

Aachen

50° 46.3'

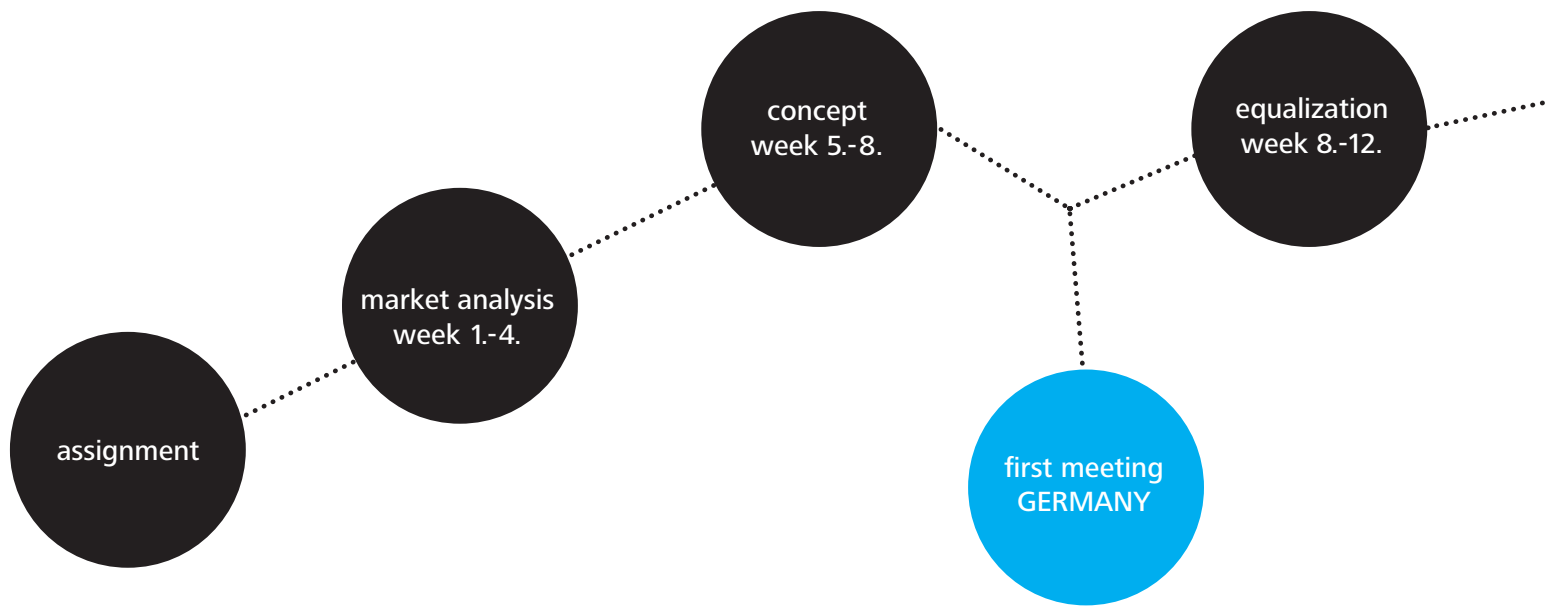
6° 5.1'

..... 2009 Tempus Student Mobility

42° 0.1'

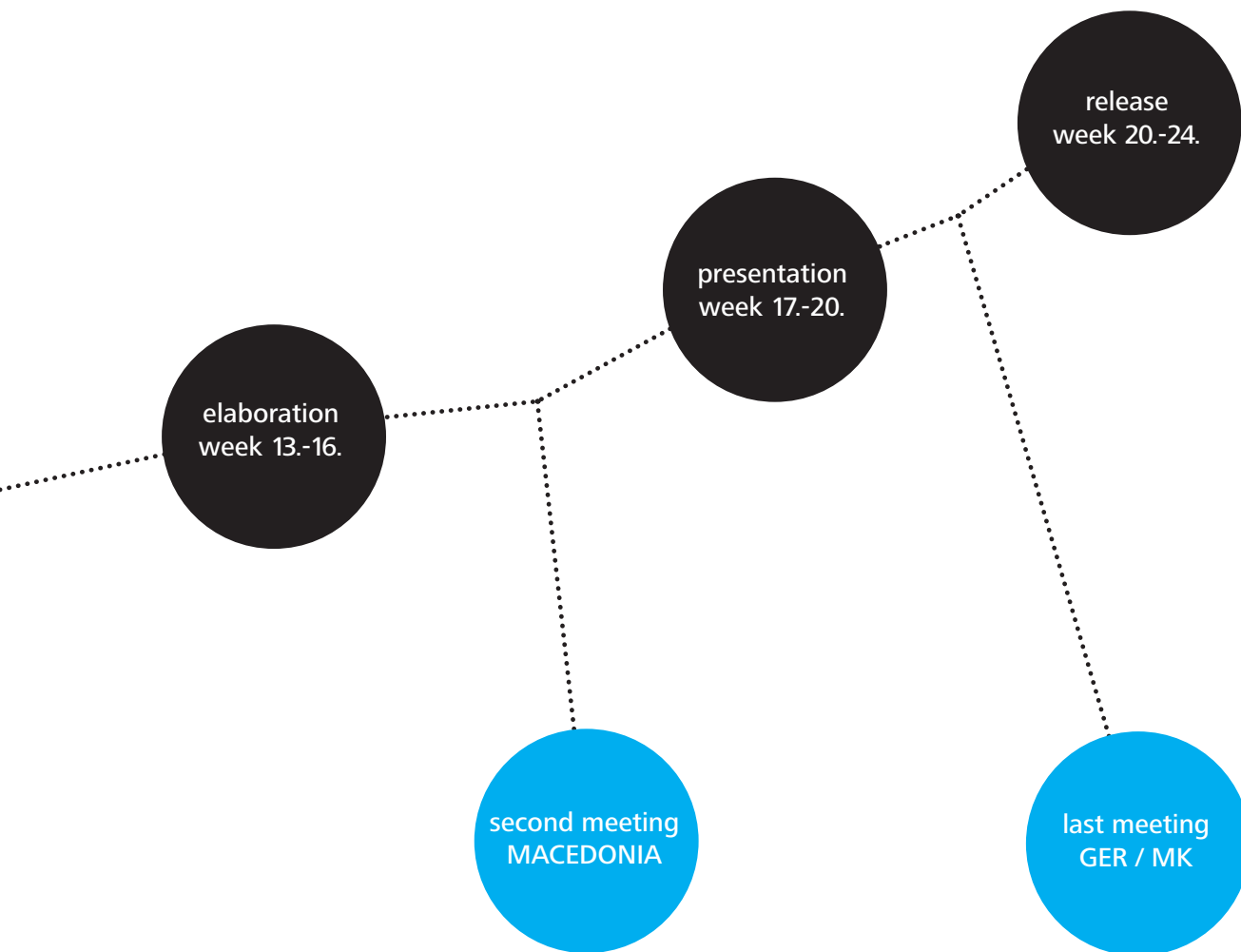
21° 27.8'

Skopje



04

working process



concept

.....
exterior

brand image

Together with the macedonian students a brand image with the terms „urban, reliable and active“ was build as a common foundation.

We interpret these metaphors and took it as a base for our design

image

reliable

external wheels
carriage
box element held by
frame

active

exciting design
new members

urban

electric
measurements



philosophy
.....
exterior



car sharing philosophy

We want to revolutionize the car-sharing market with our concept.

The extension of the target group is essential.

The new, exciting and innovative design will not only appeal to a usual target group like members and businessmen, it will provoke and be addressed to an additional group:

Non-members see our car and feel the urge to drive the car, so they become members.



fleet
.....
exterior

fleet

The modular production and the scaleable chassis give us the opportunity to offer a fleet for the car sharing market, which covers all needs and requirements of the customers.

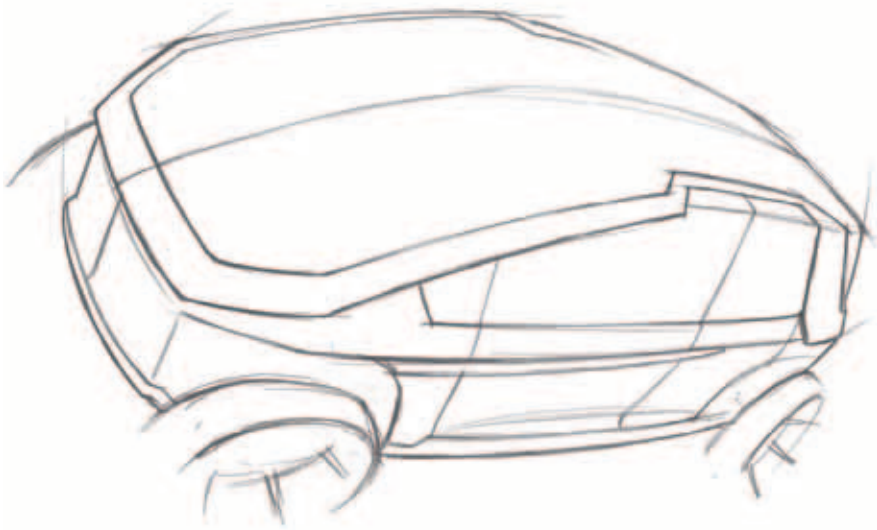
At the same time we build a corporate design for members that are not only proud of their membership but also proud to drive this car.

A company buys no longer cars from private markets and stamps their picture on it. But it will rather compose its own fleet and has also its own corporate design.

