

FUTURE AUTONOMOUS COMPACT TRANSPORT

MVD III-25

Project By Amol Bhangare
146390002
M.Des
Mobility and Vehicle Design
IDC, IIT Bombay

Guided by Prof. Nishant Sharma



Industrial Design Centre
Indian Institute of Technology Bombay
2016

FUTURE AUTONOMOUS COMPACT TRANSPORT

Project By

Amol Bhangare
146390002
IDC, IIT Bombay

Dhananjay Chile
Hochschule Pforzheim

Guided by

Prof. Nishant Sharma
Prof. James Kelly

Jaspreet Singh

FUTURE AUTONOMOUS COMPACT TRANSPORT

TATA MOTORS DESIGN STUDIO

Acknowledgement

I would firstly like to thank my guide, Prof. Nishant Sharma, James Kelly, Jaspreet Singh, Yashwardhan for the support and valuable inputs that he has provided during the course of project. I also thank Nicolas Proust for his inputs on the project.

Last but not the least, I would like to thank my Project Partner Dhananjay Chile for being a constant source of support and inspiration throughout the project.

Amol Bhangare

Date:-

INDEX

1. About TATAMotors

1. Background
2. Product lineup
3. Subsidiaries
4. Design network
5. IMPACT design
6. Design elements
7. Concept cars

2. Initial Brief

1. Brief statement
2. Explanation
3. Deliverables
4. Schedule

3. Design methodology

- 3.2 process chart

4. Primary research

1. Understanding autonomy
2. Target user
3. Technology
4. Necessity
5. Timeframe
6. Effects

5. Theme proposals

1. Move
2. Work
3. Play
4. Explore

6. Theme Development

1. Experience
2. Function
3. Capability

5. Explorations
6. Synthesis
7. Refinement

5. Final Concept

1. Detailed Renders
2. CAS Visualization

8. References

1

About TATAMotors

Background
Subsidiaries
Product Lineup
Impact Design

FUTURE AUTONOMOUS COMPACT TRANSPORT

TATA MOTORS DESIGN STUDIO

1.1 Background

Indian manufacturers Tata Motors have quite the history under their belt, starting with the company's foundation in 1945 as a locomotive producer.

Tata Motors is just one part of the business group Tata, formerly known as TELCO (Tata Engineering and Locomotive Company), which also has several other ventures, including a steel making plant and even a tea producing company.

Tata got into the motoring business in 1954 when it started producing heavy trucks in a joint venture with Daimler-Benz AG. In 1960, the first truck rolled out of the factory's door in Pune, India, a copy of a German Daimler truck.

Their first car was the Tata Indica, a model that enjoyed an unexpected success both in India and on other European markets, despite the fact that car-analysts gave it bad reviews.

The Indica won people over with its low fuel consumption and powerful engine. The second generation of Indica, the V2, was even more successful.

Indica's major success gave Tata Motors the financial power to take over Daewoo Motors in 2004, in an effort to take their brand more international exposure. Other surprising acquisitions by the Tata Group include Jaguar and Land Rover as of March 26th, 2008 for a net 2 billion US dollars.

1.2 Product Lineup

Tata Motors Cars is a division of Tata Motors which produces passenger cars under the Tata Motors marque. Tata Motors is among the top four passenger vehicle brands in India with products in the compact, midsize car, and utility vehicle segments.

COMPACT CARS



MIDSIZE



UTILITY VEHICLES



FUTURE AUTONOMOUS COMPACT TRANSPORT

TATA MOTORS DESIGN STUDIO

1.3 Subsidiaries

Jaguar Cars

Jaguar Cars is the luxury vehicle brand of Jaguar Land Rover, a British multinational car manufacturer headquartered in Whitley, Coventry, England, owned by the Indian company Tata Motors since 2008.

Jaguar's business was founded as the Swallow Sidecar Company in 1922, originally making motorcycle sidecars before developing bodies for passenger cars. Jaguar has, in recent years, manufactured cars for the British Prime Minister, the most recent delivery being an XJ in May 2010.[10] The company also holds royal warrants from Queen Elizabeth II and Prince Charles.



1.3 Subsidiaries

Land Rover

Land Rover is a British car manufacturer with its headquarters in Gaydon, Warwickshire, United Kingdom which specialises in four-wheel-drive vehicles.

It is owned by the Indian company Tata Motors, forming part of their Jaguar Land Rover (JLR) group. It is the second oldest four-wheel drive car brand in the world.

The Land Rover name was originally used by the Rover Company for the Land Rover Series, launched in 1948. It developed into a brand encompassing a range of four-wheel-drive models, including the Defender, Discovery, Freelander, Range Rover, Range Rover Sport and Range Rover Evoque.



1.3 Subsidiaries

Tata Daewoo Commercial Vehicle Company

Tata Daewoo Commercial Vehicle Company Limited engages in the manufacture and distribution of trucks in South Korea. The company offers heavy and medium-duty cargo trucks; tractors; dump and mixer trucks; and special purpose trucks. It also exports its products to approximately 60 countries.

The company was formerly known as Daewoo Commercial Vehicle Company Ltd. and changed its name to Tata Daewoo Commercial Vehicle Company Limited in March 2004, as a result of the acquisition by Tata Motors Limited.



1.4 Design Network

UK | **TATA Motors European technical centre**

The TMETC design studio plays a pivotal role in the creation of design concepts of future Tata Motors passenger vehicles, part of TMETC's role as Tata Motors' Advanced Product Creation Centre for the next generation of passenger vehicles.

ITALY | **Trillix SRL**

Trillix Srl is a design and engineering company and design and engineering services in the automotive sector, specifically styling, architecture, packaging, surfacing, macro and micro feasibility, and detailed engineering development. The company is based in Grugliasco, Italy. As of September 2010, Trillix Srl operates as a subsidiary of Tata Motors Ltd.

INDIA | **TATA Motors Design, Pune**

sign studio plays a pivotal role in the creation of design concepts of future Tata Motors passenger vehicles, part of TMETC's role as Tata Motors' Advanced Product Creation Centre for the next generation of passenger vehicles.

1.5 IMPACT Design

The Exterior design will be defined through 'EXciting', 'EXpressive' and 'EXtraordinary' features:

1. Exciting architecture and pleasing proportions will be standard e.g. best in segment size & location of the wheels, perfectly proportioned cabin to body ratio and hood to cabin relationship

2. Expressive surfaces and graphics e.g. front face framed by the Humanity Line; dynamism amplified by the Sling-shot line; movement created by the Diamond Window

3. Extraordinary Details inspired by Indian Architecture



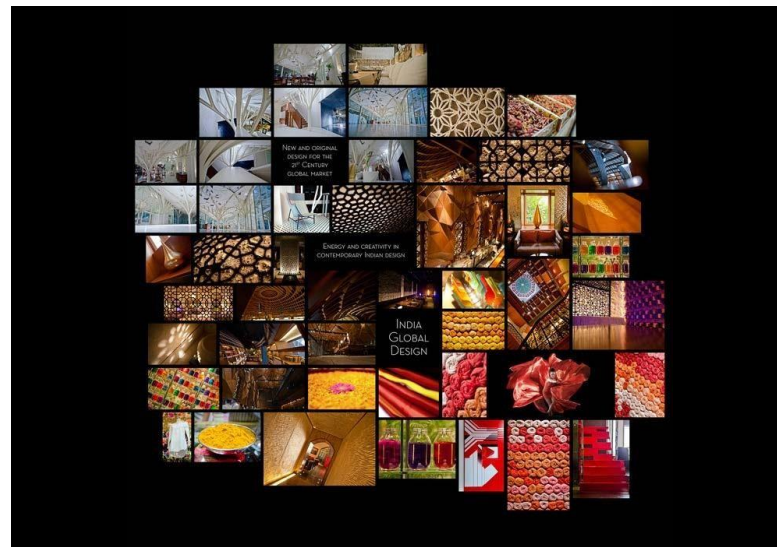
1.5 IMPACT Design

The Interior of the vehicle will be defined through 'INViting', 'INTelligent' and 'INTouch' features.

1. Inviting interior architecture and proportions including Layered Cockpit Design; Driver Focussed layout; Outstanding Textures, Fabrics and Materials

2. Intelligent Cabin Layout with clever storage spaces, surprise and delight features. All displays, commands and controls will be within easy and intuitive reach

3. Intouch and connected to the world inside and outside the vehicle



1.6 Design Elements

Diamond DLO



Slingshot Line

EXciting Architecture | **EX**pressive Surfacing | **EX**traordinary Details

The Tata Megapixel is designed to express the energy and dynamism seen in Contemporary Design in India today. The design language of Megapixel, while inspired from traditional Indian Architectural and design details, is completely Global in its reach and appeal, comfortable in New York, London or Mumbai.

