



HOST PROJECT

Styling Research
Progress on the Job

Stile Bertone

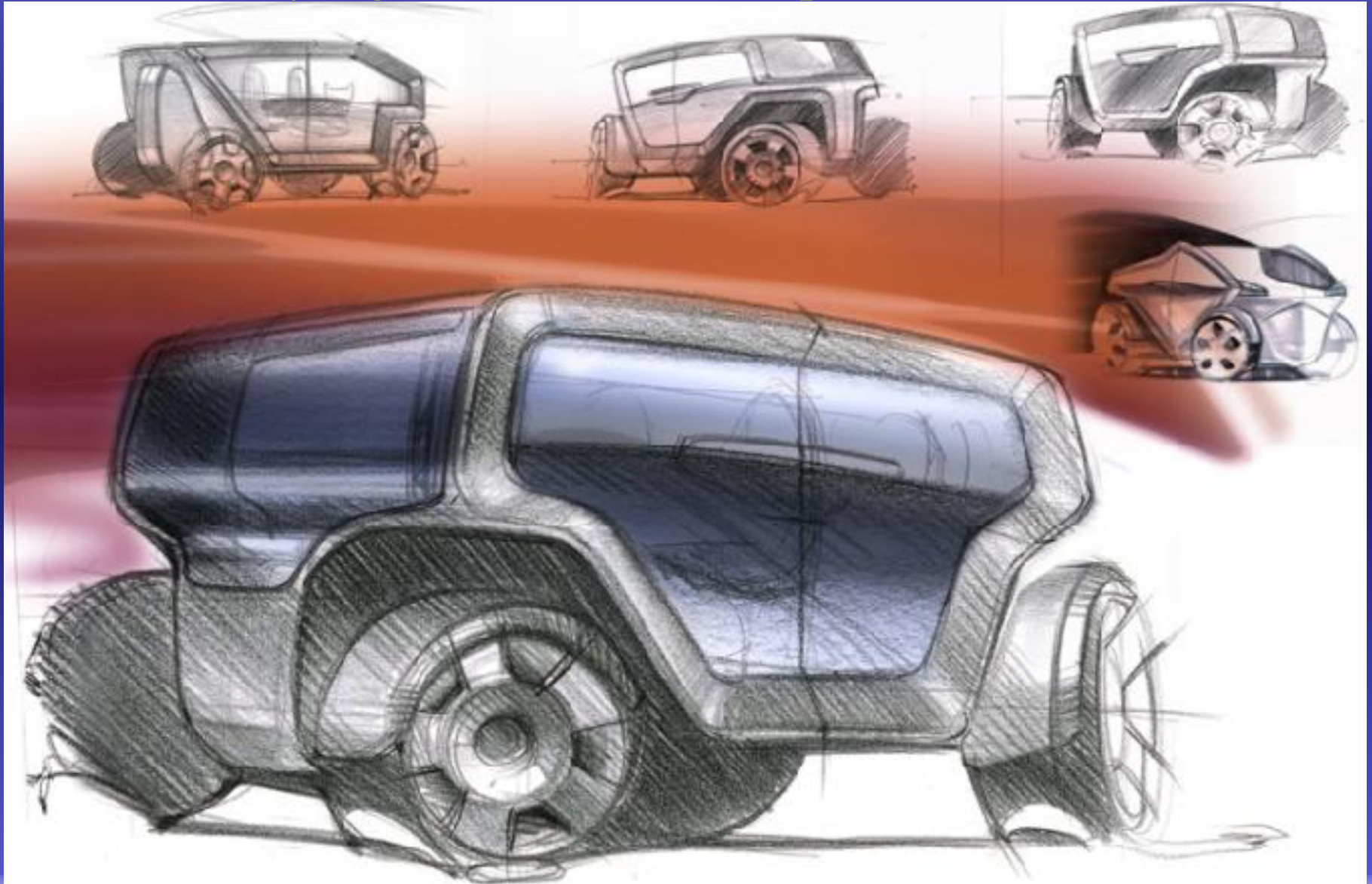




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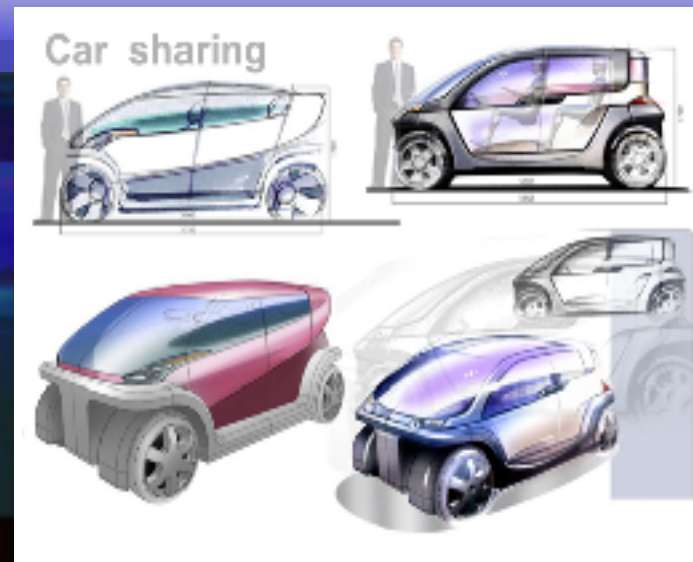