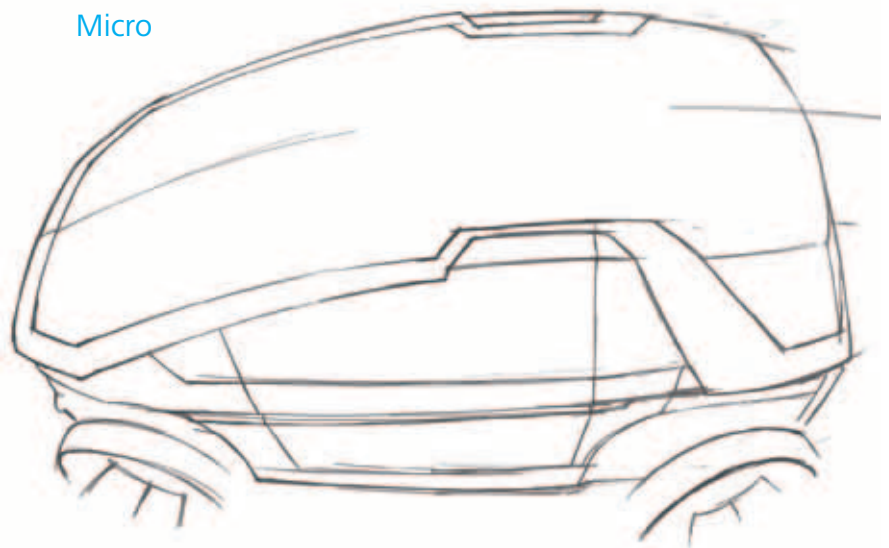
vehicle types

There are 4 different types available for the company

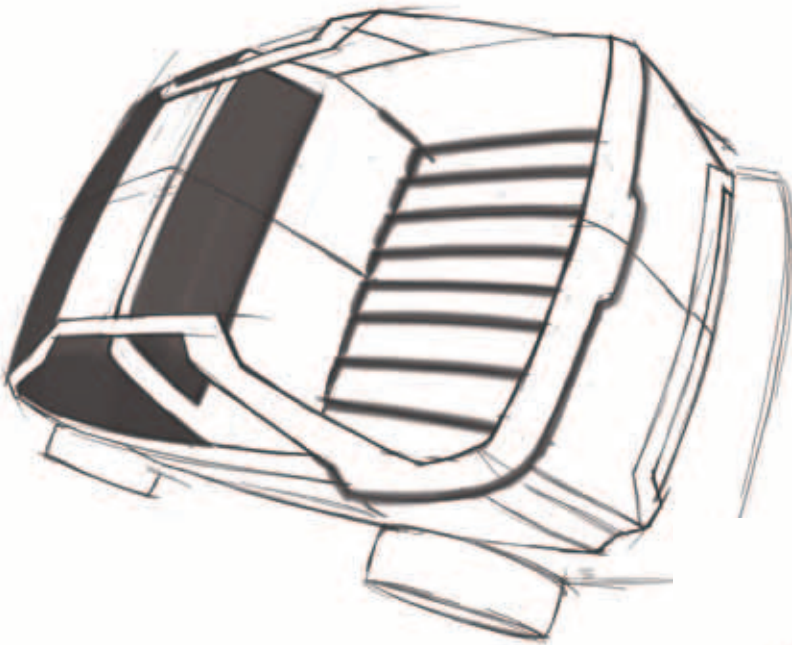
Kombi



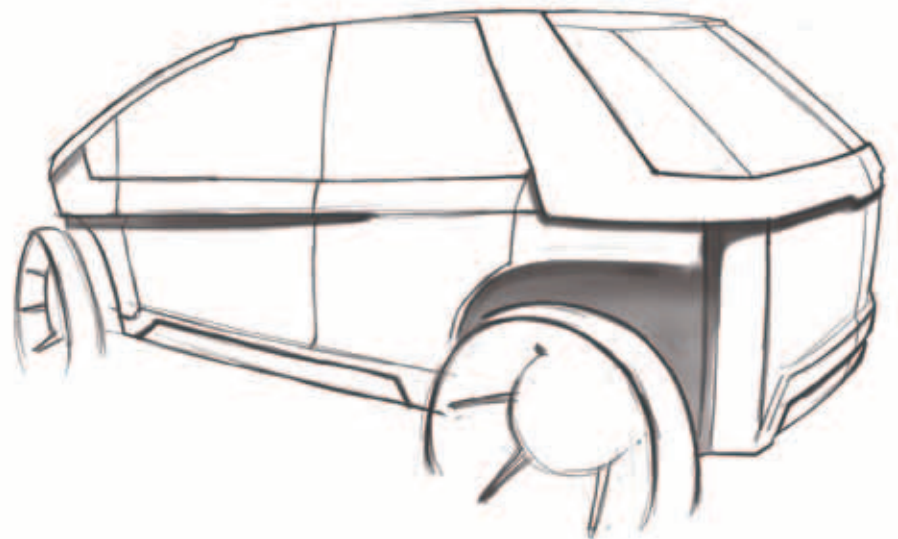
Micro



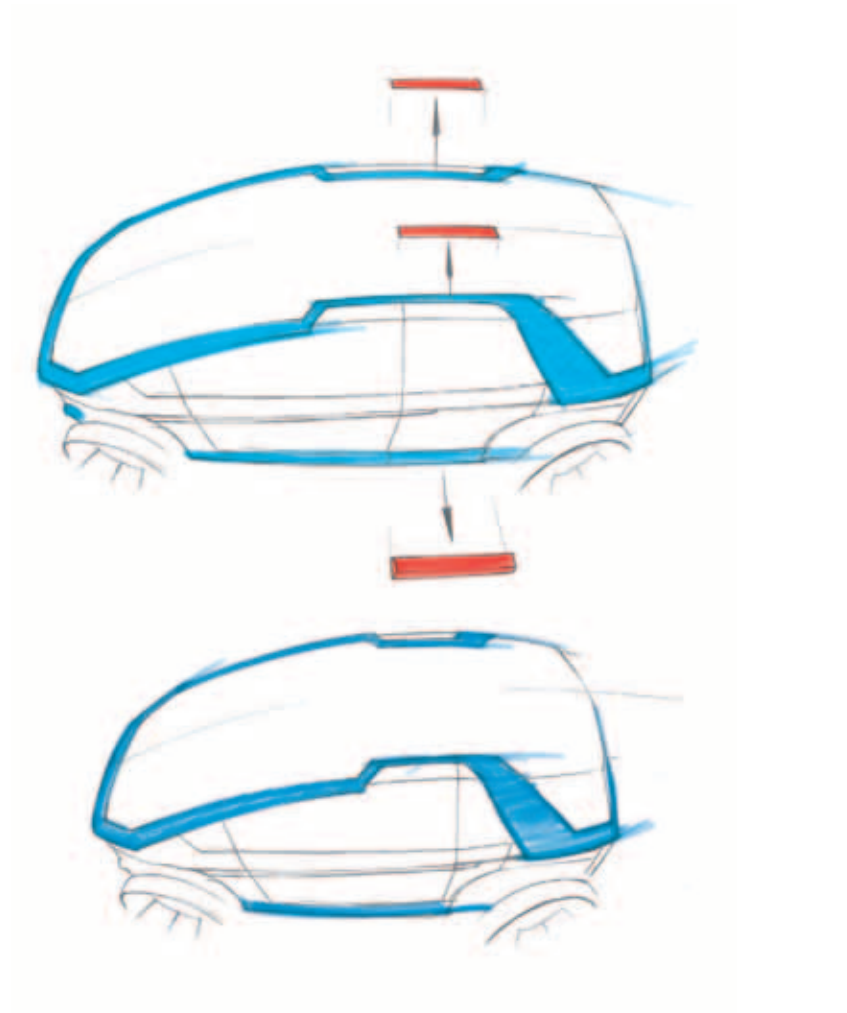
Pick-Up



Hatch-Back



design
.....
exterior

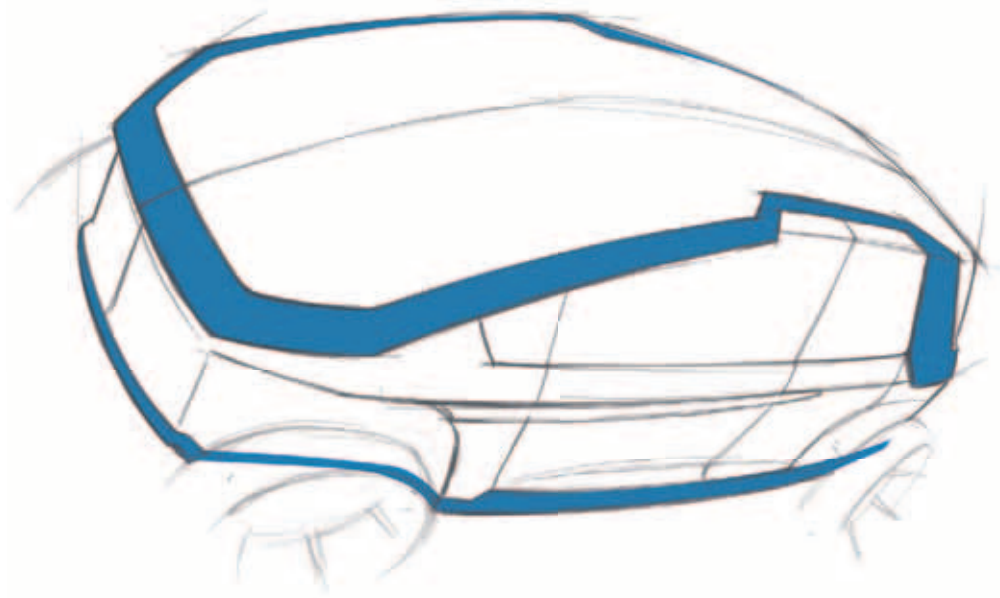


frame concept

The frame is one of the most remarkable features. It consists of two non-connected elements that you can find around the car in which the lower part is used as a bumper.