TATA MOTORS DESIGN



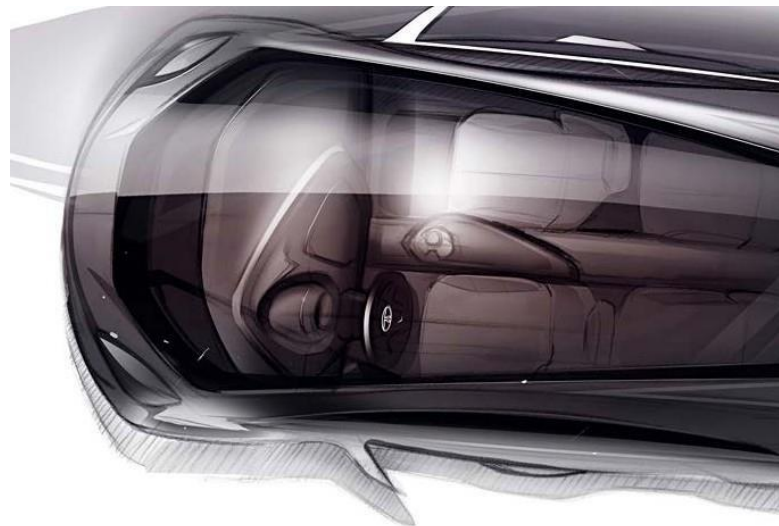
Humanity Line

Indian Motifs

1.6 Concept cars

The Tata Megapixel is designed to express the energy and dynamism seen in Contemporary Design in India today. The design language of Megapixel, while inspired from traditional Indian Architectural and design details, is completely Global in its reach and appeal, comfortable in New York, London or Mumbai.

The dynamic stance, sweeping silhouette and floating C-Pillar express again the modernity and confidence of India today. The wide, single piece front 'mask' give the car a presence usually reserved for much larger cars. The single belt line which sweeps from the front quarter glass all the way around to the tailgate, visually stretch and lengthen what is otherwise a car with very compact dimensions.



FUTURE AUTONOMOUS COMPACT TRANSPORT

TATA MOTORS DESIGN STUDIO

2

Initial Brief

Statement
Challenge of Autonomy
Deliverable
Duration

2.1 Brief Statement

Future vision of an autonomous vehicle [exterior] for TATAMotors

TATA Motors, the brand, represents a trusted companion to the urban/extra-urban/rural population in Indian. The versatility offered in terms of body styles and customization freedom, and cabin space fueled past successes in terms of on-road presence and numbers sold.

Design Challenge:

Create a vehicle concept for a Future Autonomous Compact Transport [FACT]; with emphasis on the design of a new aesthetic for autonomy, the cabin spaces, and concepts for human-machine interaction: one of the most important aspects in the interior of an autonomous vehicle. Provide a clear explanation of the thinking behind the solutions, where the inspiration came from and justification for the direction taken.

2.2 Explanation

A convincing proposal for an autonomous compact vehicle which communicates the “Do anything; Go anywhere” capability of the vehicle and that would make it relevant beyond the current customer base. The proposal would be simple and inviting that showcases the technology encapsulated in it and at the same time makes it self-explanatory rather than being esoteric for the average customer.



2.3 Deliverables

Future vision of an autonomous vehicle [exterior] for TATAMotors

Mood boards, research sketches, explanatory sketches, persuasive rendering(s) and illustration(s) for a feasible, well thought out and detailed vehicle level solution which gels with the thematic interior proposal. The intent is to bring design sophistication in to this new category of transportation and eventually expand the product appeal to a wider market base as the ultimate transportation object. The final submission will include a proportional clay model supported by a CAS representation and detailed visualizations.

Design deliverables: The vehicle would have: A feasible powertrain; an instrument panel; flexible use of cabin space; scope for connectivity, new materials and manufacturing technologies; energy management/HVAC/audio-video systems and relevant controls etc.

The vehicle would have an operating zone of size of a typical metropolis inclusive of extra-urban areas.

The final submission should also include a brief discussion on obstacles that may arise with the advent of autonomous vehicles, both in vehicle design and usage, with potential approaches to overcome the same, all in the Indian context.

2.4 Schedule

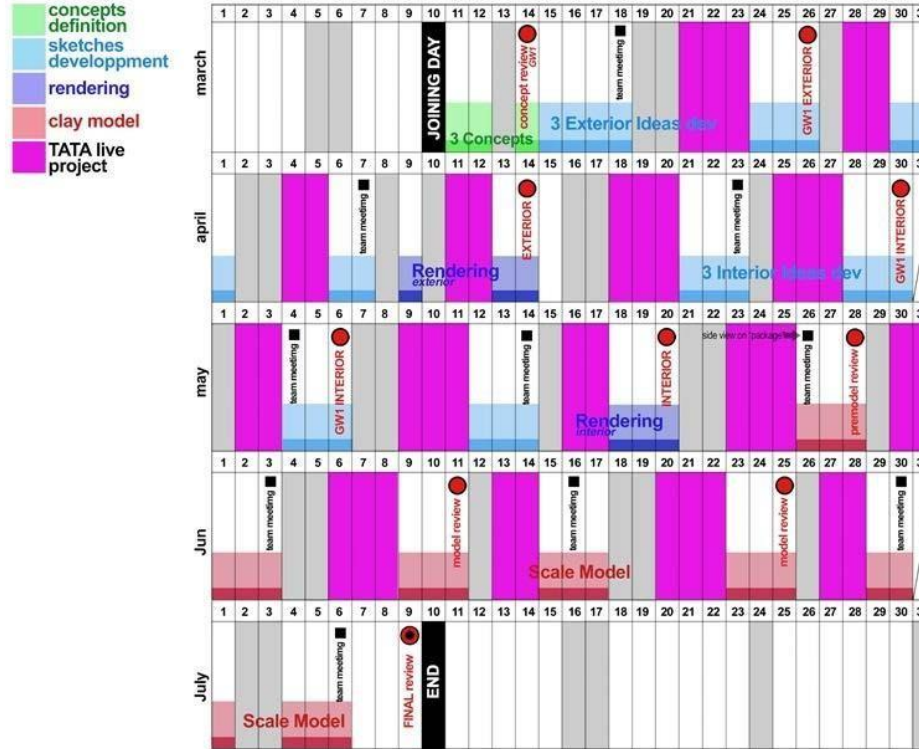
The schedule is divided between a research phase, exploration phase and refinement phase. The CAS model building will be simultaneously done after the key theme is finalised.

The final deliverables include mood boards, story boards, sketch boards, renders and CAS model with an Animation.