Styling Research & Development, June 2006





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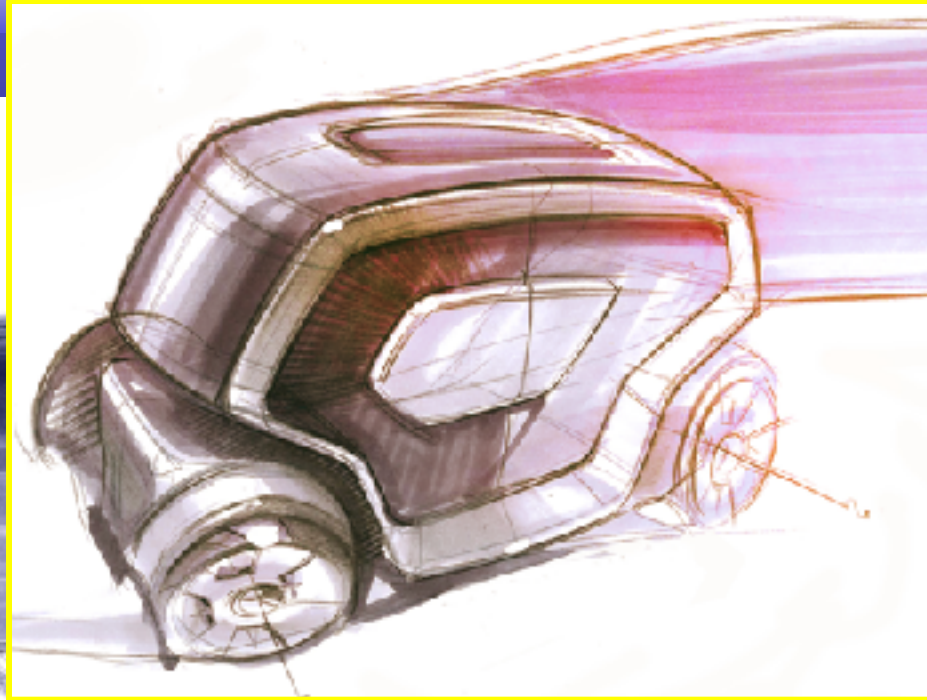
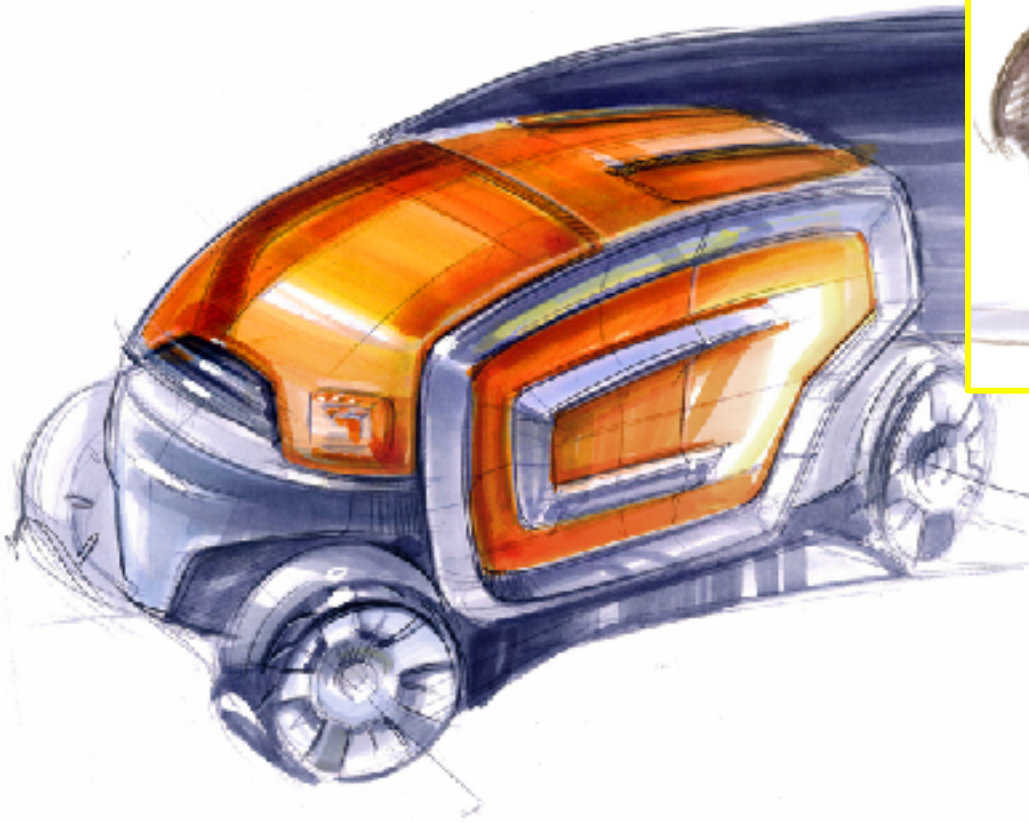


The Developed Concept

- ✓ **Modular Capsules on the Common Chassis**
- ✓ **Stylistic Features versus and towards Structural Functionalities**
- ✓ **Point out Architectural Specifications**



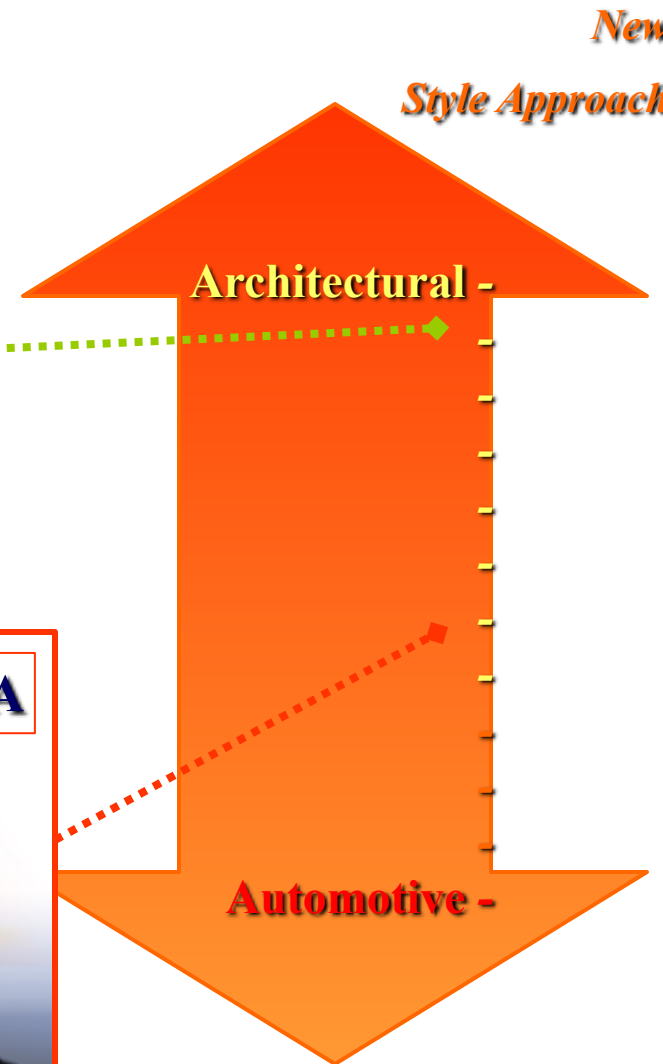
Here some sketches that have been developed during these months

