

Styling of Adventure Sports Concept Vehicle for Indian Premium Segment



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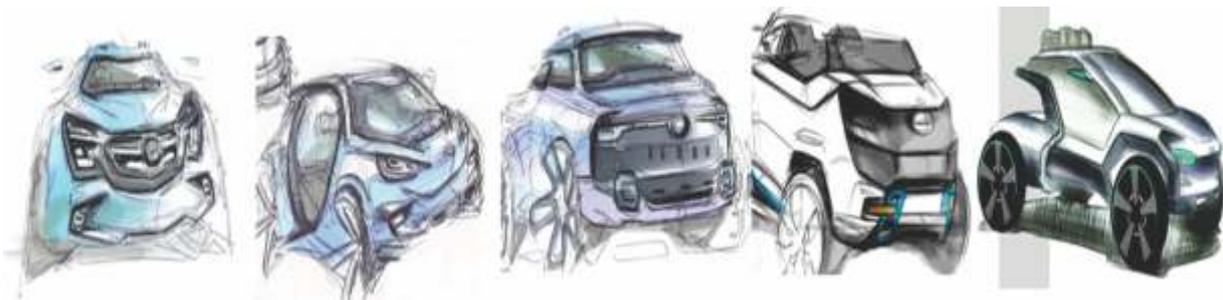
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Abstract:

Off-roading is the new adventure sport that is making inroads into the lives of high-net worthy individuals in India. Adventure vehicle market in India is set to experience a boom in the near future. The main aim of this project is to design a fun spirited, compact & extreme sports oriented concept vehicle. The vehicle is meant for utmost adventure seekers with off-roading capabilities with an aggressive sporty look. A perfect multipurpose sports expedition machine. A detail research was carried out using various methods such as literature survey, personal interviews, user & market study along with the "Persona Research" which was focusing on a specific user group to draw out the key factors of the off-road vehicle design. From the key inputs five themes were generated. A design clinic was carried out to finalize a theme. The digital model was built with details [CAS – Alias studio]. Concept was then evaluated with few industry experts on the basis of the overall appearance, aesthetic sense, topic context & future transportation needs. The Raider is a multipurpose expedition vehicle with off-road DNA & urban looks. It is the perfect balance between off-roader and a city SUV. Additional lamps, roof mounted wheel, large wheels, high ground clearance & sporty stance are few key features. It can switch to "ALL WEATHER, OFF-ROAD, CITY RIDE OR SAFARI mode as an off roader can be used for many purposes. All the design elements are quite prominent & make it a perfect off-road expedition machine. The final detailed physical scale (1:10) mock-up model was made of CIBA block for the first cut 5 axis milling. Then the milled model is refined by hand for the final detailing & then the painting to finish the model. Final design review & evaluation was carried out with the persona research user group and with industry experts. The feedback was positive with inputs on future work.



Various concepts of adventure sports vehicle



Final concept



Final mock-up model