DhananjayChile

TATA MOTORS DESIGN STUDIO

INTERNSHIP schedule
17 weeks program

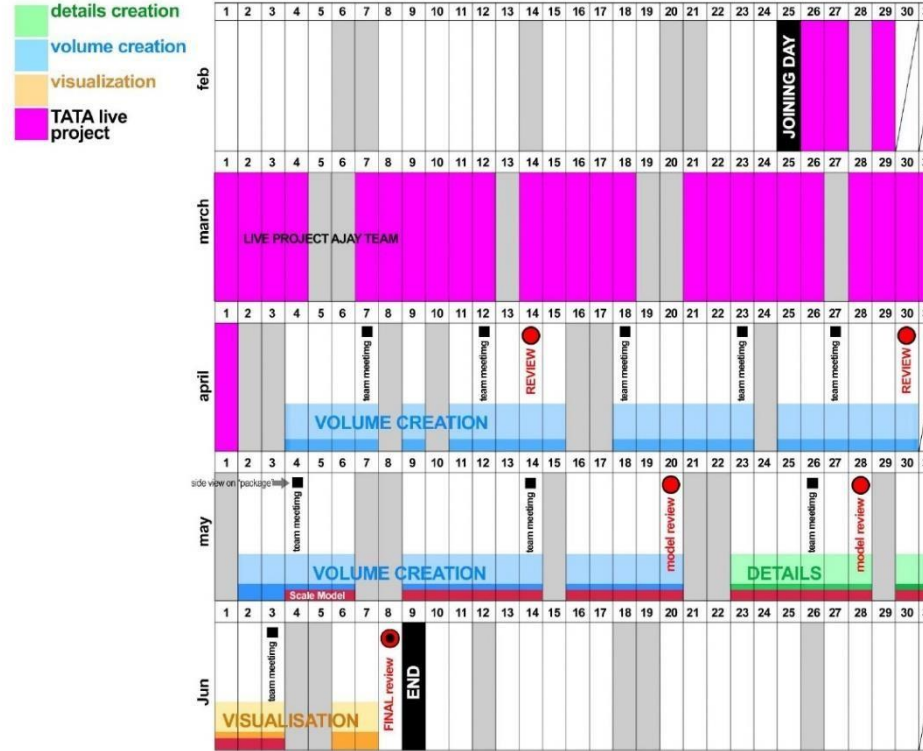


FUTURE AUTONOMOUS COMPACT TRANSPORT

AmoBhangare

TATA MOTORS DESIGN STUDIO

INTERNSHIP schedule
17 weeks program

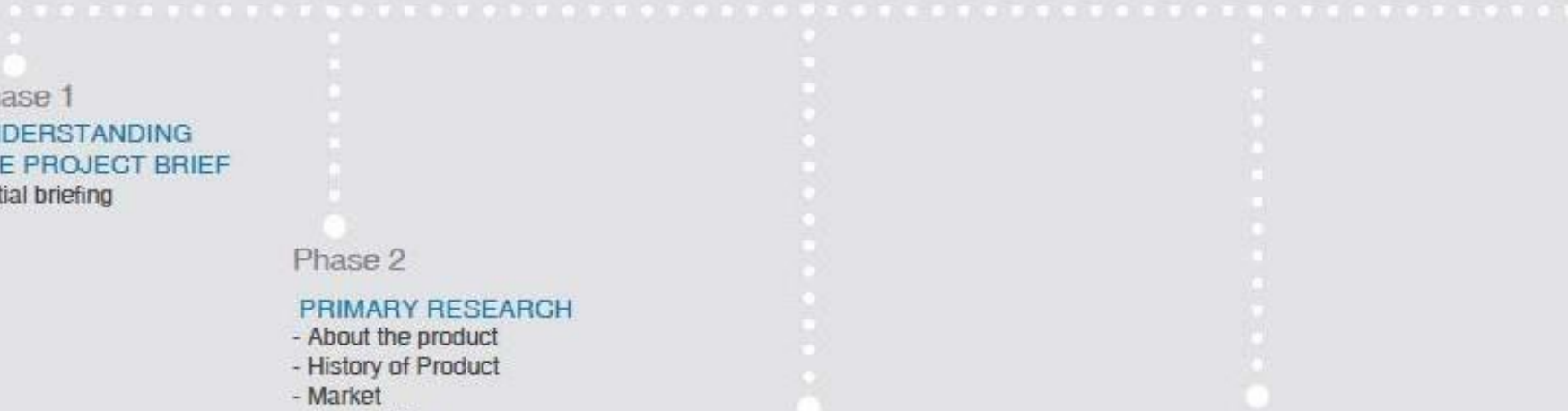


FUTURE AUTONOMOUS COMPACT TRANSPORT

3

Design Methodology

Reserach
Exploration
Development
Deliverable



Phase 1
**UNDERSTANDING
THE PROJECT BRIEF**
-Initial briefing

Phase 2
PRIMARY RESEARCH
- About the product
- History of Product
- Market
- Current Users
- Competitors/Competition
- Visual semantics/ Understanding
the changing Design DNA
-Packaging

Phase 3
USER STUDY
- Present Scenario
- Initial Concept Sketches
- The User/ Storyboarding
- Brainstorming
- Proposed Vehicle Concepts
- Trend Study and Mood Board Images
- Validation/Verification

Phase 4
**REDEFINITION
OF BRIEF**

FUTURE AUTONOMOUS COMPACT TRANSPORT

TATA MOTORS DESIGN STUDIO

Phase 5

CONCEPT DEVELOPMENT

- Theme Sketching
- Volume Exploration
- Surface Development

Phase 7

MODEL DEVELOPMENT FOR
SURFACE CORRECTION

Phase 6

INTRODUCTION TO
VEHICLE PACKAGE

- On Package Concept Optimization
- Car Line Drawing for Model Development
- Renderings for Model Development

Phase 9

RESEARCH
DOCUMENTATION

Phase 8

FINAL OUTCOMES
AND RENDERINGS

FUTURE AUTONOMOUS COMPACT TRANSPORT

TATA MOTORS DESIGN STUDIO

4

Primary Research

Understanding Autonomy
Thinking ahead

FUTURE AUTONOMOUS COMPACT TRANSPORT

TATA MOTORS DESIGN STUDIO

4.1 Autonomy

Understanding Autonomy

Before getting started on the project, understanding the context, autonomy, automotive trends and forecasts is most important step. Answering questions like where to implement, target users, how it is going to affect mobility and mobility design in future has to be understood.

Mobility design is always affected by various factors like feasibility, methods of construction and technology available. Thus understanding such factors prior to design process will help create better mobility solutions.



4.2 Target User

The autonomous car will make the portion of the population which is currently excluded from mobility e.g. children and very old people mobile.

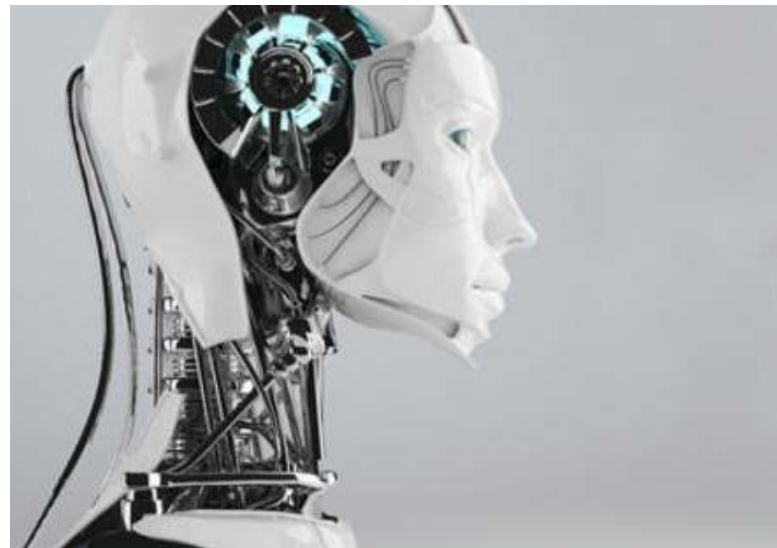
Autonomous mobility will allow people to engage in unfamiliar activities while driving. Reading, working, socializing, sleeping, and eating will create a need for more flexible interiors that are also safe. With this evolution, we also need to address the emotional aspect of human driving since it will not only be difficult to give up control but many people simply enjoy driving.



4.3 Technology

The base technologies for this are sensor suits like radar, LIDAR, Infrared etc. supported by image recognition, processing and self learning algorithms.

It's more than blind spot detection and forward collision avoidance. It does what no other car on the road today can do. It changes lanes with a touch of the turn signal control. It steers the car, not just in a straight line but around curves as well. It can match its speed to that of a car in front of it, even coming to a halt and starting forward again as needed. It can parallel park itself. Some cars do some of those things, but no other car does all of them.



4.4 Necessity

The biggest advantage of an autonomous car would be more safer travel as machines are free from human errors. The developing economies will benefit greatly and are more willing to embrace this technology.

Why is this happening? Ostensibly, it's because car makers want to eliminate car accidents. Every year, more than 30,000 Americans die as the result of collisions on the nation's roads. If every car has autonomous driving capability, most if not all of those incidents can be avoided. Pedestrians and bicyclists will be no longer be injured after being struck by automobiles.



4.5 Timeframe

The timeframe for the autonomous car is around 2030 but depends on lot of factors such as technology development, infrastructure changes, and legal framework. The people's acceptance will always be a driving force for such concepts.

In addition to transforming the automotive industry, the rise of autonomous vehicles will likely have a profound impact on society. The ten developments described here provide a snapshot over the wide spectrum of possible outcomes linked to the increasing penetration of AVs in the market, offering industry leaders a look forward at this evolving landscape as it unfolds before them.

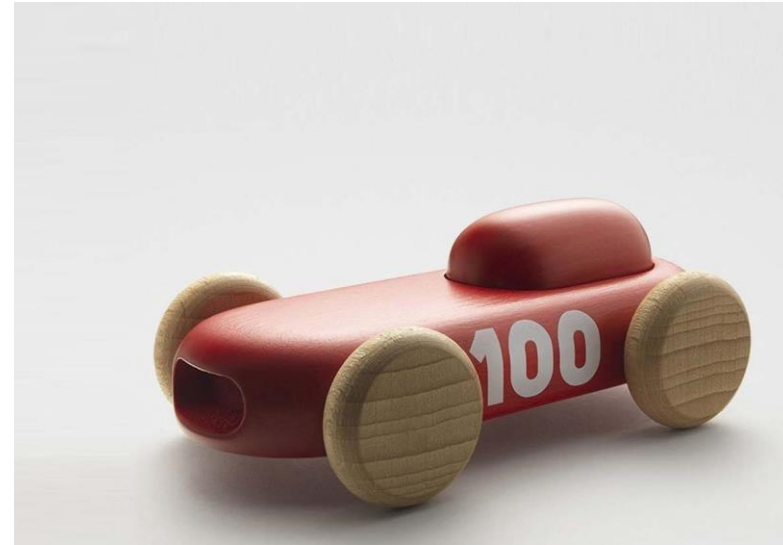


4.6 Effects

The autonomy is going to affect almost all aspects of car design and engineering. It can also make changes in ownership patterns and infrastructure demands related to cars.

While OEMs are developing autonomous vehicles, a variety of other transport-mobility innovations are already hitting the road. Many of these take the form of pay-per-use models such as car sharing, carpooling, “e-hailing” taxi alternatives, and peer-to-peer car rentals.