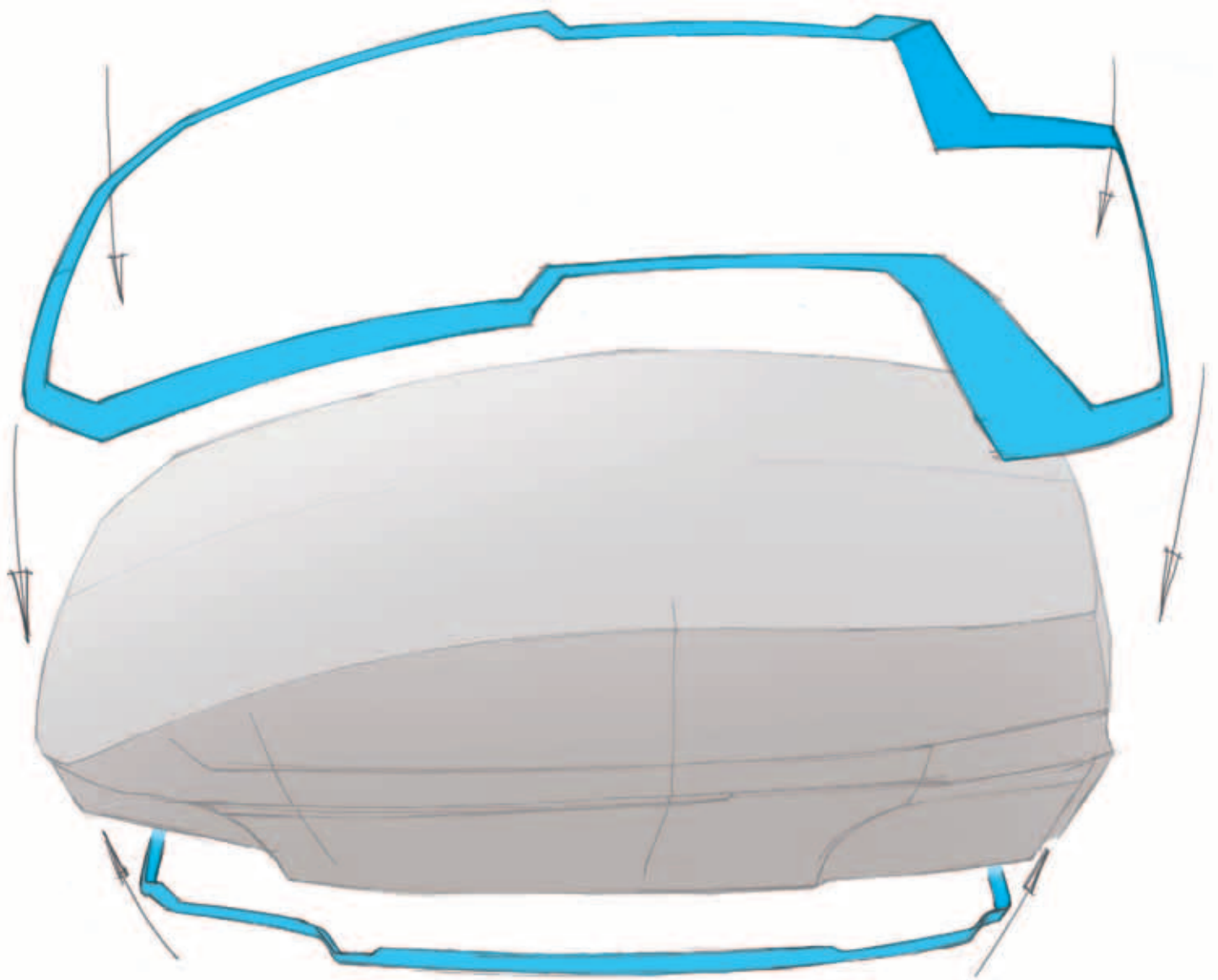
The upper frame runs to the middle of the roof area to make a new door concept possible.

The idea of the frame is to create a sense of safety without the feeling of anxiety or constriction.



modularity

The modularity production concept will be clear through the highlighted elements. The frame acts like a brace which carries the different body variations that communicate production diversity of the model types.

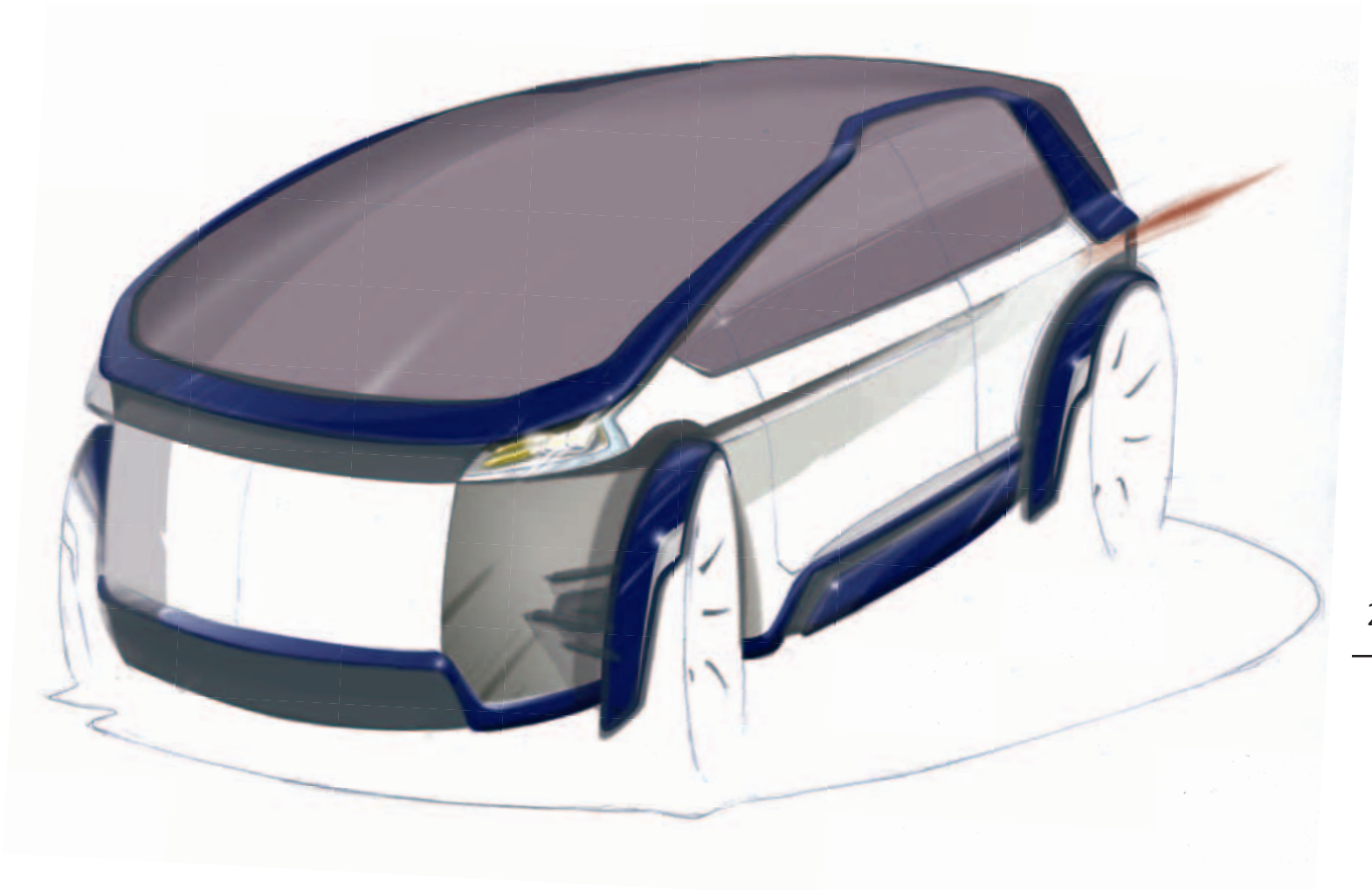


front design

The car has no wheelhouse because of the outstanding wheels which underline the innovative wheel hub engine.

The front lights are under the frame to underline the frame.

