

auto®

**automotive
design conference**

zagreb croatia

**AUTOMOTIVE DESIGN CHALLENGE
AUTO(R) 2011**

INTRODUCTION

Automotive market is becoming increasingly complex. Growing competition and ever more demanding customers are forcing manufacturers to be more creative and offer new products. Niche product tailored for specific market is new trend. North America is into SUV, Japanese consumers prefer city cars and Chinese limousines.

Countries in transition are new, growing, market and they are becoming more important to manufacturers. Some manufacturers even purchased local brands in order to gain bigger market share: Volkswagen owns Škoda (Czech Republic), Fiat Zastava (Serbia), Renault Dacia (Romania) and Lada (Russia).

For now, transition markets are buying small and conservative car body styles, but it has tendency to evolve in direction of Western European market. That is the most sophisticated market in the world that demand most sophisticated products. New engines and gadgets are not enough to attract Western European customers, they are asking for new car body styles. Sedan, station wagon, coupé, cabriolet... are on market for more than a hundred years and consumers simply would like to buy something new. Therefore, in past ten years new car body styles emerged with goal to revive customers emotions.

For now, customers in transition countries enjoy traditional cars but with growth of life standard they will start asking for new car body types. At first they will just get same products as their western neighbours but by time new body types will come out in order to suit specific needs and wishes. There are already several concept cars but still no production car, made specially for this market.

TASK:

DESIGN NEW CAR BODY TYPE FOR TRANSITION ECONOMIES IN 2020

Only condition is that proposed car body type is not currently on market. Be innovative, key for victory is fresh idea. New, amusing or funny project must suit regional lifestyle. Pick up your target audience – rich or poor, one that live on north or south and create small or big, sporty or luxurious car. Decision is up to you. Make a research - design has to be connected with this region.

We will award good idea, one that is innovative and suit task. Quality of presentation is also important – give your best.

RULES

- project submission deadline: 7th March 2011
- winner will be chosen by experts from automotive industry, speakers on automotive design conference Auto(r) 2011
- participants will be divided in two categories by their work experience:
 - Professionals – one who works or have worked for automotive industry, including internship
 - Young designers – one who never worked or obtained internship in automotive industry
- award will be announced later; Auto(r) 2010 winner got weekend trip to Paris with Citroën DS, tour around Citroën design studio and museum
- one person can submit more projects
- one project can be done by maximum two persons
- presentation has to be submitted on one B1 portrait format in digital form ready for print
- submission has to contain: project title, description in English language, author name and surname
- submit your work by email at: info@scuderiazagreb.com or by post on CD:
Scuderia Zagreb
Ilica 180
HR-10000 Zagreb

Feel free to contact us with any question.

TRANSITION ECONOMIES MARKET

350 million people buy 2,2 million vehicles every year. Biggest market by far is Russia with 150 million inhabitants and 1,5 million purchased cars, followed by Poland and Romania. Societies are socially polarised. Middle class is ruined by political capitalism. There are many poor people but in the same time Russia alone has more euro millionaires than rest of the Europe. Car is status symbol, but purchase power is low. Take a look at cars made for this market:



PRODUCTION CARS MADE FOR TRANSITION ECONOMIES

Small, durable with good fuel efficiency. Cars for poor societies with bad roads, poor public transportation and without big cities. Small sedans, SUV's, van's and compact cars. New and old models are sold simultaneously, for instance at present moment three generations of Fiat Punto are on sale in Croatia.

Several cars made for Eastern Europe:

Škoda Octavia (1996)



Škoda Fabia (1999)



Renault Thalia (2001)



Dacia Duster (2009)



CONCEPT CARS MADE FOR TRANSITION ECONOMIES

Tudor and Impression are traditional coupés, but Fenomenon and D12 offer original idea. Made for driving on roads with bad tarmac or gravel roads, they offer sporty drive in Ferrari-style, but for rich people that live in places with bad infrastructure.

Škoda Tudor (2002)



Fenomenon Stratos (2005)



Spyker D12 Paris-Peking (2006)



Russo-Balt Impression (2006)



CONCEPT CARS MADE FOR TRANSITION ECONOMIES

Mazda and Marussia don't offer anything new. Trabant is interesting as only retro car based on Eastern European model. Real revolution is Ora-ïto's sedan chair for Russian oligarch's meant to be carried around by villains. This is only ironic concept ever made for Eastern Europe. It was presented at Moscow Design Week 2010.

Mazda Kazamai (2008)



Trabant nT (2009)



Marussia F2 (2010)



Citroën Evo Mobil (2010)



CAN YOU DO BETTER?

Can you come up with new car body type suited for economies in transition in 2020? Make your homework, Google! Think about Eastern Europe, speak with friends from this region. Explore history – tenth of car body types has been forgotten long time ago, perhaps one of them can be good starting point for your project.

Take a look at models created specially for Western Europe and North America or cars that are popular in China. Chinese market is similar to Eastern European because it is still in formation process and is fond of conservative type of cars.

NEW CAR BODY TYPES FOR WESTERN EUROPE

This is the most demanding market in the world. High standard of living, developed ecological awareness and importance of tradition. Majority of cars in the world is engineered in and for Western Europe. It is not a surprise that this region has brought majority of innovations.



NEW CAR BODY TYPES FOR W. EUROPE: FOUR-DOOR COUPÉ

Sedan was always a status symbol. By time some people started to consider it boring. For them, Mercedes has created sedan with sporty flavour. Rear window under smaller angle visually lowers silhouette. This line was created in 30es as a result of aerodynamic experiments.