These players are attracting investments and seeing impressive growth rates. The e-hailing model in particular has experienced strong growth given both annual investment funding and market penetration.



5 Theme Proposals

- Move
- Work
- Play
- Explore

FUTURE AUTONOMOUS COMPACT TRANSPORT

TATA MOTORS DESIGN STUDIO

MOVE

FUTURE AUTONOMOUS COMPACT TRANSPORT

TATA MOTORS DESIGN STUDIO

5.1 Urban car for Megacity

A car specifically designed for megacities. The Congestion in citycentres is a big problem all across the world, and carsharing is one solution to tackle it. With the advent of autonomous technology and smart space sharing solutions, the car can be shared in a way that retains the privacy of the owner and without troubling him or her too much.

“Commute Smart. Commute Well.”



USER

Meet Kris, the engineer who works at a major tech MNC. Enjoys technology, always being the early adapter. Lives in a metro with all its pros and cons. Believer of “work hard, party harder”.



KRIS
TECHIE

UNORTHODOX

27 yrs



**BEING
ALIVE**



FUTURE AUTONOMOUS COMPACT TRANSPORT

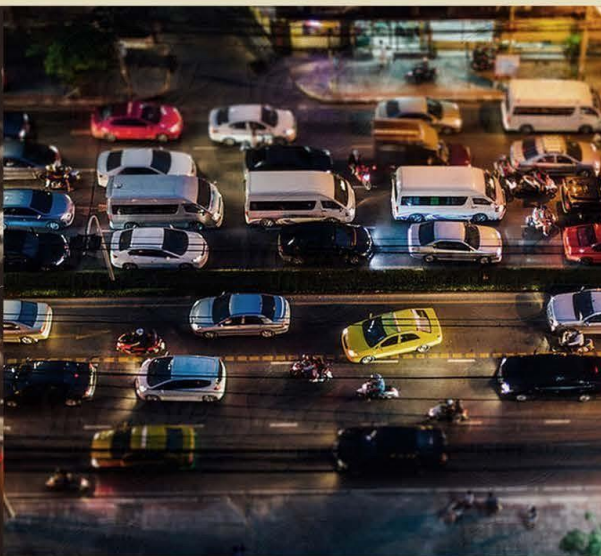
LIFESTYLE



In any megacity across the globe, the commute from suburbs to city is long and arduous.
Roads are still the same with ever increasing vehicles.



MEGACITY
LIVING



RUSH HOUR
TRAFFIC



EFFICIENT
TRANSPORT

CONCEPT

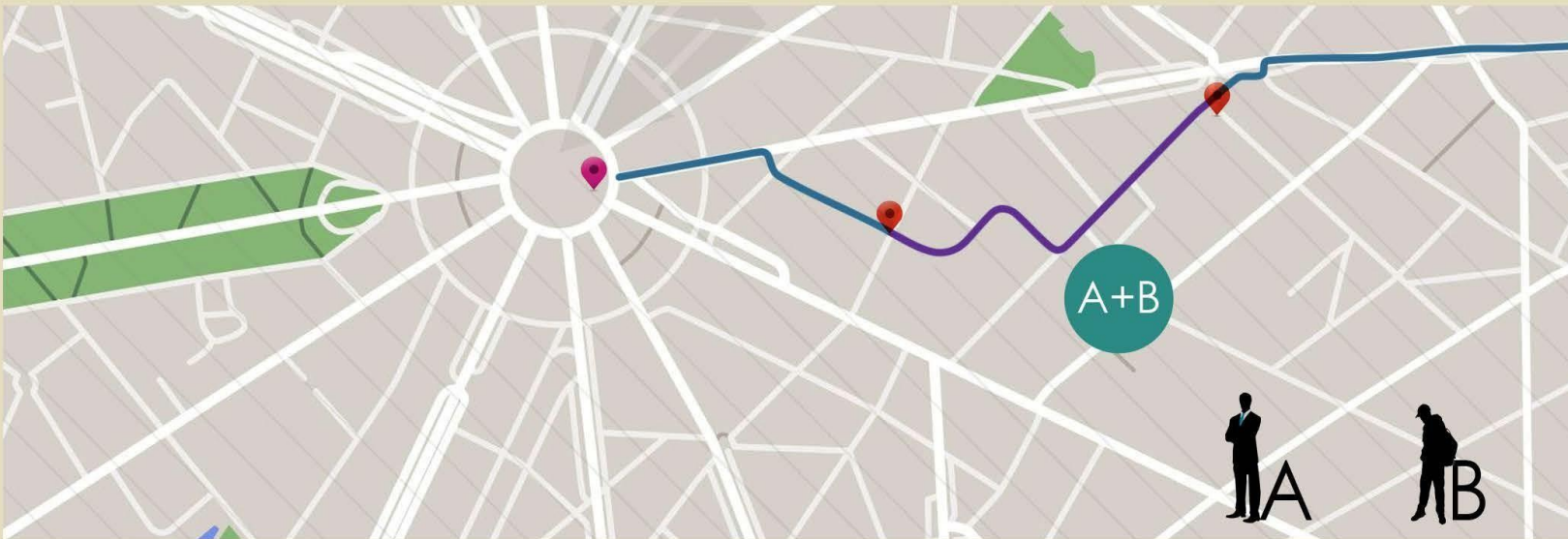
A feel-good ambience for the commute which acts as an **easy share** vehicle to create a **smarter** transportation system.



FUTURE AUTONOMOUS COMPACT TRANSPORT

CONCEPT

A feel-good ambience for the commute which acts as an **easy share** vehicle to create a **smarter** transportation system.



FUTURE AUTONOMOUS COMPACT TRANSPORT

WORK

FUTURE AUTONOMOUS COMPACT TRANSPORT

TATA MOTORS DESIGN STUDIO

5.2 Cool MultiTalented Van

Most of the professional cars lack the cool factor. Can business mean fun and efficiency both? Can the vehicle deliver the goods to the clients autonomously, while still playing the role of an occasional gateway machine? We think yes. The Work-meets-play-meets sophistication. A car with a dual personality, which can be an incredible companion.

“Work Hard, Have fun and make history.”

-Jeff bezos



2

USER

Ayra, The self made start up owner. Loves her work, and is very ambitious. Wants to expand her business and is ever ready to try out new ideas for the same.



FUTURE AUTONOMOUS COMPACT TRANSPORT

TATA MOTORS DESIGN STUDIO

2

LIFESTYLE

These days, professional and personal lives are so intricately interwoven that users find themselves hopping between one world and the other.



RUNNING
A SHOP



DELIVERING
STUFF



WEEKEND
GATEAWAY

CONCEPT

The perfect **multi-talented** vehicle. An autonomous **business** vehicle which can double up equally as a comfortable passenger car



FUTURE AUTONOMOUS COMPACT TRANSPORT

The perfect **multi-talented** vehicle. An autonomous **business** vehicle which can double up equally as a comfortable passenger car



FUTURE AUTONOMOUS COMPACT TRANSPORT

PLAY

FUTURE AUTONOMOUS COMPACT TRANSPORT

TATA MOTORS DESIGN STUDIO

5.3 Virtual Experience : Real World

A car which fuses the real and the virtual. Like in a video game, enjoy the fantasyland of planets, racetracks and much more with the inherent safety of Autonomous technology. Also, will be a great learning tool for younger generation in order to learn the art of driving and experiencing fun in a totally different way.

“VIDEO GAMES open worlds”

- Jon paul Dyson



3

USER

RISHI the Gamer prefers the fantasy world when it comes to express himself. A hardcore gamer, he relishes the challenges in the digital realm. In real world, a curious and eager student.



RISHI
STUDENT

CURIOUS

16yrs

QUICK LEARNER



IMMERSIVE
VIRTUAL



ART WORK DANIEL SIMON © DISNEY ENTERPRISES, INC.

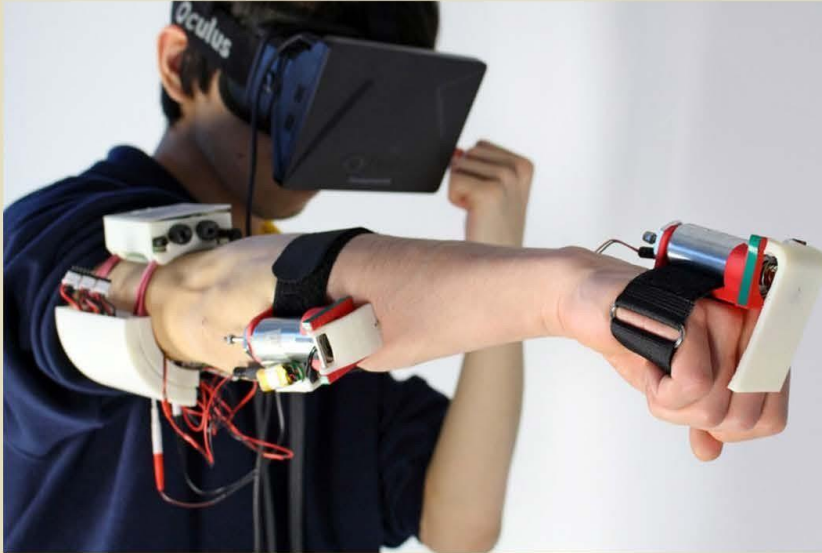
AVATAR
HYBRID



FUTURE AUTONOMOUS COMPACT TRANSPORT

TATA MOTORS DESIGN STUDIO

Augmented reality enables users to see three-dimensional objects in the real world.
It could revolutionize entertainment, like movies, games and sports.