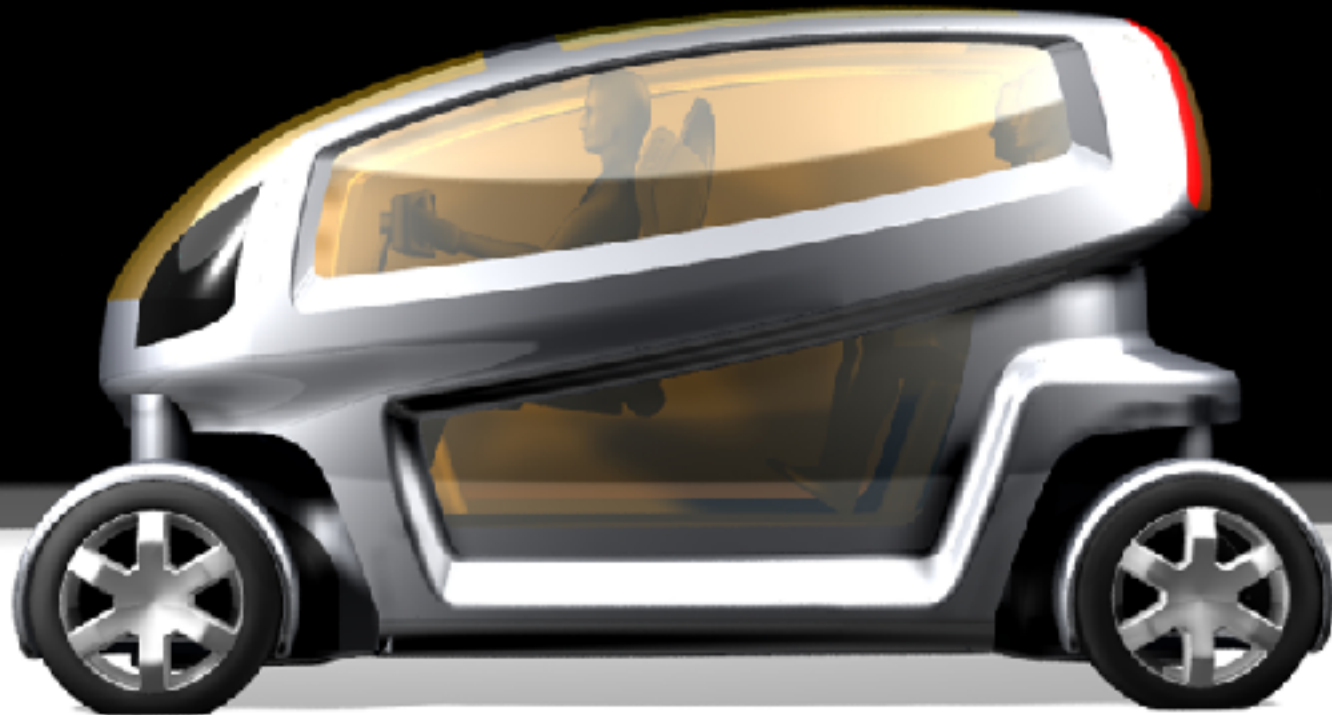


Two Different Ideas

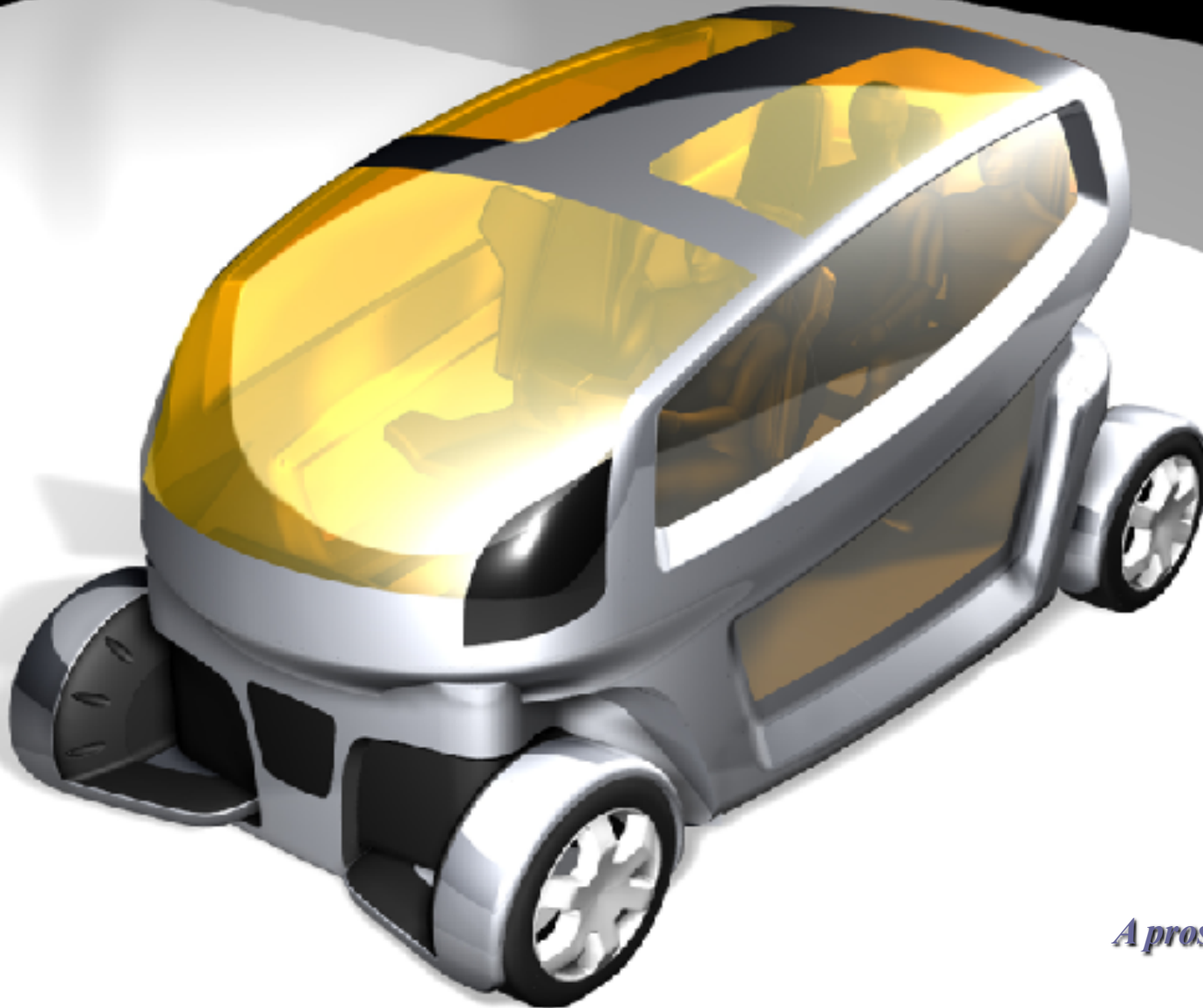


We worked on two different approaches and lean towards B because it meets our proposal for a new Style Concept, more architectural and not linked to car/truck actual styles