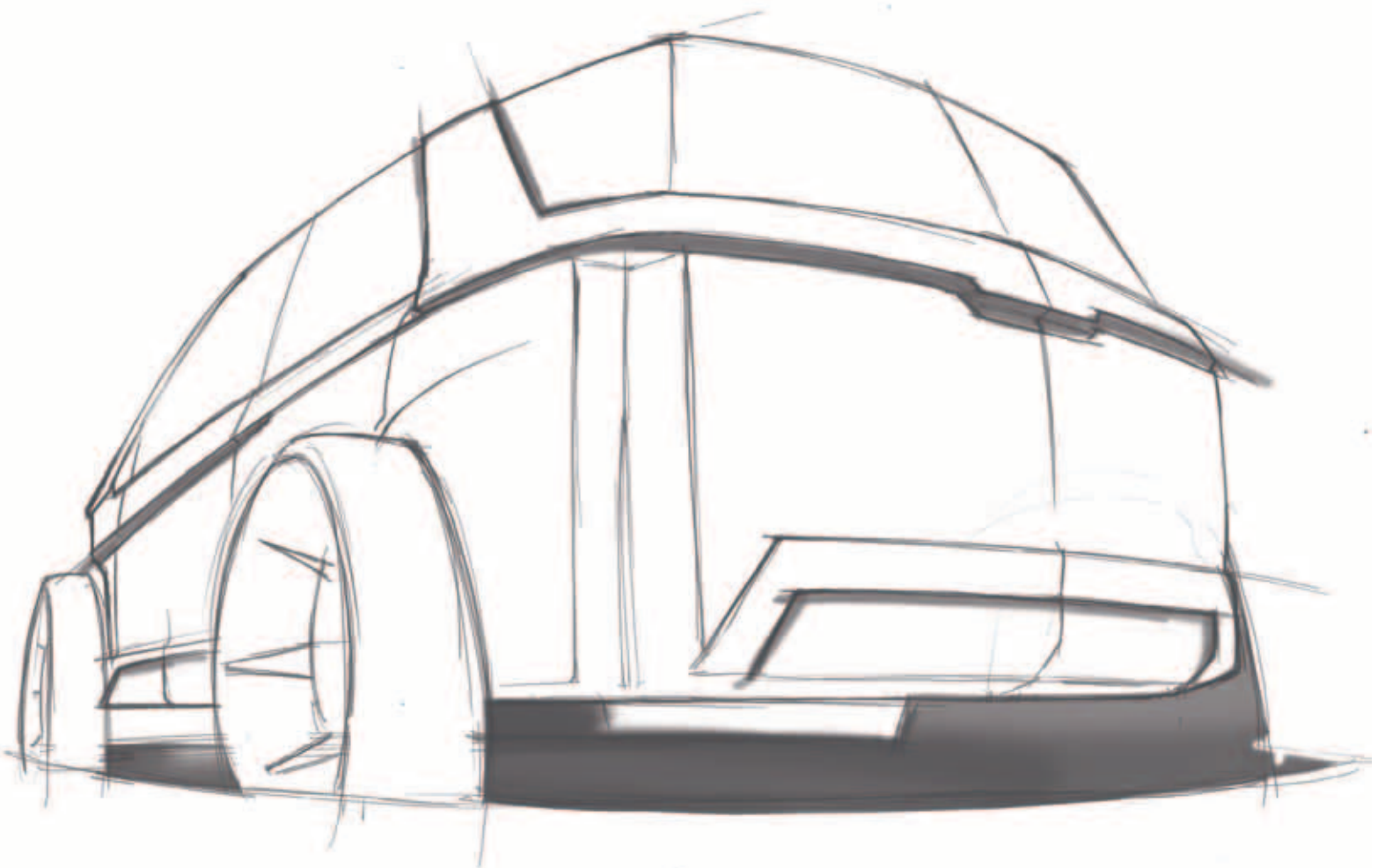
The deep front screen accommodates more overview to the driver and clarifies the missing of the front lid.



rear design

We emphasize on the rear end design to suggest capacious room. The trunk is made of one rectangular body, that is pushed into the car and that is held by the frame.

One fine flute on the bumper is used as an air outlet that should communicate the missing of the engine.

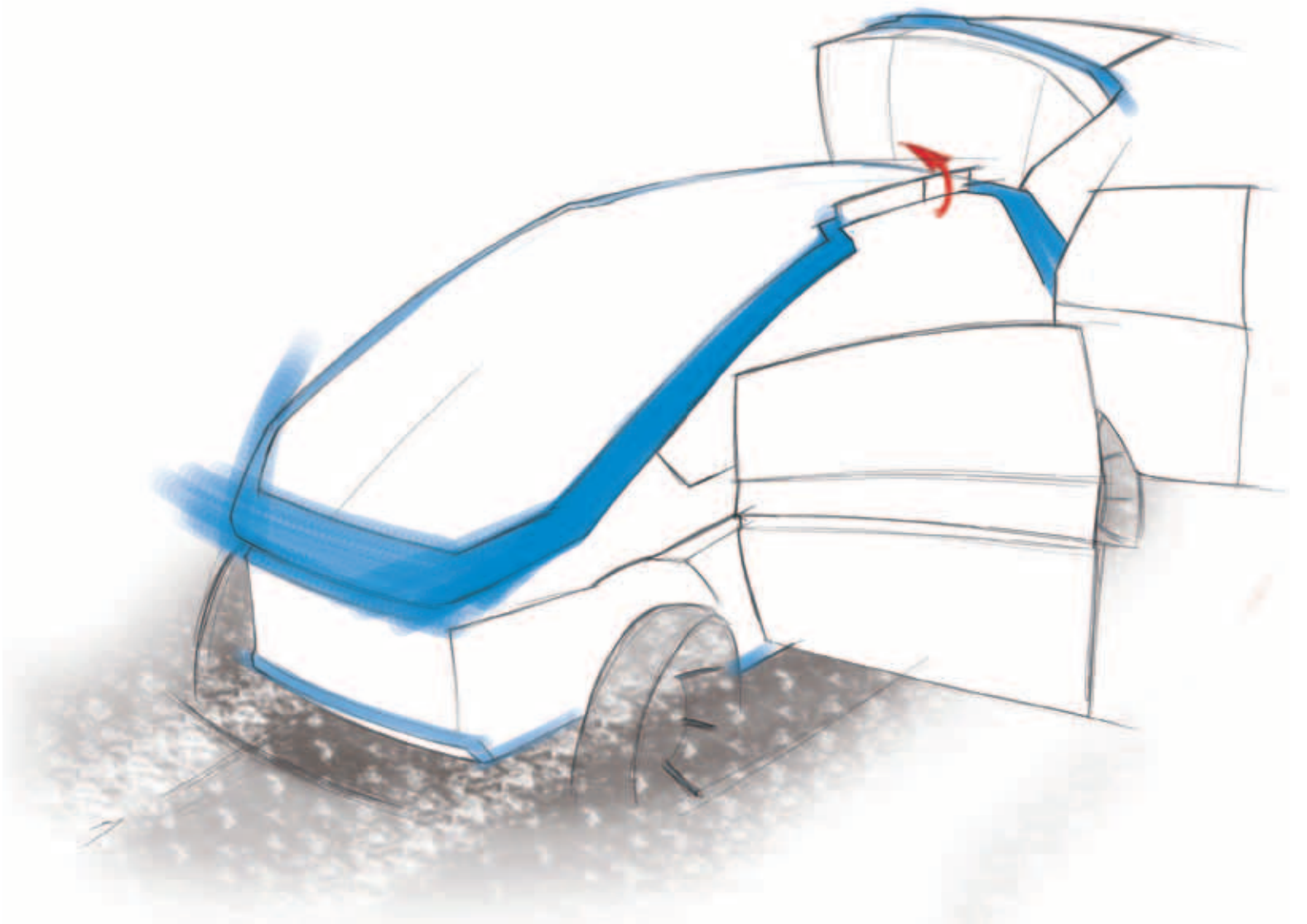


door concept

The side doors can be opened in the opposite direction and provides therefore an easy access.

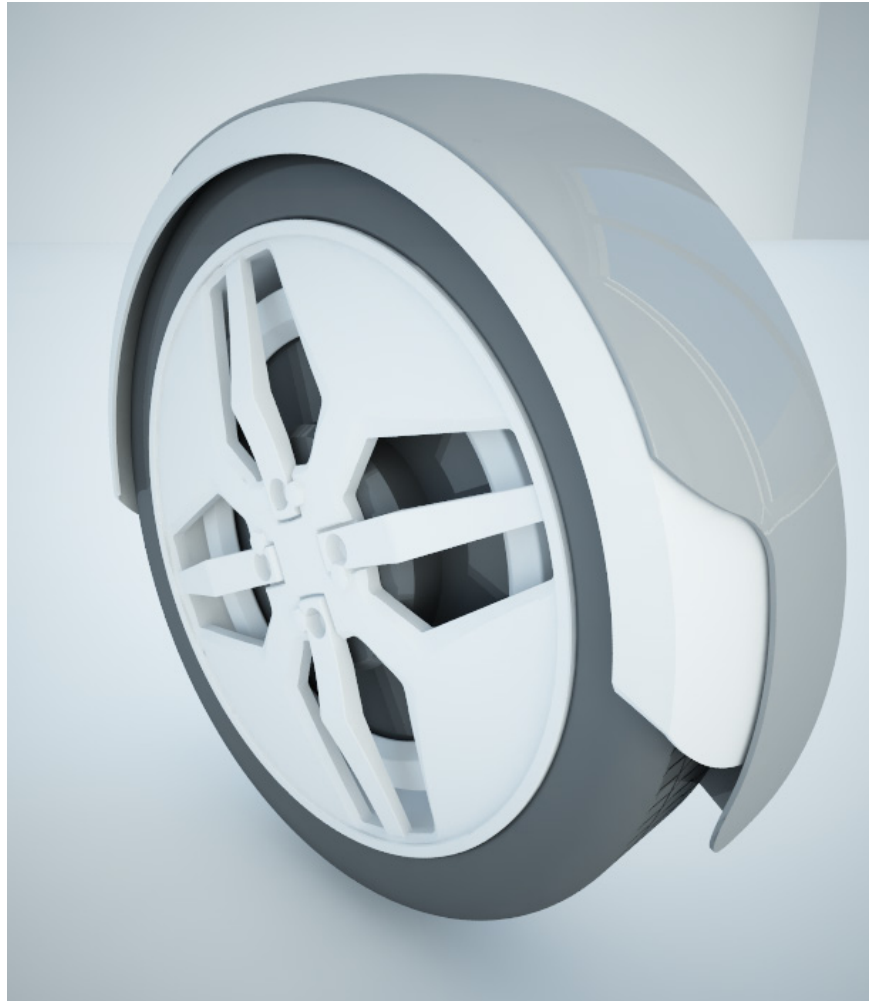
The small windows between the frame and the doors flips up to allow additional space for the head while entering the car.