VIRTUAL
REALITY



TECH
HOBBIES



SCHOOL
RUNS

CONCEPT

fusion of video games technology and a real world driving **experience**, using an autonomous car and virtual reality , so a computer generated world responded to the driver's and car's movements in real time.



FUTURE AUTONOMOUS COMPACT TRANSPORT

3

CONCEPT

fusion of video games technology and a real world driving **experience**, using an autonomous car and virtual reality , so a computer generated world responded to the driver's and car's movements in real time.



FUTURE AUTONOMOUS COMPACT TRANSPORT

TATA MOTORS DESIGN STUDIO

EXPLORE

FUTURE AUTONOMOUS COMPACT TRANSPORT

TATA MOTORS DESIGN STUDIO

5.4 Autonomous Explorer

A convincing proposal for an autonomous compact vehicle which communicates the “Do anything; Go anywhere” capability of the vehicle and that would make it relevant beyond the current customer base. The proposal also takes care of the legendary TATA offroad DNA which is a key strength of the Brand.

“I took the road less travelled, and that has made all the difference.”

-Frost, Robert.



4

USER

Samir wants to explore new places, new culture. The job profile of a consultant allows him to explore his other passion, travel.

"I took the road less travelled, and that has made all the difference."

SAMIR
EXPLORER

SPRITED

ADVENTUROUS

41 yrs



ON THE MOVE

HOME
AWAY



FUTURE AUTONOMOUS COMPACT TRANSPORT

TATA MOTORS DESIGN STUDIO

4

LIFESTYLE

Exploring the world by making own roads. Always on the go, ever ready to tackle the adventure. Living a nomads life in style and ease.



HOME ON
THE GO



MAKESHIFT
HABITATS

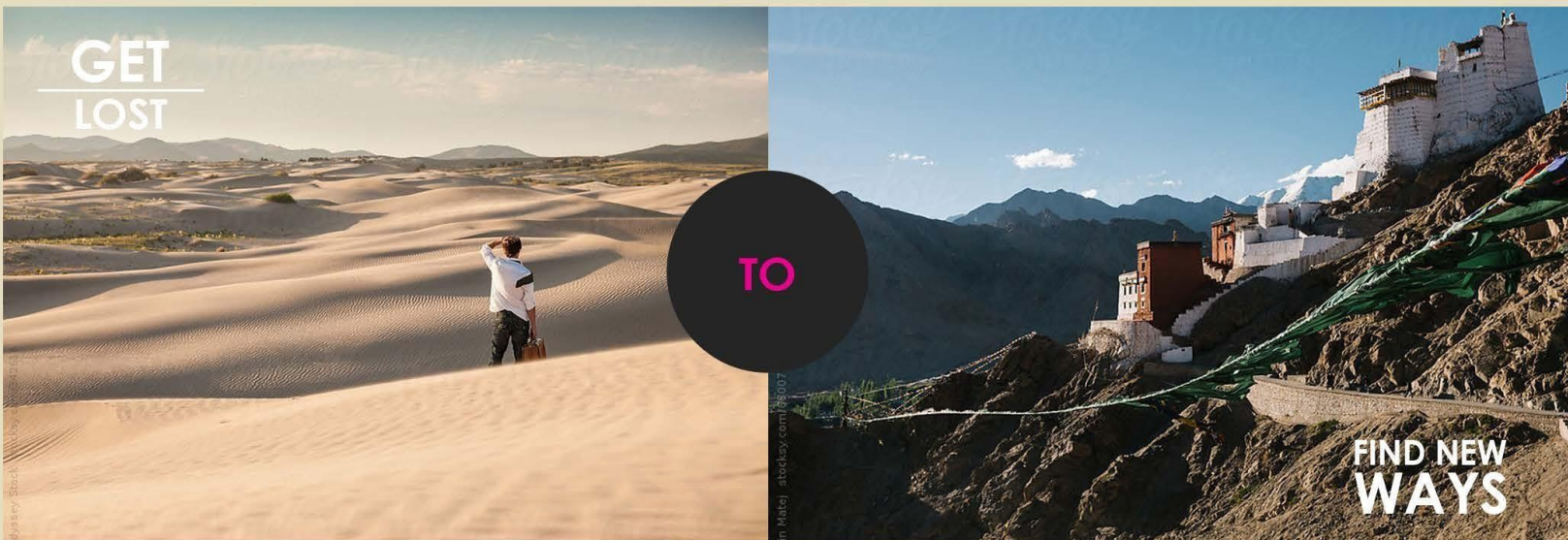


GO ANYWHERE
ALLTERRAIN

4

CONCEPT

A fun and capable **go anywhere** type of vehicle, having off road capabilities to explore the world. A practical and versatile vehicle for tomorrow with **compact** footprint.



FUTURE AUTONOMOUS COMPACT TRANSPORT

4

CONCEPT

A fun and capable **go anywhere** type of vehicle, having off road capabilities to explore the world. A practical and versatile vehicle for tomorrow with **compact** footprint.



FUTURE AUTONOMOUS COMPACT TRANSPORT

TATA MOTORS DESIGN STUDIO



Theme Development

Redefinition
Exploration
Synthesis
Refinement

FUTURE AUTONOMOUS COMPACT TRANSPORT

TATA MOTORS DESIGN STUDIO

6.1 Experience

Typical car experience is characterised by the normal arrangement such as dashboard, doors etc. The exploration of the unknown can be a fun experience if the design can capitalise on the freedom given by autonomy.

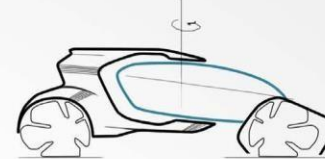


FUTURE AUTONOMOUS COMPACT TRANSPORT

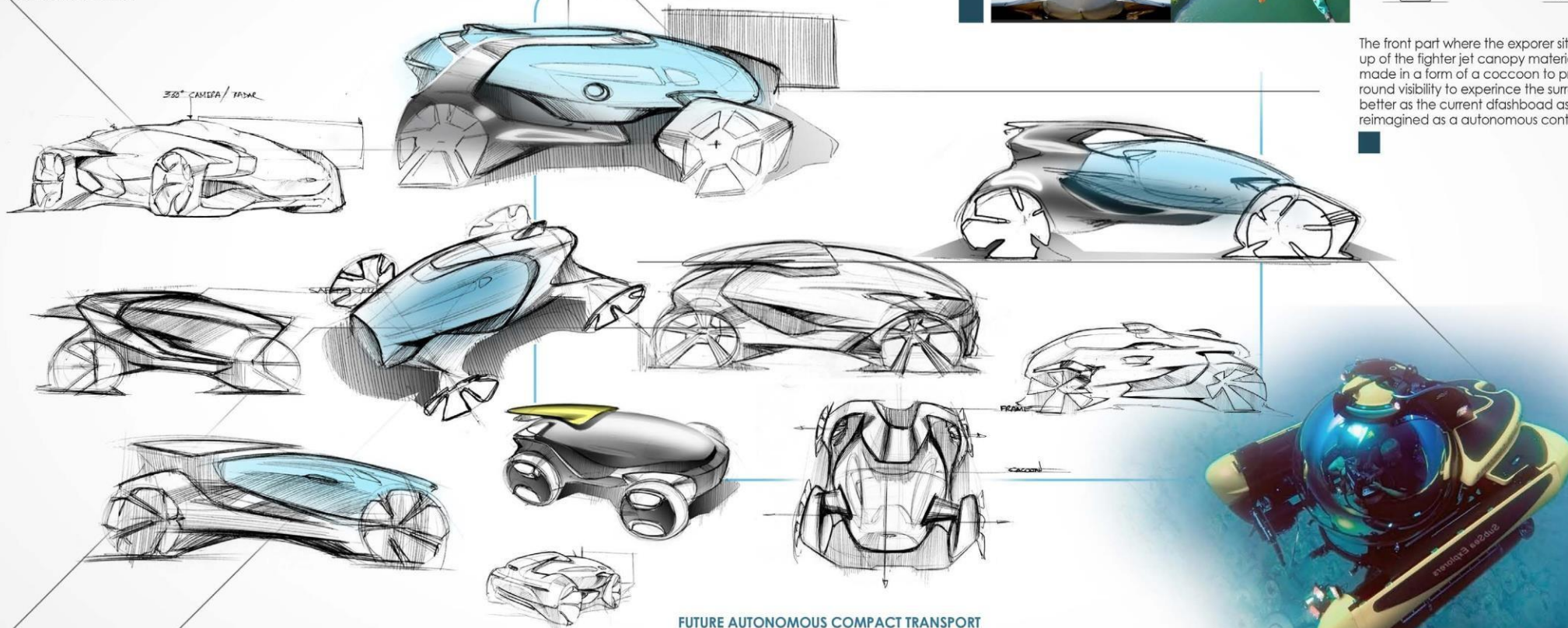
TATA MOTORS DESIGN STUDIO

REDEFINE | EXPERIENCE

Cross rivers and climb rugged hills as you venture through the beautiful landscape, all while seating in perfect safety. The open bubble canopy style enclosure gives you experience to remember, unlike typical car like seating and sight where its limited by the conventional architecture of a car.