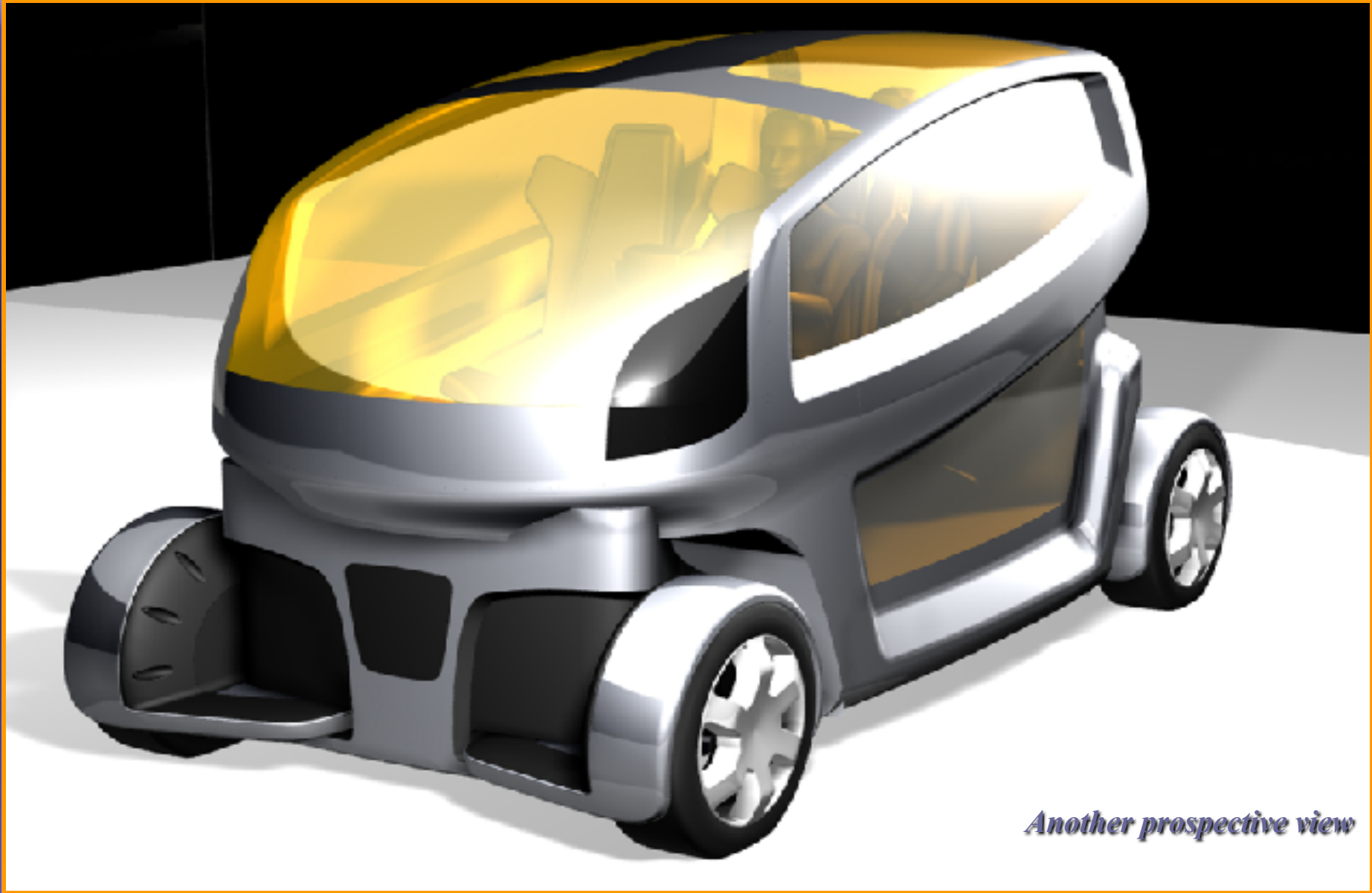




Having a focused look on proposal A



A prospective view



Another prospective view

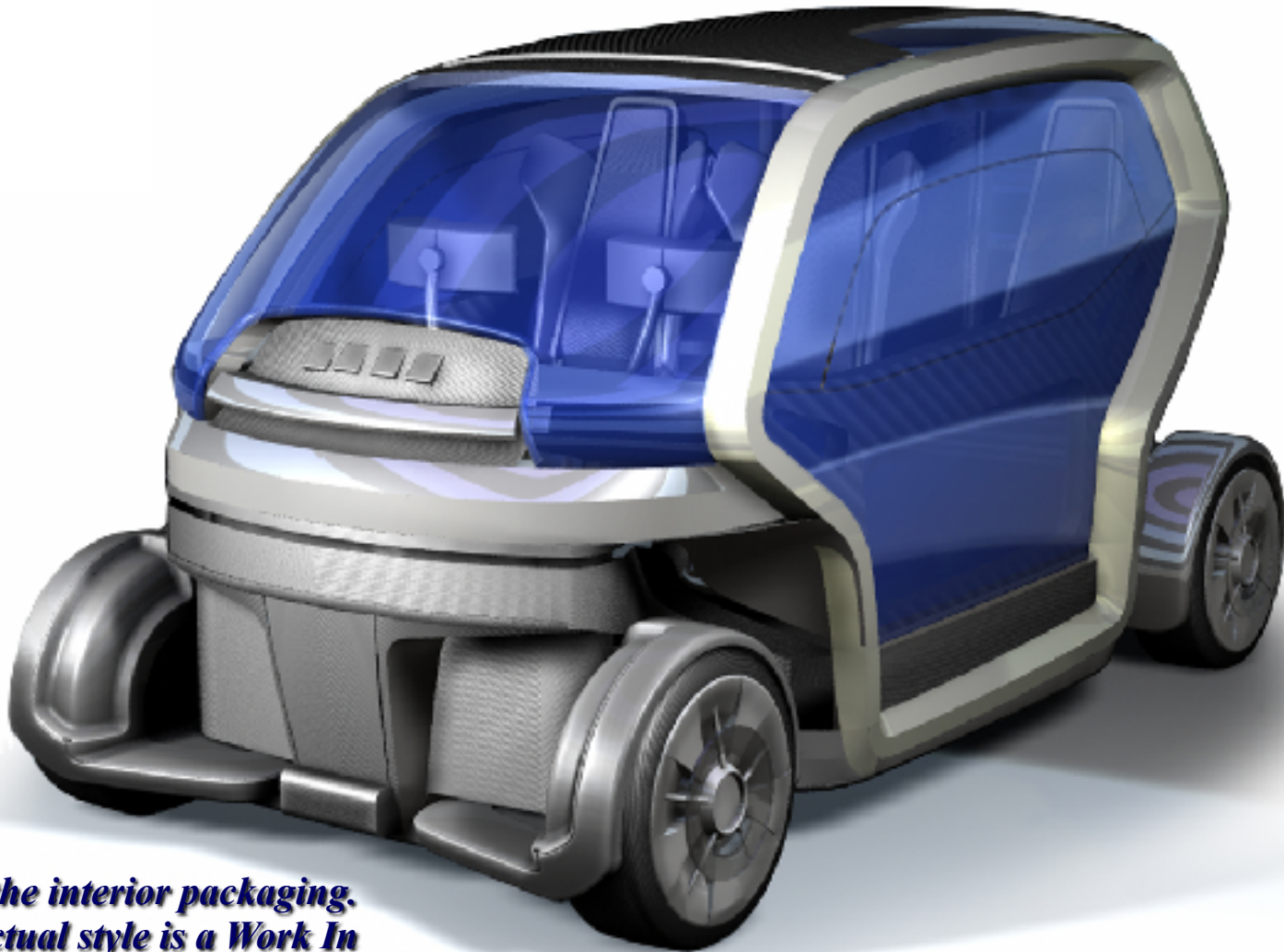


From the back

Look down on