The hatchback joint is attached to the back of the roof to allow more space for the head to load the trunk and installing the interior moduls.



rim

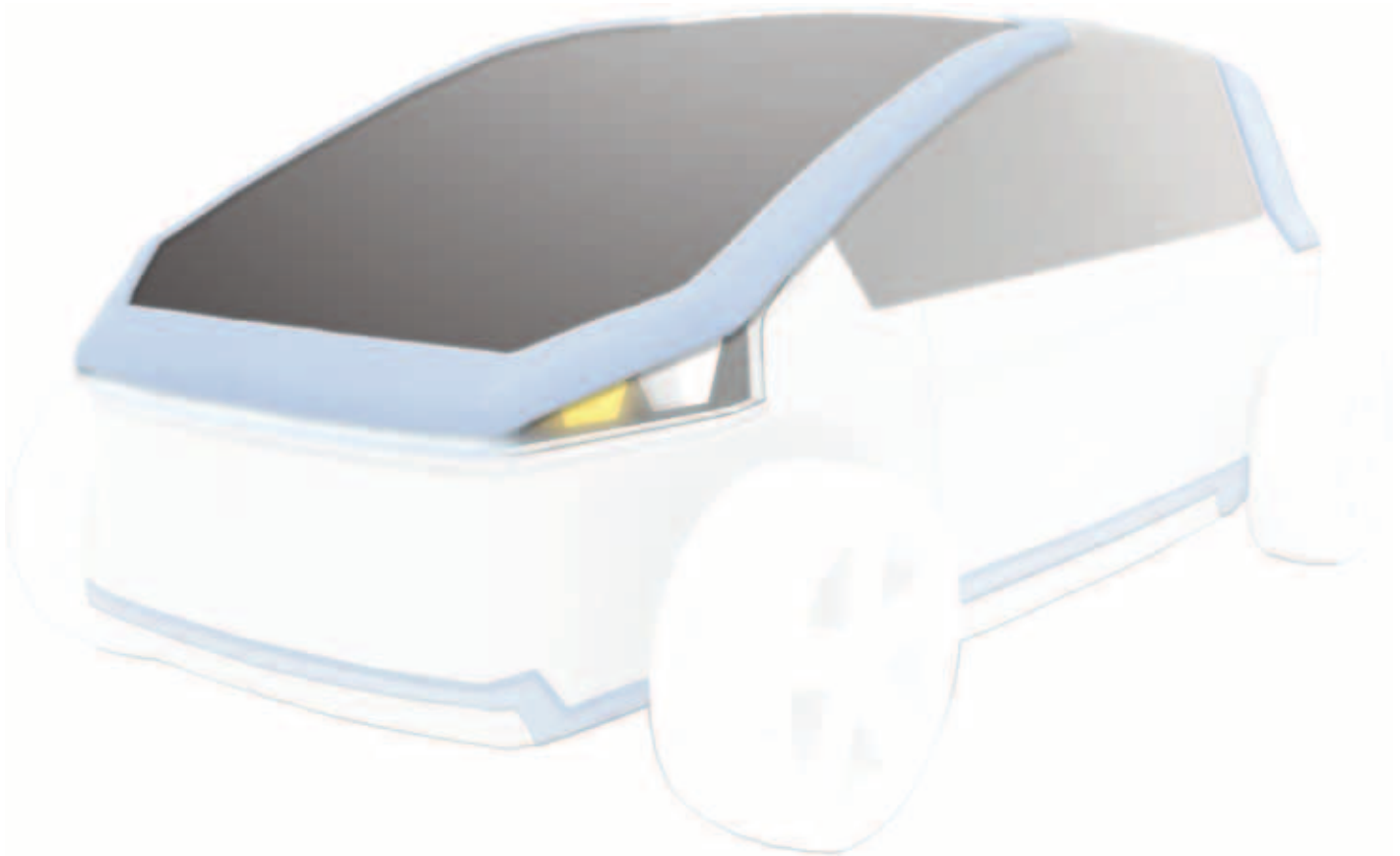
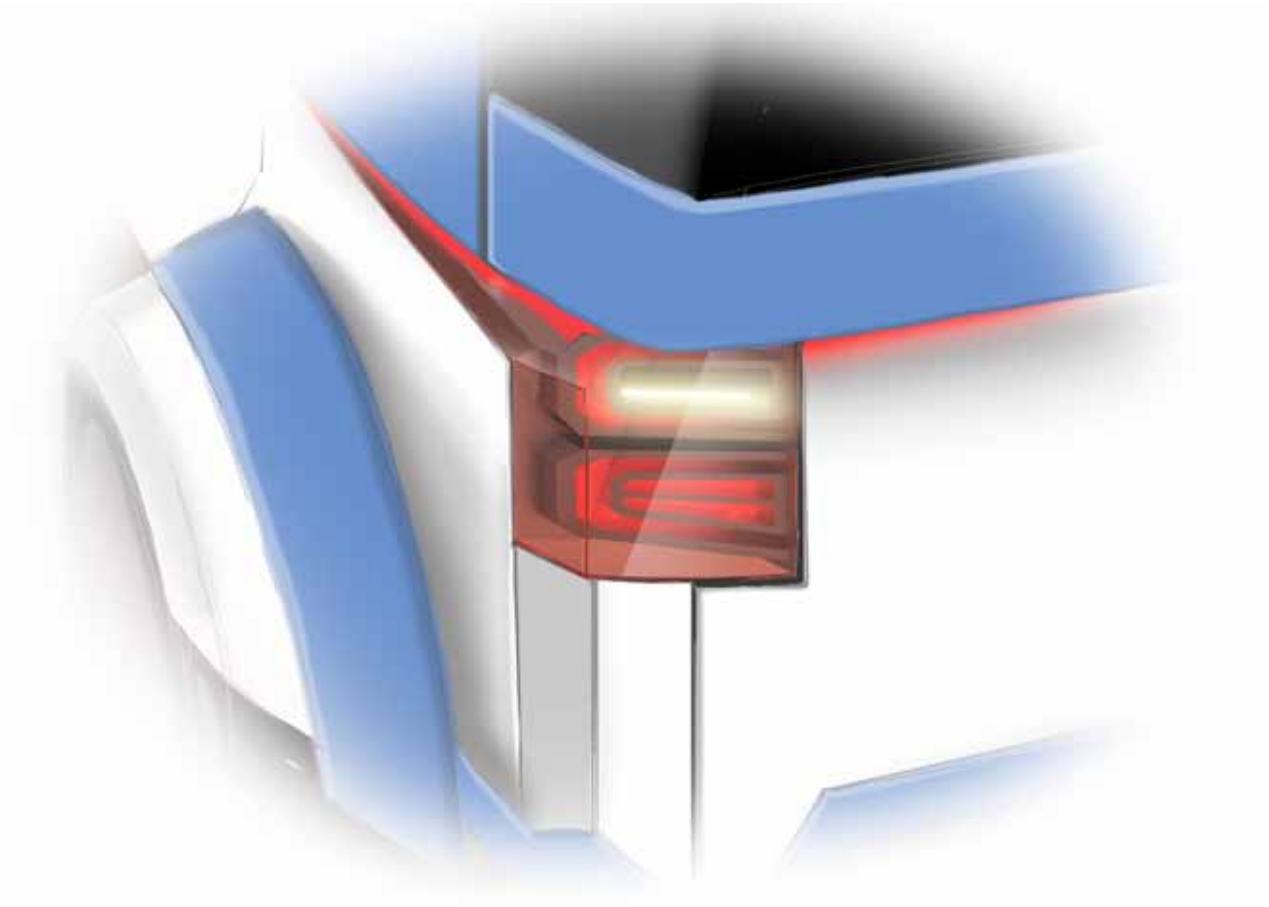
The fender protect the tire. The rim is attached to the whole design of the car and protects the wheel hub engine.

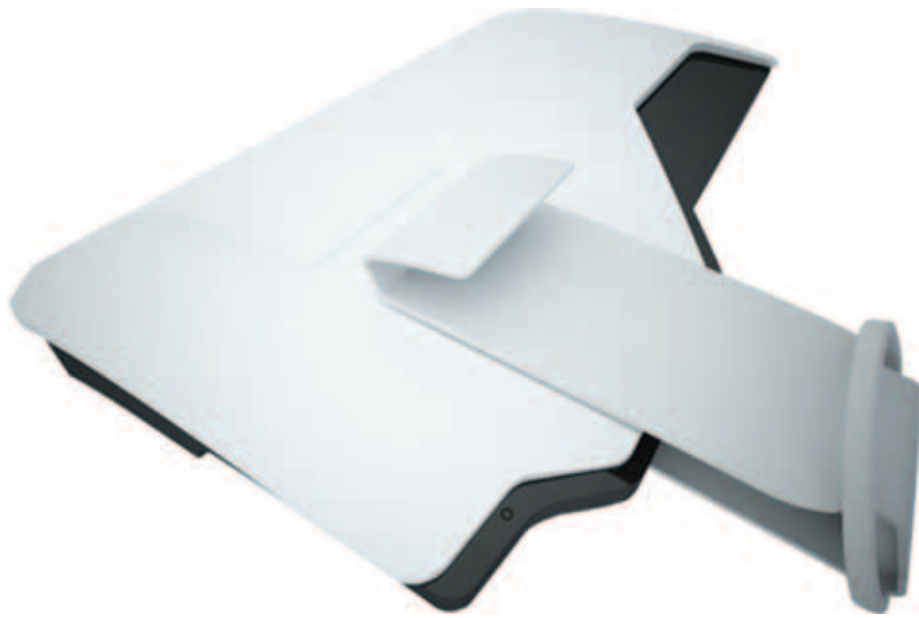


lights

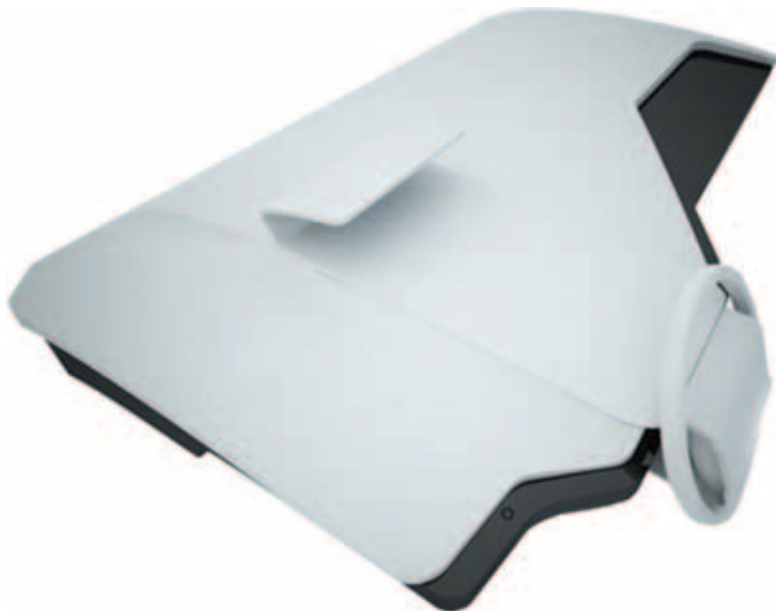
The front light are attached under the frame wich are em phasing it by runing out of the rear lights.