The front part where the explorer sits is made up of the fighter jet canopy material and is made in a form of a cocoon to provide all round visibility to experience the surroundings better as the current dashboard assembly is reimagined as an autonomous control unit.



FUTURE AUTONOMOUS COMPACT TRANSPORT

TATA MOTORS DESIGN STUDIO



6.2 Function

Outdoor exploration means being prepared for lot of eventualities and unplanned things. The vehicle as a living space becomes very important in this aspect. Imaginative use of space will be a key thing in determining the architecture.

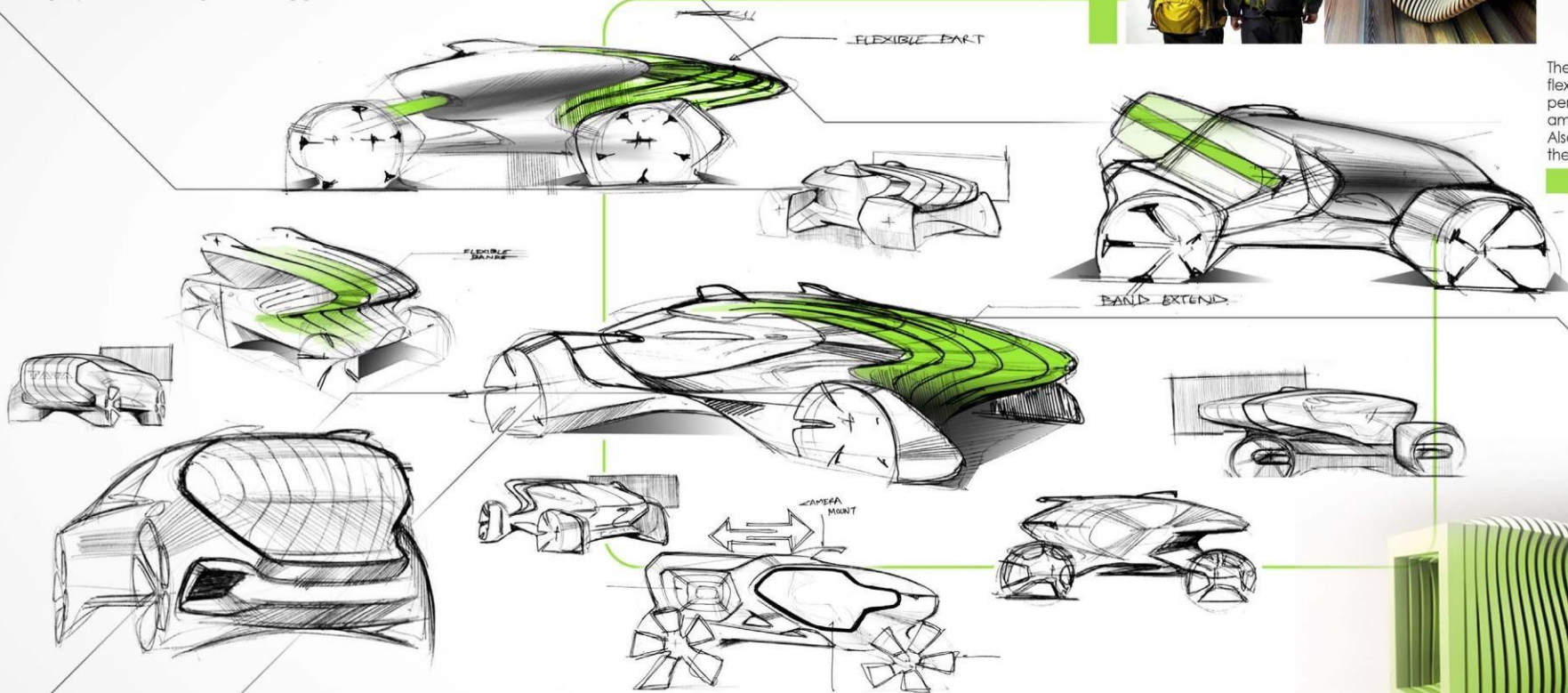


FUTURE AUTONOMOUS COMPACT TRANSPORT

TATA MOTORS DESIGN STUDIO

REDEFINE | FUNCTION

Backpacking is an outdoor recreation where gear is carried in a backpack. Weight is necessarily key. This can be accommodated in a flexible and efficient way in the architecture, taking inspiration from hiking and trekking gear.



The back part is made up of parametric flexible material which changes its shape as per the requirements of the user and amount of luggage he or she is carrying. Also it can transform as a sleeping bag in the terrains where camping is a must.

FUTURE AUTONOMOUS COMPACT TRANSPORT

TATA MOTORS DESIGN STUDIO



6.3 Capability

A fun and capable go anywhere type of vehicle, having off road capabilities to explore the world. A practical and versatile vehicle for tomorrow with compact footprint.

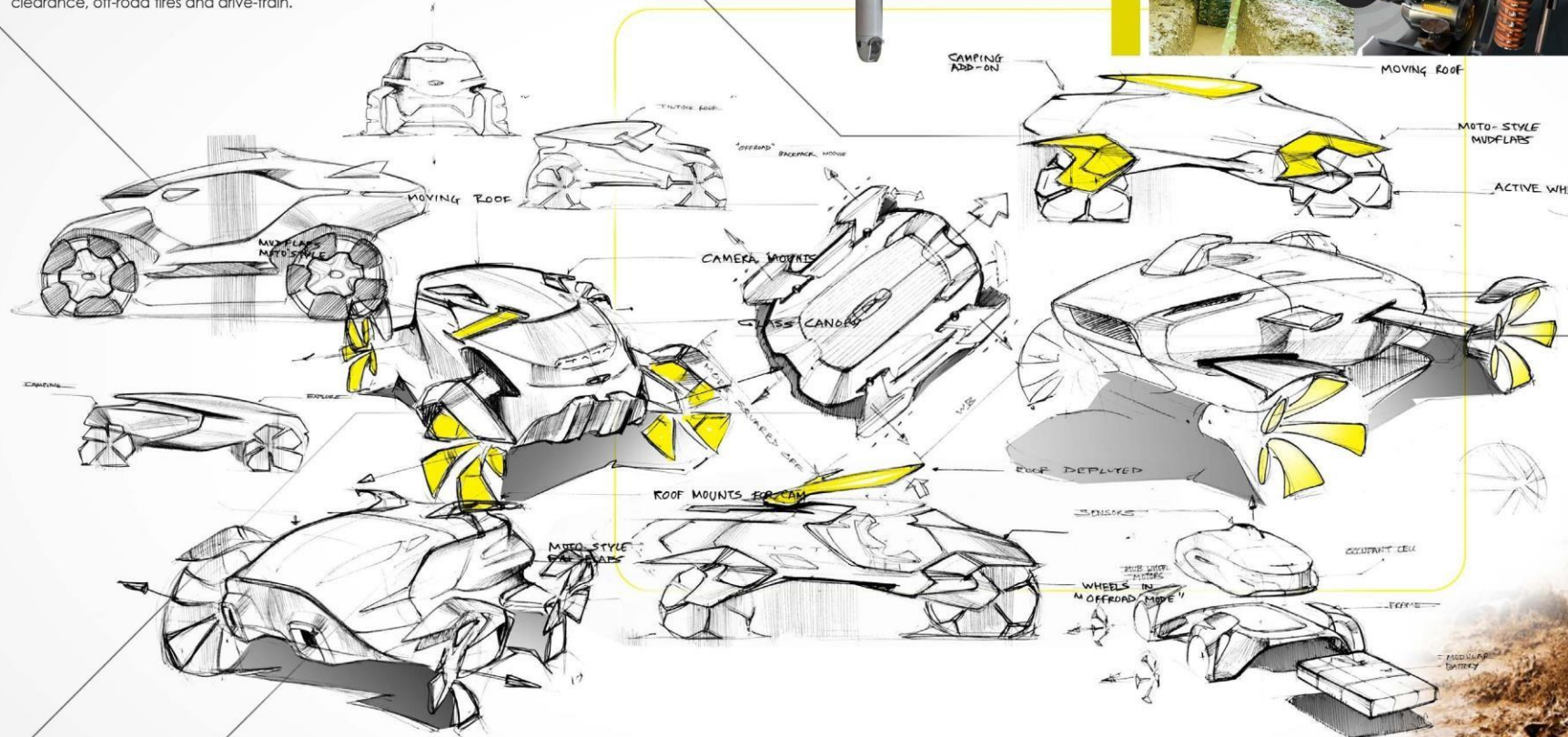


FUTURE AUTONOMOUS COMPACT TRANSPORT

TATA MOTORS DESIGN STUDIO

REDEFINE | CAPABILITY

Traveling on off-road terrains require vehicles capable of accommodating off-road driving such as ATVs. These vehicles accommodate off road conditions with extended ground clearance, off-road tires and drive-train.