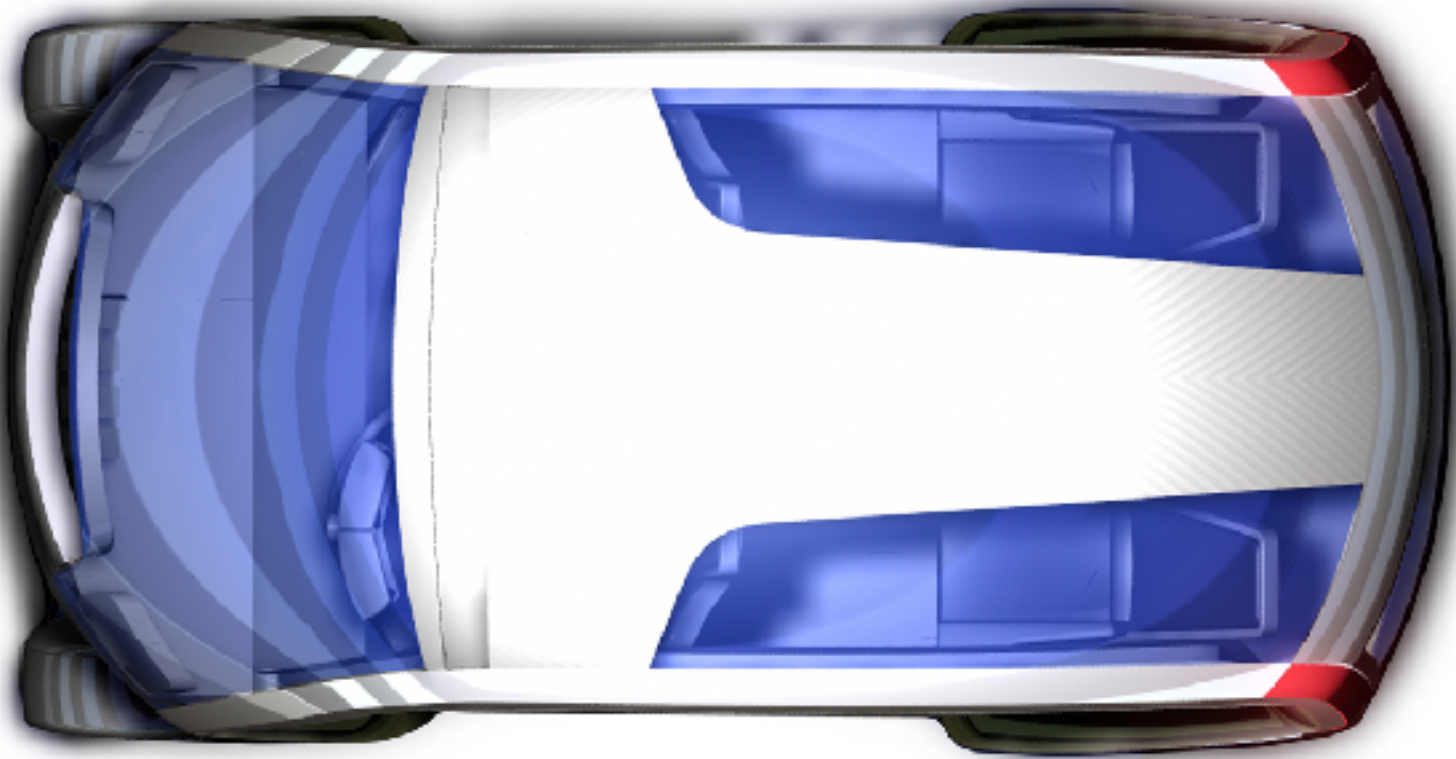
Present Status of the Styling Research



***Freezed the interior packaging.
The actual style is a Work In
Progress***



Look down on





A prospective view



Another prospective view