Mercedes CLS (2004)



Porsche Panamera (2009)



Aston Martin Rapide (2010)



Tatra T77 (1934)



NEW CAR BODY TYPES FOR W. EUROPE: SMALL BUT PREMIUM

Traditionally, small cars are bought by those who cannot afford big ones. As cities grew, more and more people has no choice but to buy smaller cars. For those used at comfort, Swatch in cooperation with Mercedes has created Smart – premium microcar. With same goal on mind, Bianchi, Pirelli and Fiat created Autobianchi in 1955.

Smart ForTwo (1998)



MINI (2001)



Aston Martin Cygnet (2011)



Autobianchi A112 (1969)



NEW CAR BODY TYPES FOR W. EUROPE: RETRACTABLE HARDTOP

Open top drive makes ideal summer, but in case of strong rain no textile roof is waterproof neither keeps temperature. Solution is hardtop that you mount in autumn and demount in spring. Mercedes offered elegant two in one solution . Car that with push of button transforms from cabriolet to coupé. System is invented in 1922 by American Ben Ellerbeck.

Mercedes SLK (1996)



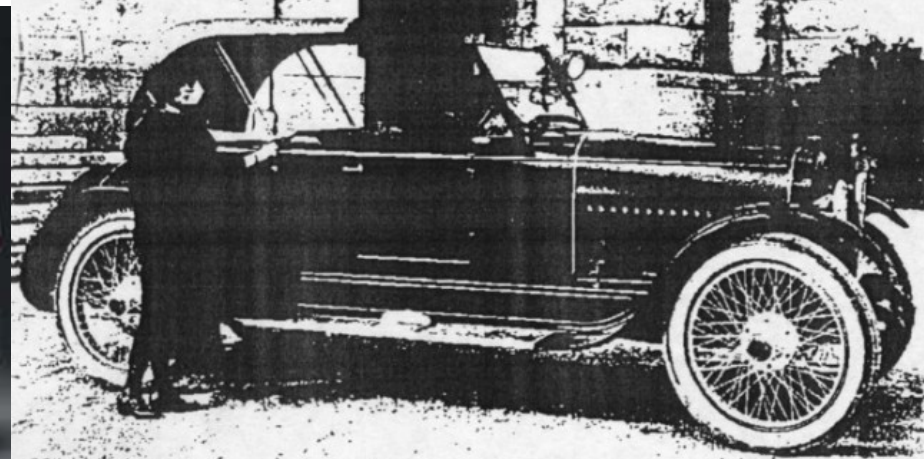
Peugeot 206 CC (2000)



Volvo C70 (2005)



Hotchins Ellerbeck (1922)



NEW CAR BODY TYPES FOR NORTH AMERICA

USA is the biggest market in the world for so called ecological hybrid and completely non ecological SUV's. First production SUV cabriolet had world premiere in Las Vegas, how appropriate. Ford Mustang is the most successful American retro design and BMW 5 GT the most complex on the market. Manufacturer describes it as "Progressive Activity Sedan", whatever that mean.

Toyota Prius (1997.)



Ford Mustang (2005.)



BMW 5 GT (2009)



Nissan Murano Cross Cabriolet (2011)



MOST POPULAR CARS IN CHINA

The biggest market in the world is absolutely backward in term of design. 1998 Peugeot 206 a decade later was presented as new Citroën C2. 30 years old Volkswagen Santana is fifth best selling car and seventh is Chery QQ, Giugiaro's Daewoo Matiz knock-off. Peugeot 508 is new global model made to suit Chinese customer taste who has become more important than French one.

Volkswagen Santana (1981)



Chery QQ (2003)



Citroën C2 (2006)



Peugeot 508 (2010)



WINNERS SO FAR

2010 Zdenko Vukoja (Croatia), Step, automobile for senior citizens

2009 Elvis Tomljenovic (Croatia), MOY, automobile for generation born 1990



SIMPLE MODULAR PRACTIC FUNY INNOVATIVE

MOY

MODULAR

Modular structure allows wide spread of usage and makes the concept suitable for different profiles of buyers who would like to have a second family car or vehicle for business, last but not least, vehicle is designed to cover domestic usage, variety of purposes and functions of every conceivable use, while also suitable for various periods between conventional and leisure driving. Really fit to mix, the concept is adapted to best advantage of both conventional (front) and future (green power) fuels and at the same time the design maintains awareness of both kind of power. It is designed to serve in city transportation need (2+2, 3+2, 4+2, family or company purposes).

Side front camera are removable (when needed) and together with rear camera (priority) guarantee view when "head angle".

Rolling seat make entrance and exit from vehicle extremely easy.

Big and easy to open flap doors are placed for optimal use.

electric motor 30 hp

No. of Passengers	4
Body style	2-door hatchback
Engines	front gasoline 600 cc back -2 electric in wheel
Horsepower	gas engine - 63.5 hp electric engine - 2.200hp
Drivetrain	2WD (independent front or back) and 4WD
Transmissions	automatic
Wheelbase	2420 mm
Length	3330 mm
Width	1510 mm
Height	1580 mm
Ground clearance	180 mm
Tires	195/60 R14
Suspension	Independent front MacPhers strut-Anti-roll bar back MacPhers strut-Anti-roll bar
Turning radius	5.0 m
Top speed	140 km/h (gas engine) 121 km/h (electric engine)
Fuel capacity - gasoline	35 liters
Fuel usage - gasoline	15 km per liter
Fuel usage with battery	30 km per liter
Battery	Lithium-ion 18kWh
Autonomie with gasoline	520 km
Autonomie with battery	250 km

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ELVIS TOMLIJENOVIC

2009

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