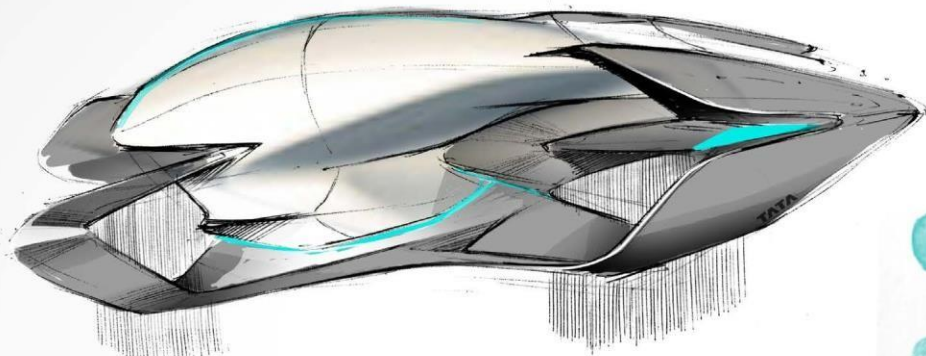
The vehicle platform is based on 4 active wheels, each having its own suspension, motor and power storage. The whole system acts as an intelligent group to achieve maximum performance under serious offroading conditions.

FUTURE AUTONOMOUS COMPACT TRANSPORT

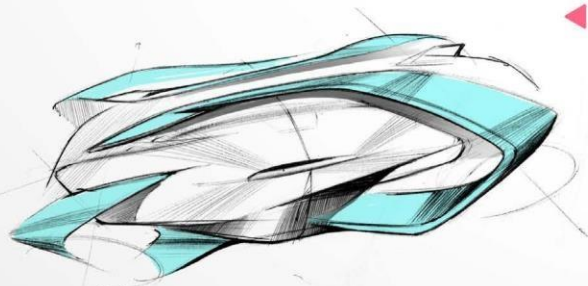
TATA MOTORS DESIGN STUDIO

REDEFINE | ARCHITECTURE

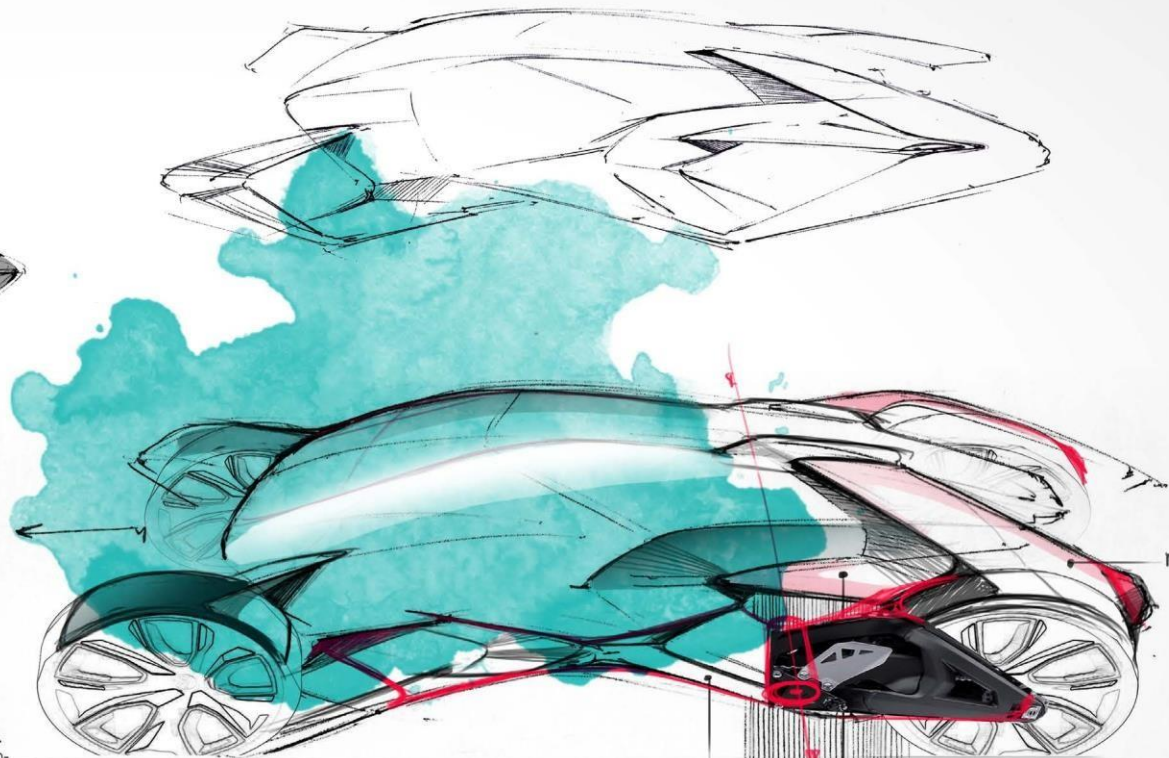
The form here is split into two parts, SHELL and FRAME. The inner shell encapsulates the driver and protects him while the frame houses entire powertrain and suspension with functional attachments to make the journey more easier.



MOODBOARD



◀ The frame encapsulates the central shell. Frame houses the powertrain and suspension functions while the shell provides the protection and comfort for passengers. The contrasting form languages of the shell and frame will create a different and progressive aesthetics.



SWINGARM

DRIVELINE

▶ The frame houses powertrain in its entirety. Novel solutions such as a swing arm suspension are needed to give the vehicle offroading capabilities to venture rough terrains.

FUTURE AUTONOMOUS COMPACT TRANSPORT

TATA MOTORS DESIGN STUDIO

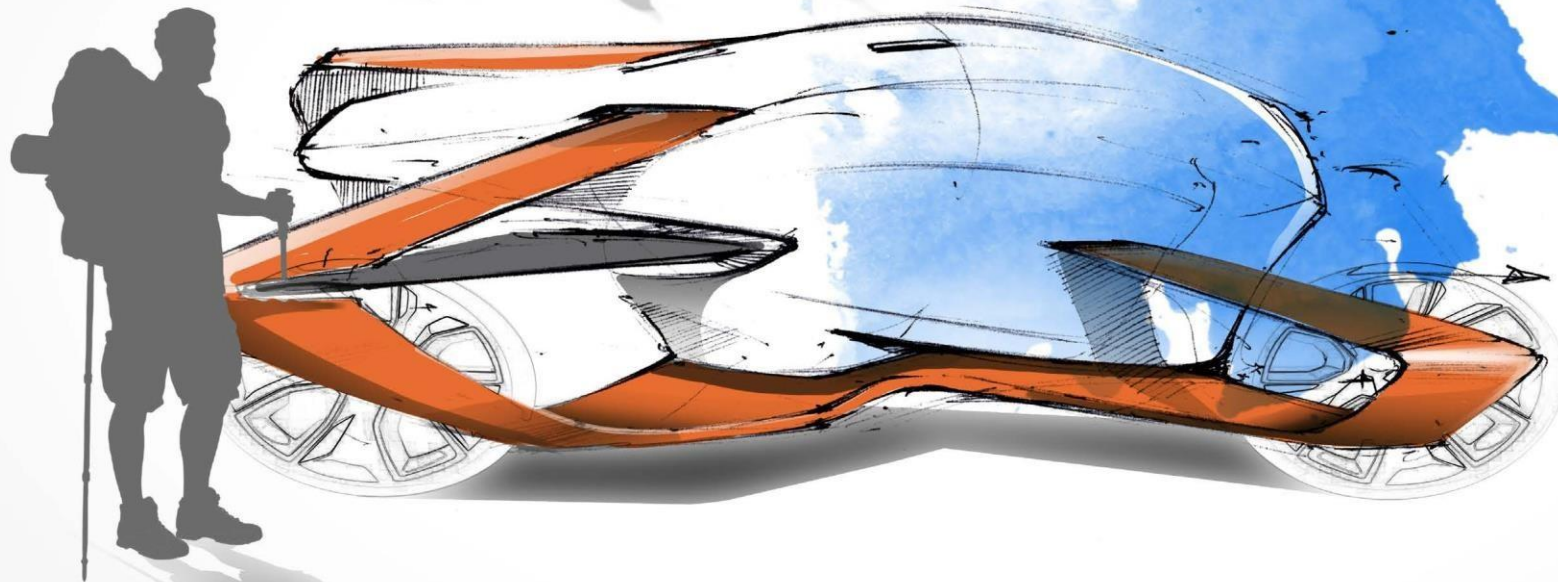
REDEFINE | ARCHITECTURE

The form here is split into two parts, SHELL and FRAME. The inner shell encapsulates the driver and protects him while the frame houses entire powertrain and suspension with functional attachments to make the journey more easier.

