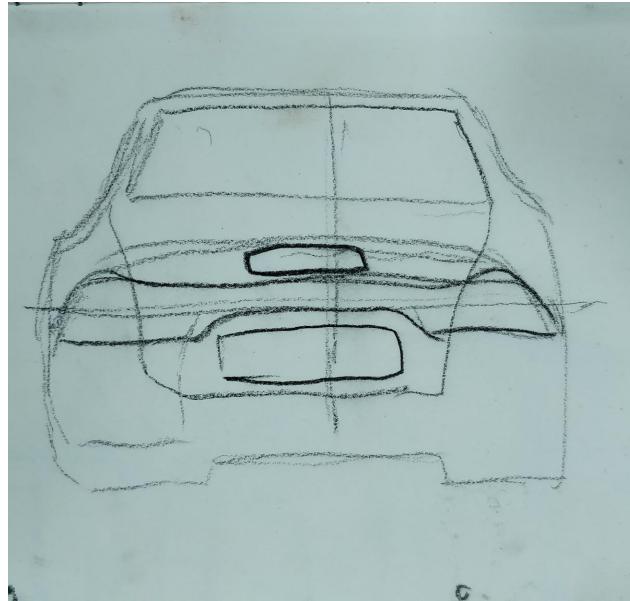
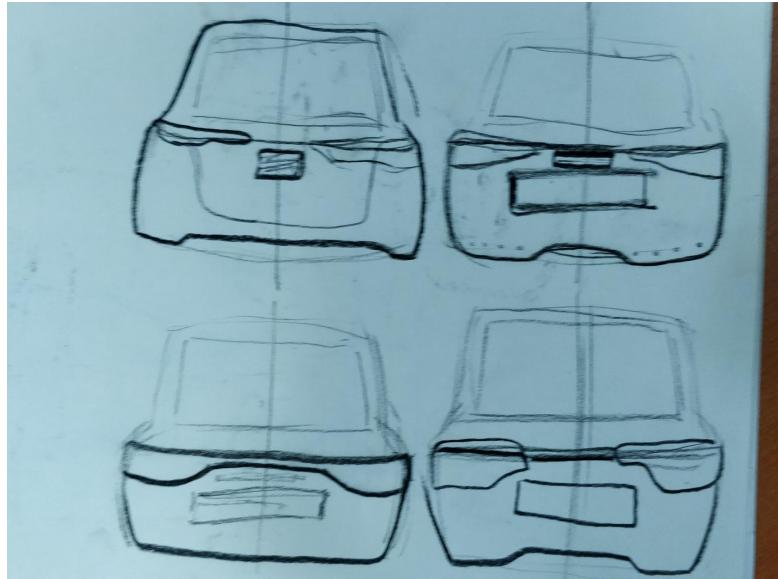
# Clay Model



# Car logo



# Car rear concepts



# Color Scheme

