Redesign of Maruti Suzuki Swift

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Abstract:

Indian automotive industry is one of the largest in the world and the fastest growing globally. Tough competition lies in the four wheeler segment. The demand for existing designs has come down and has paved the way for new styling without any compromise on performance. The present day youth population is looking out for brands with style and attitude quotient. The current project was taken on redesign of Maruti Suzuki Swift car, in order to cater to the aesthetic needs of today's youth, keeping in mind the performance and consumption factor.

The process of redesigning the Maruti Suzuki Swift car was started with literature review, by collecting data from books and journals. Market study was conducted to know about the available models. A popular model in the market was selected as benchmark product. Trend study for cars that attract the youth segment and family men was done to understand the approach in their buying decisions. Based on the literature review, market study and trends, Product Design Specification (PDS) was generated. Five different concepts were generated based on the PDS.

Concepts were created on the basis of the data collected by understanding the aesthetic needs of the user. Conceptual designs were developed with respect to the themes arrived from the research finding. Final concept was selected using the weighted ranking method. Bold and muscular was the theme for the selected concept. A mock-up model of the selected concept was prepared to a scale of 1:15.

Concept features of the car

Final concept rear view

Final concept rendering

Mock-up model of the final concept