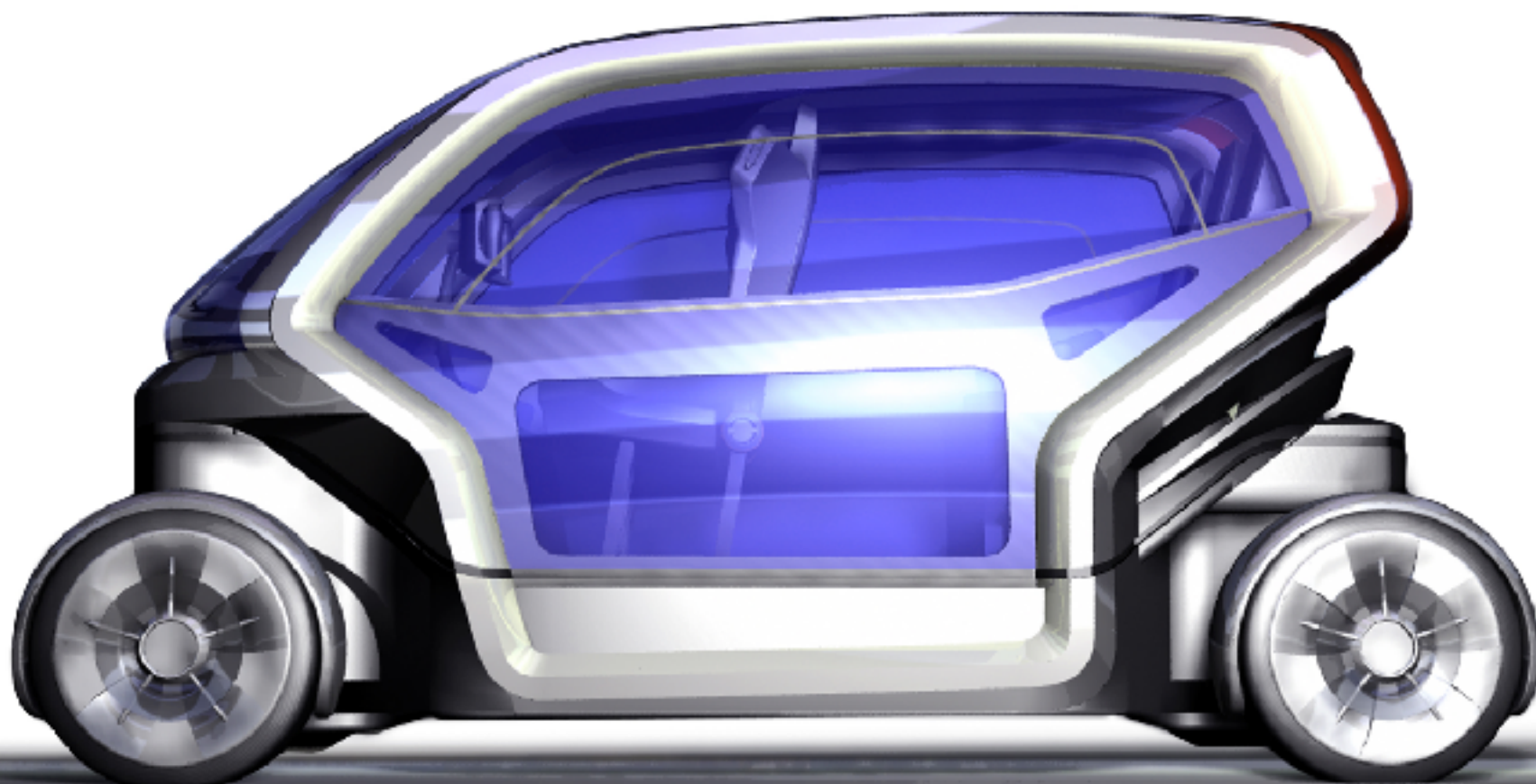
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From the back



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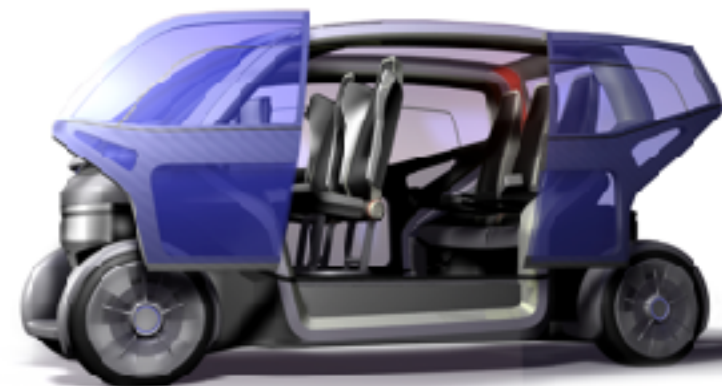
From the side