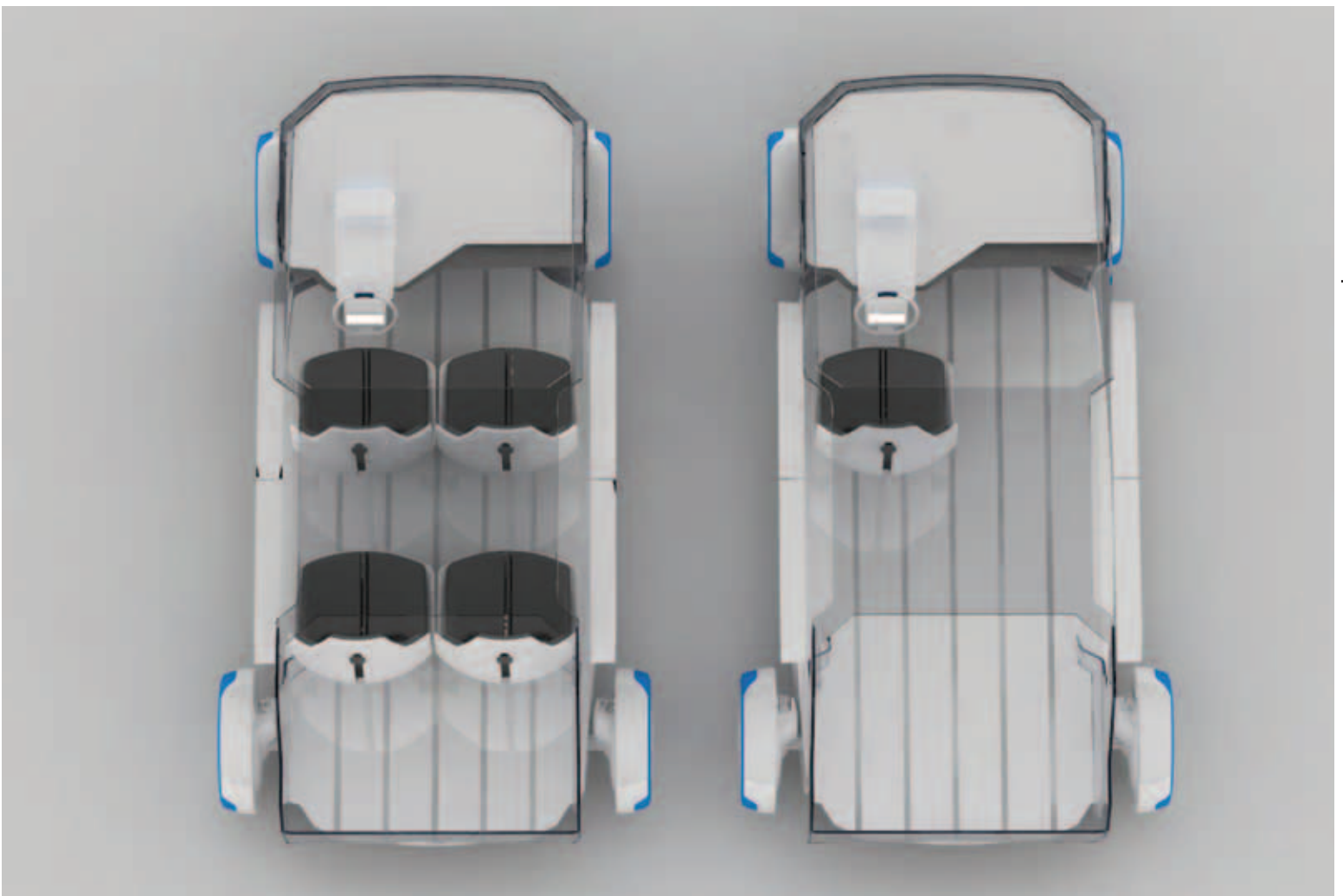


adjustable dashboard





car floor with rails





concept macedonia
.....
exterior

Using the same chassis we have built a considerably unique vehicle from the aspect of design, proving the wide range of understanding of the image

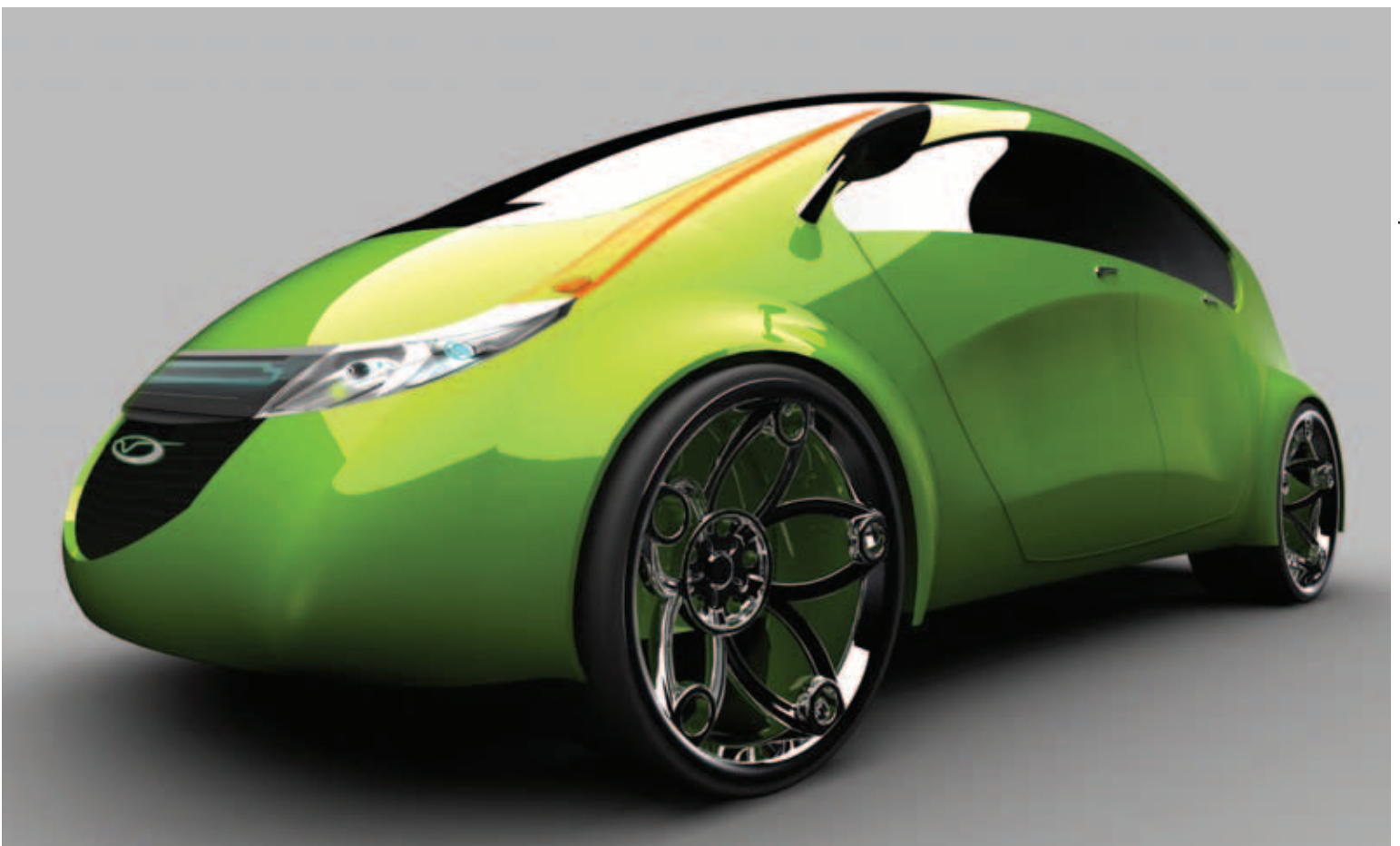
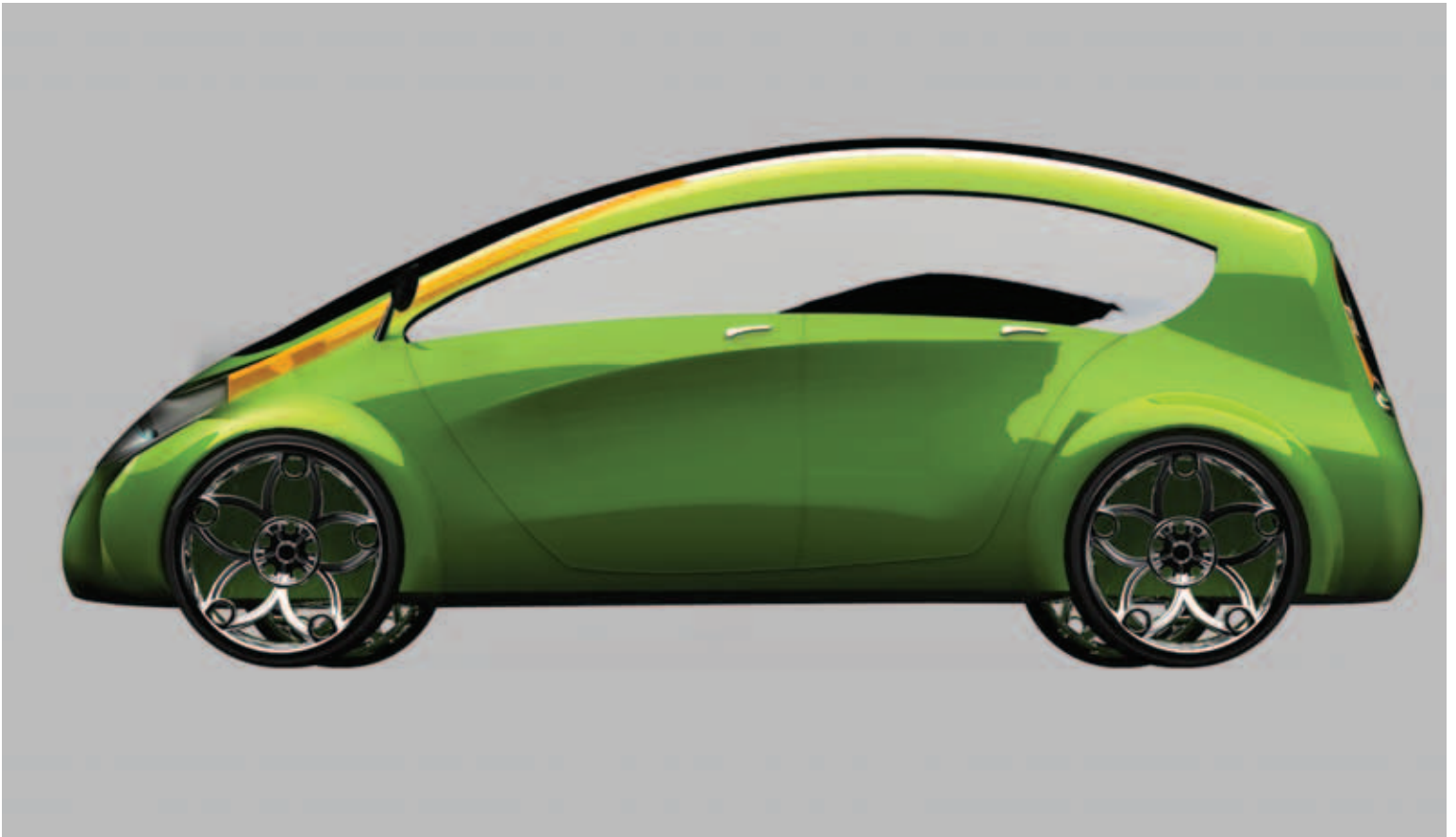
Urban Reliable Active. In spite of the car's dimensions it regains a small and compact look that blends well with its urban spirit. The exterior of the vehicle radiates a tendency for constant motion and adventure. The innovation of the headlights is just another quality that contributes to an overall bold design.

