

Styling of Sports Utility Vehicle for Indian Market



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Abstract:

In last couple of years, market trend has strongly been in favour of SUV's. People are inclined more towards compact vehicles that can also be economical. People who love to go for long drive prefer Sports Utility Vehicle with their friends or family. Aim of this project is to bring up a concept of Sports Utility Vehicle for Indian Market customer needs pertaining to aesthetics, ergonomics and functionality.

Research was carried out to understand the requirements of SUV in Indian market. Data was collected through literature survey, product study, market study and user study. For understanding customer needs, questionnaires were prepared. Concepts were generated based on themes selected by customers. Two concepts were chosen using weighted ranking method for development. Out of the two concepts a final concept was selected by user polls. The final concept was modeled and rendered. A scaled mock up model was made to replicate the final concept. Mock up model was made with good proportion to match the styling intent.

With the help of survey data and user centered design approached, this project has done to explore in the styling of SUV for Indian market and given emphasis on aesthetics, ergonomics and functionality, which is a wonderful experience to come up with good result. Work has been summarized with the future analysis on individual components and design modifications, development of a working model for final validation, engineering refinement and testing for industrial production, branding of the product with a logo and a name. User response on final design was positive and satisfying.



Concept Generation



Selected Concept rendered image- Exterior and Interior



Appearance of SUV