Two different ideas for the door opening



PROPOSAL A:
*The sliding doors move
along the side*



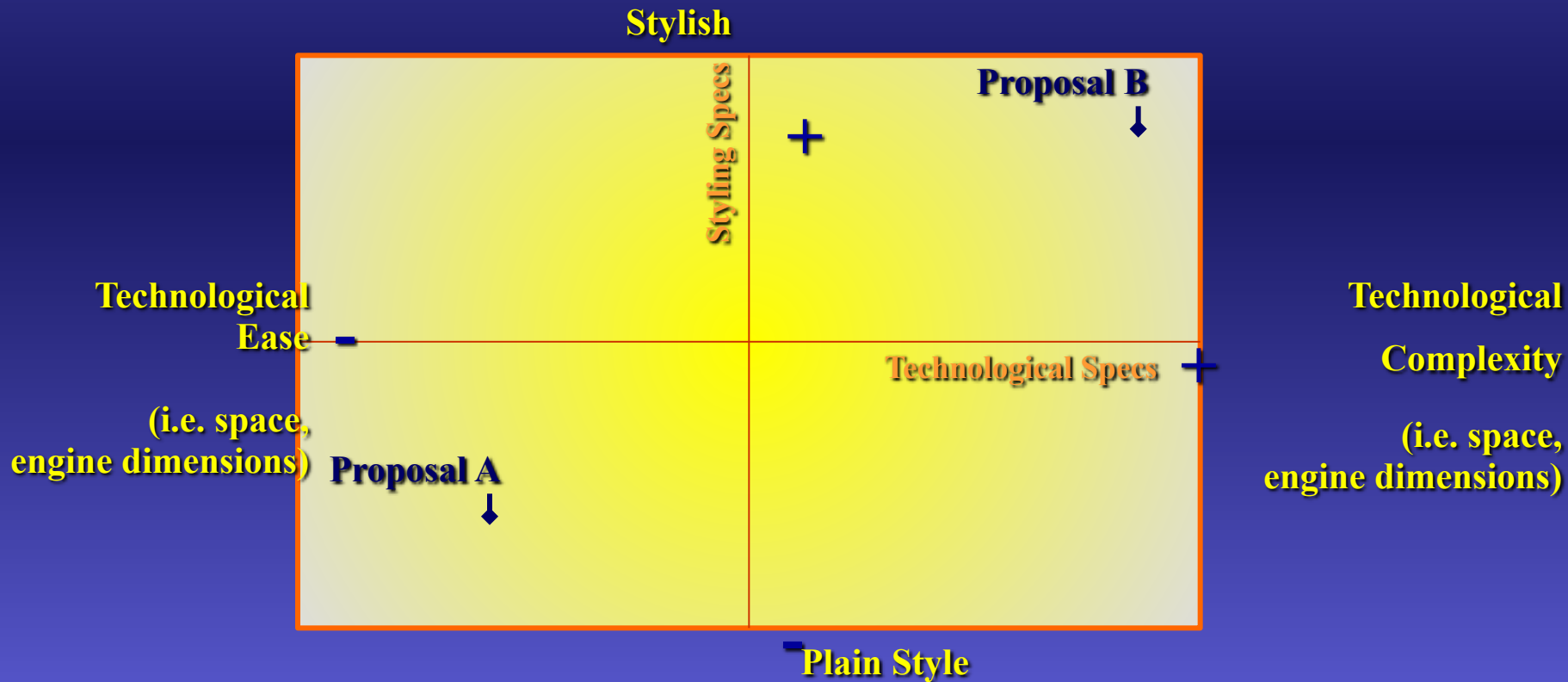
PROPOSAL B:
The sliding doors move on the
upper side





Different specs for the two opening proposals

We lean towards the proposal A because it meets Technological Specs in a better way than proposal B



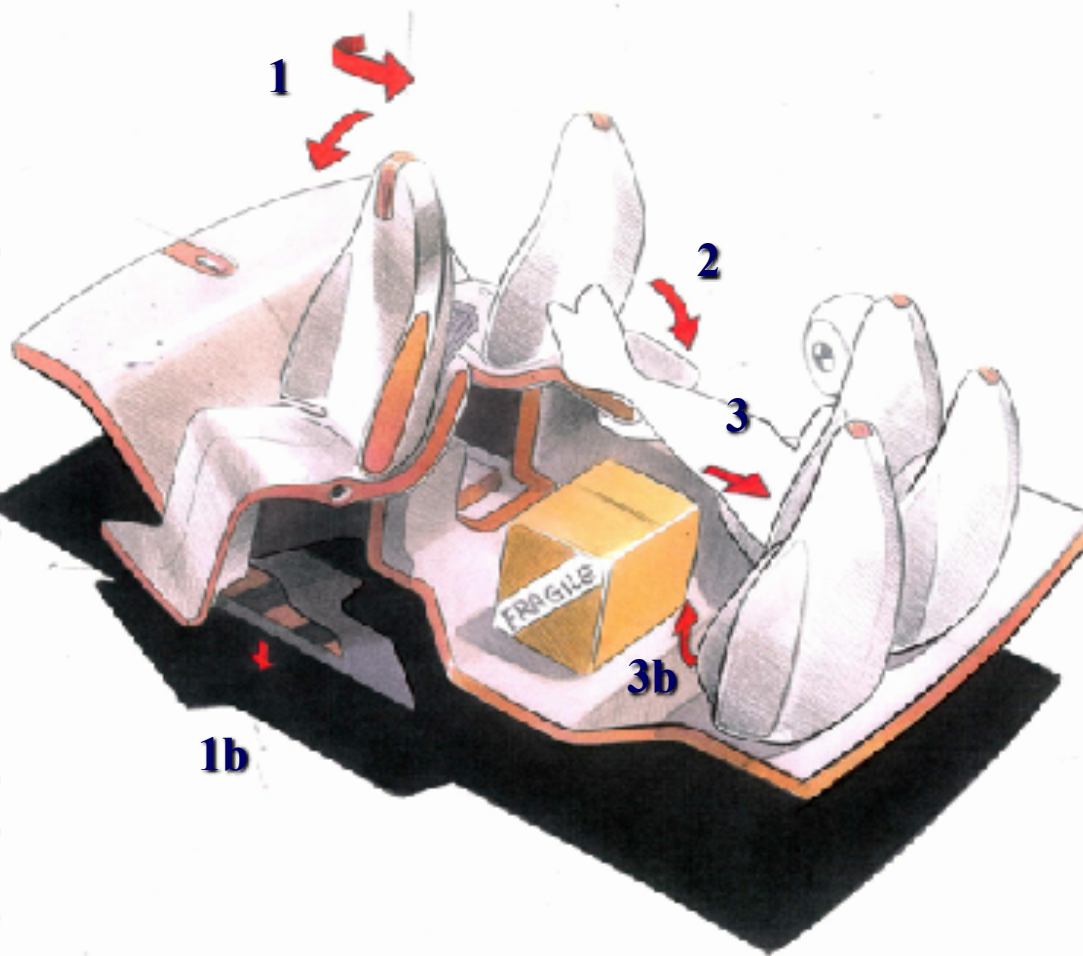


The Interior Style Improvement

The Seats Functionalities

The main seats functionalities are:

- *the front seats can turn out/inward and move vertically in order to meet the handicapped needs (1 and 1b)*
- *on the back of the front seat a component can be fold down and used by the person who sits in the rear, i.e. to have relax (2)*
- *the rear seats can shift back and be fold up for using the space inside the car in the best way (3 and 3b)*