spread your wings

idea

A sleek design with downwards dynamics, promoting the eco friendly electrical vehicle idea. A big windshield enables a wider view of driver. Lights go all the way up the windshield .





front lights and rear lights

with Tungsten halogen light sources



concept

interior



idea

The interior was designed to form a unit of the compact designs of the elements and to achieve the warm and comfortable atmosphere.

All designs are ergonomically designed, considering human dimensions and striving for the most comfort.

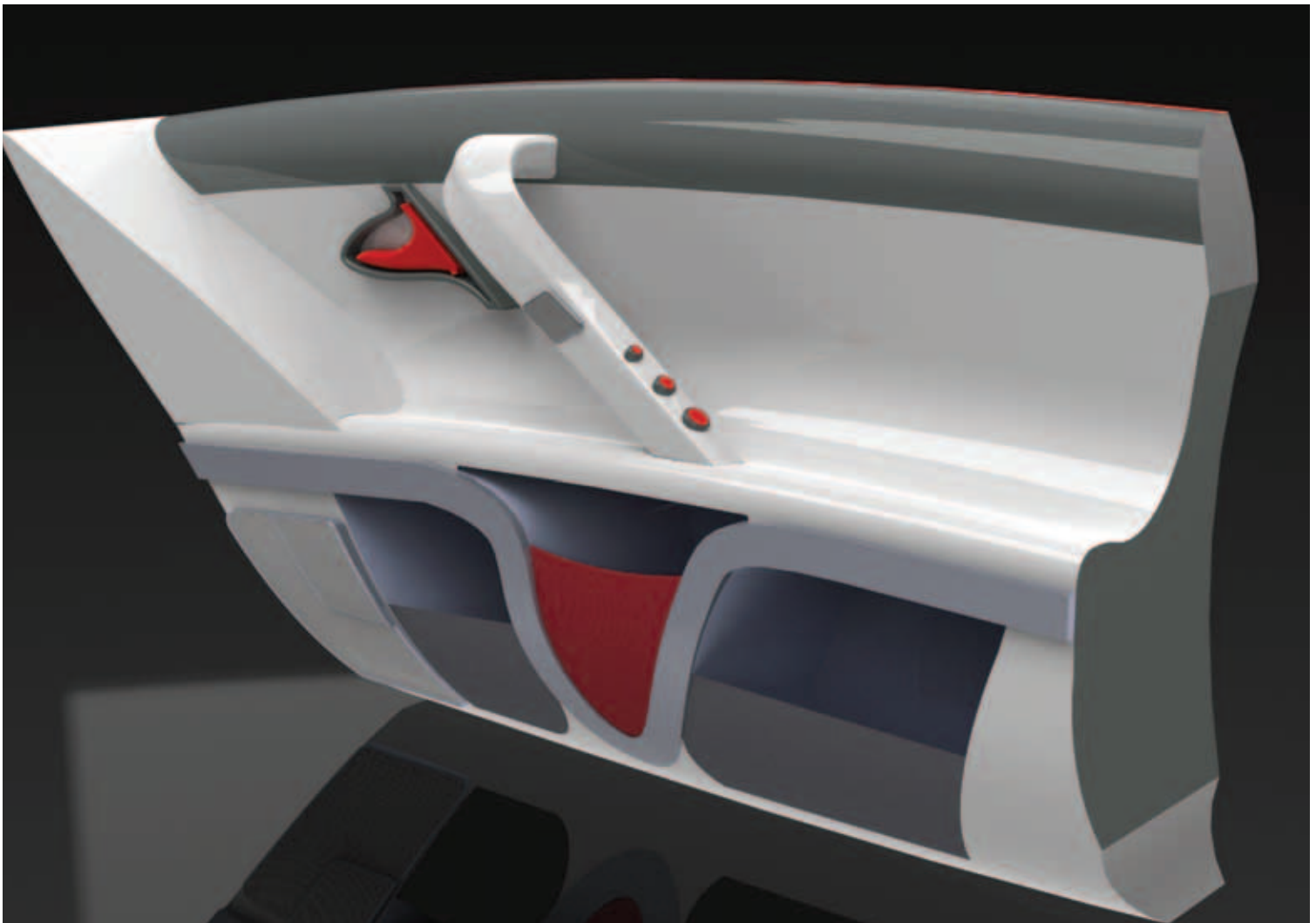
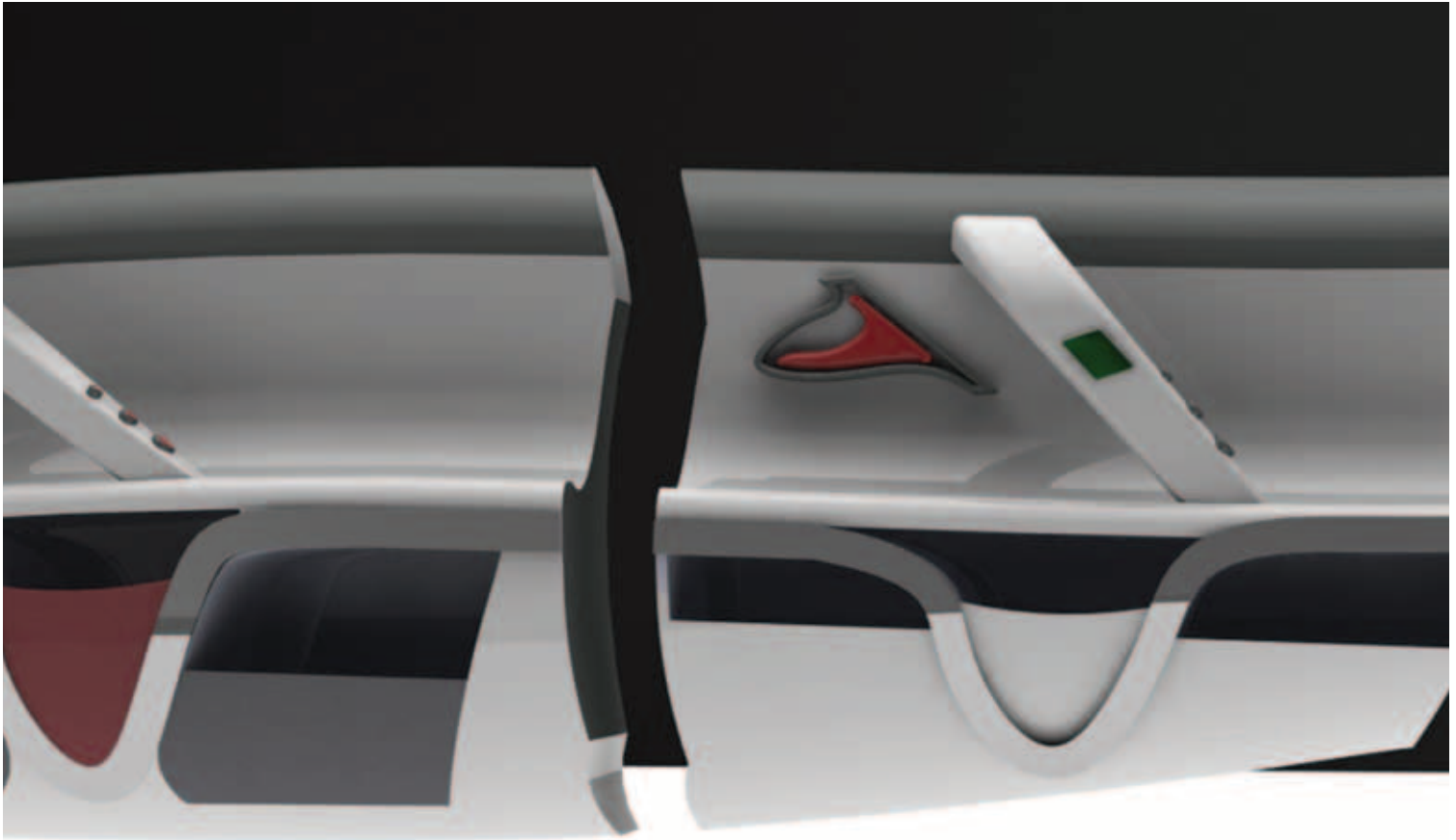
door panels

The model

The design is according all ergonomic measurements, it has individual mp3 player on the back door, multifunctional storage compartments. Right under the window there is an ambient light stripe , which color can be according the interior.

Inspiration

The design of the door panels was inspired from the curves of the steering wheel and also the pulse line. The steering wheel and the panels are supposed to form a unit, integrated looks, so the curves of the panel follow the ones from the console and steering wheel. With this vehicle we are presenting the active urban spirit of the carsharing customer and the pulse line is showing the life, movement, activity.



control panel

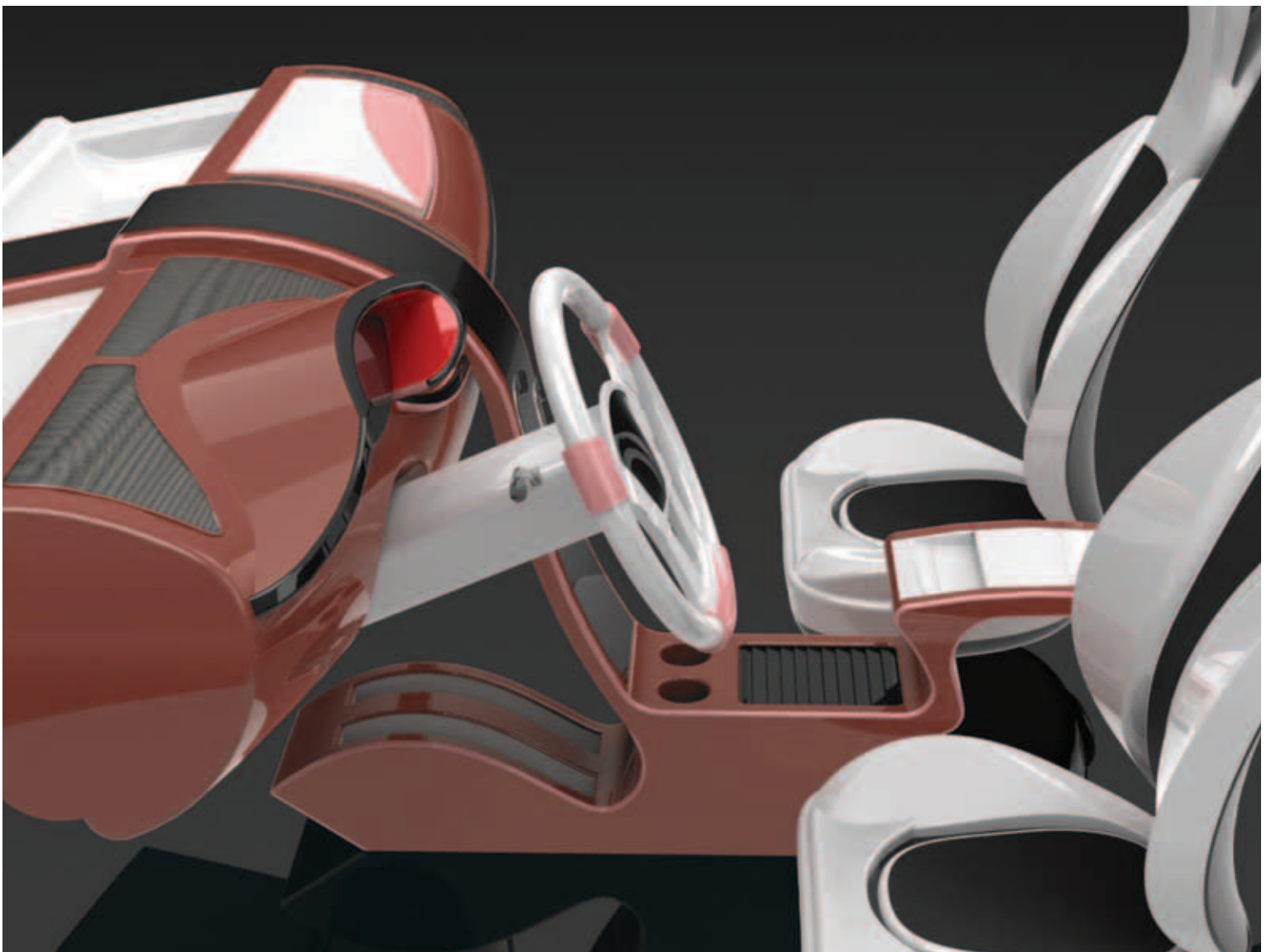
Inspiration

the inspiration for the design of the control panel with the console is the geometric shape ellipse but also from the freeform from the nature that intertwine in the design.



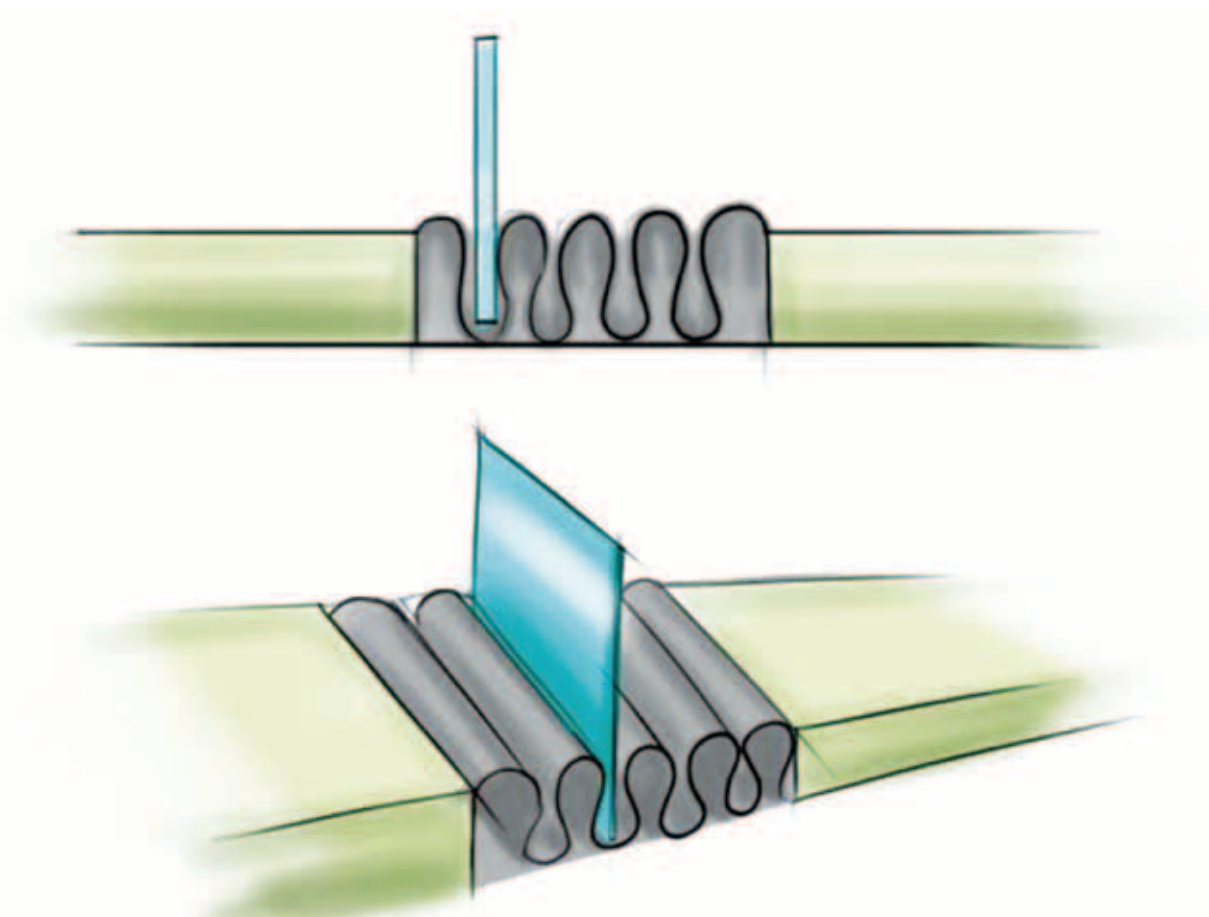
control panel

The profile line of this panel is the one that goes around the instrument panel and continues along the whole panel. That is also an ambient light to give the accent to the freeform.



back seats

Multifunction middle part for storage of books, laptop etc. folding upper part, for storage of long things







tempus student mobility

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EDITORIAL

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