Functional details

In this sketch we can see

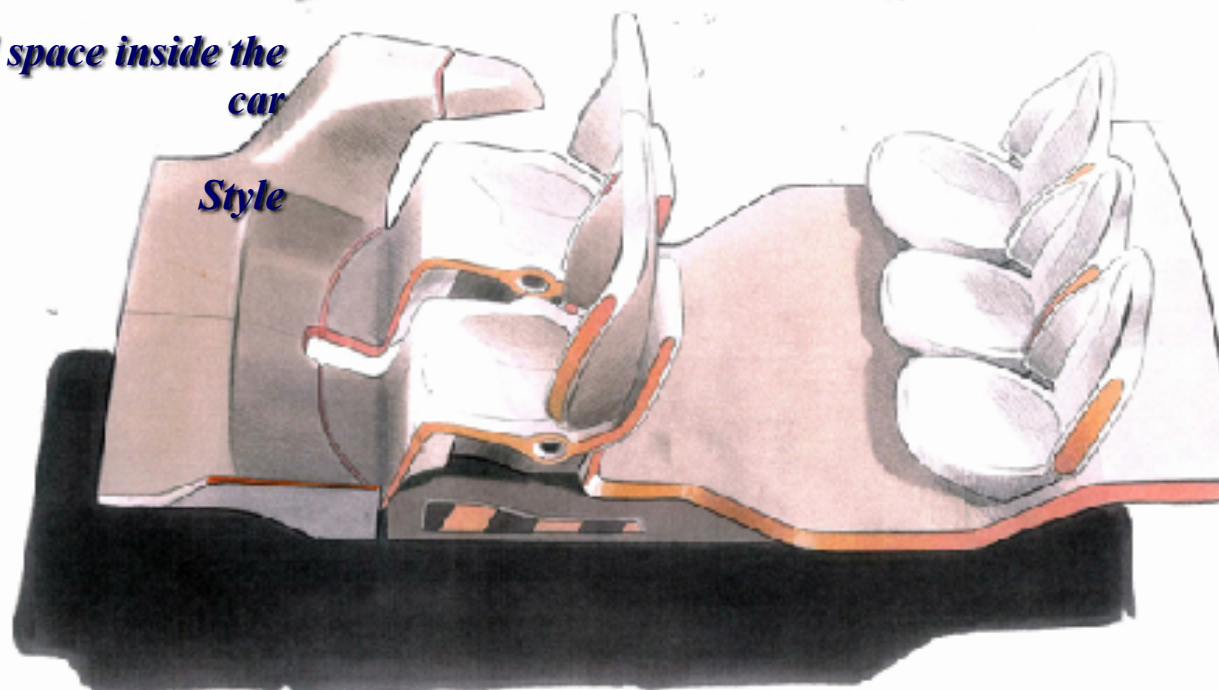
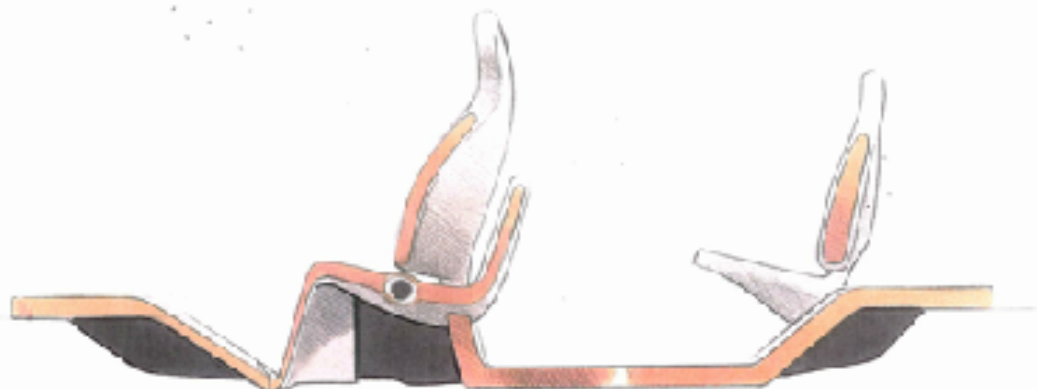
- *A Folding Hat Stand from a Styling point of view (4)*
- *The component of the back of the front seat shown in the previous slide (functionality n. 2)*



The Number of Seats

*The car-sharing will have
5 seats, 2 in the front and
3 in the rear to meet:*

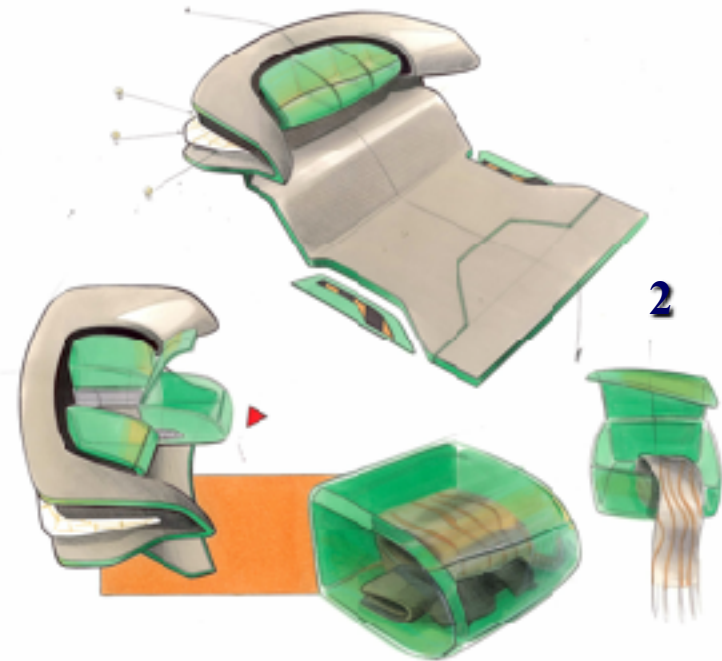
- ✓ *High standard of
comfort*
- ✓ *Useful space inside the
car*
- ✓ *Style*



The interior front side

The Interior Style is a Work In Progress. We're evaluating different Styling Concepts for the most efficient use of the interior front side

- Divisions (1)
- Functional Boxes (2)



Different sketches of the components of the HMI



- We're evaluating different Styling Concepts for the most efficient use of the HMI*
- The outside cover slips for showing the functionalities of the HMI (1)*
 - The functionalities are on the main HMI surface (2)*