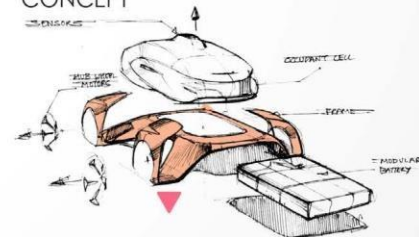
ARCHITECTURE



▲ The vehicle have offroading capability so the wheels are outboard and the track is wider for better grip. Also the experience from inside the vehicle has to be different from the conventional cars as the autonomy gives us the freedom of new architecture.



CONCEPT



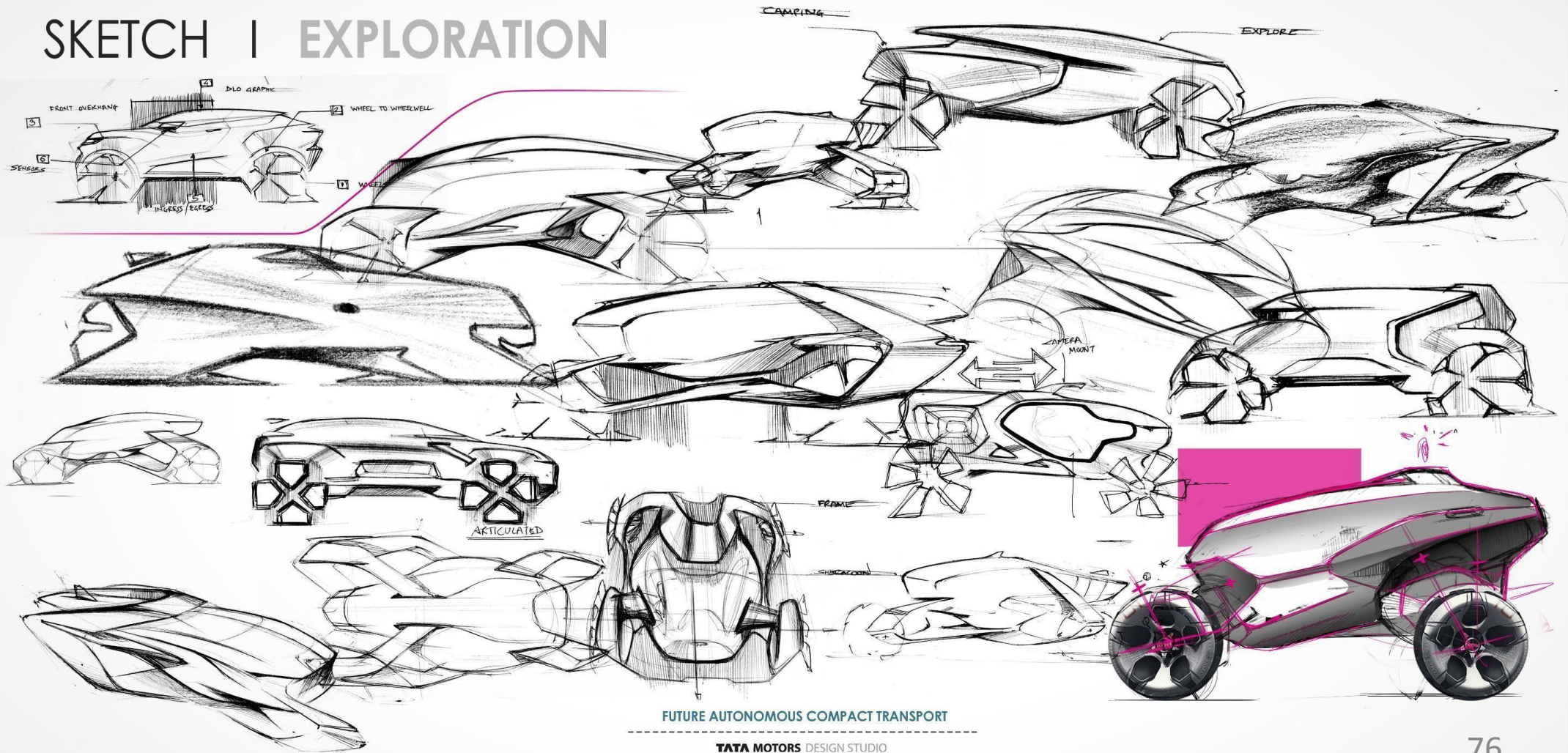
▲ The Frame encapsulates the powertrain including the suspension. The articulated wheels provide the required offroading capability while the hub motors in wheel provides the motion.

FUTURE AUTONOMOUS COMPACT TRANSPORT

TATA MOTORS DESIGN STUDIO

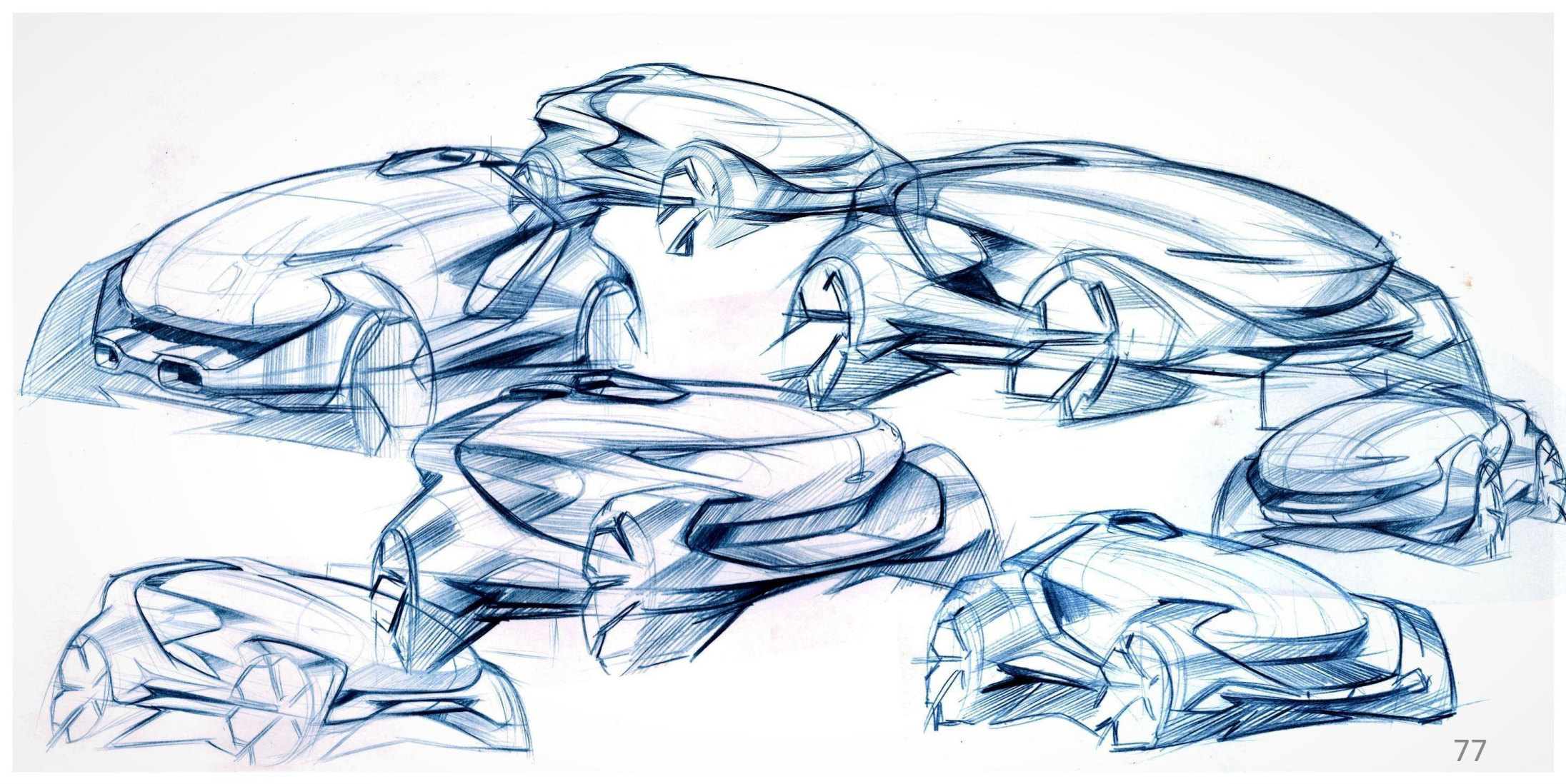
6.4 Explorations

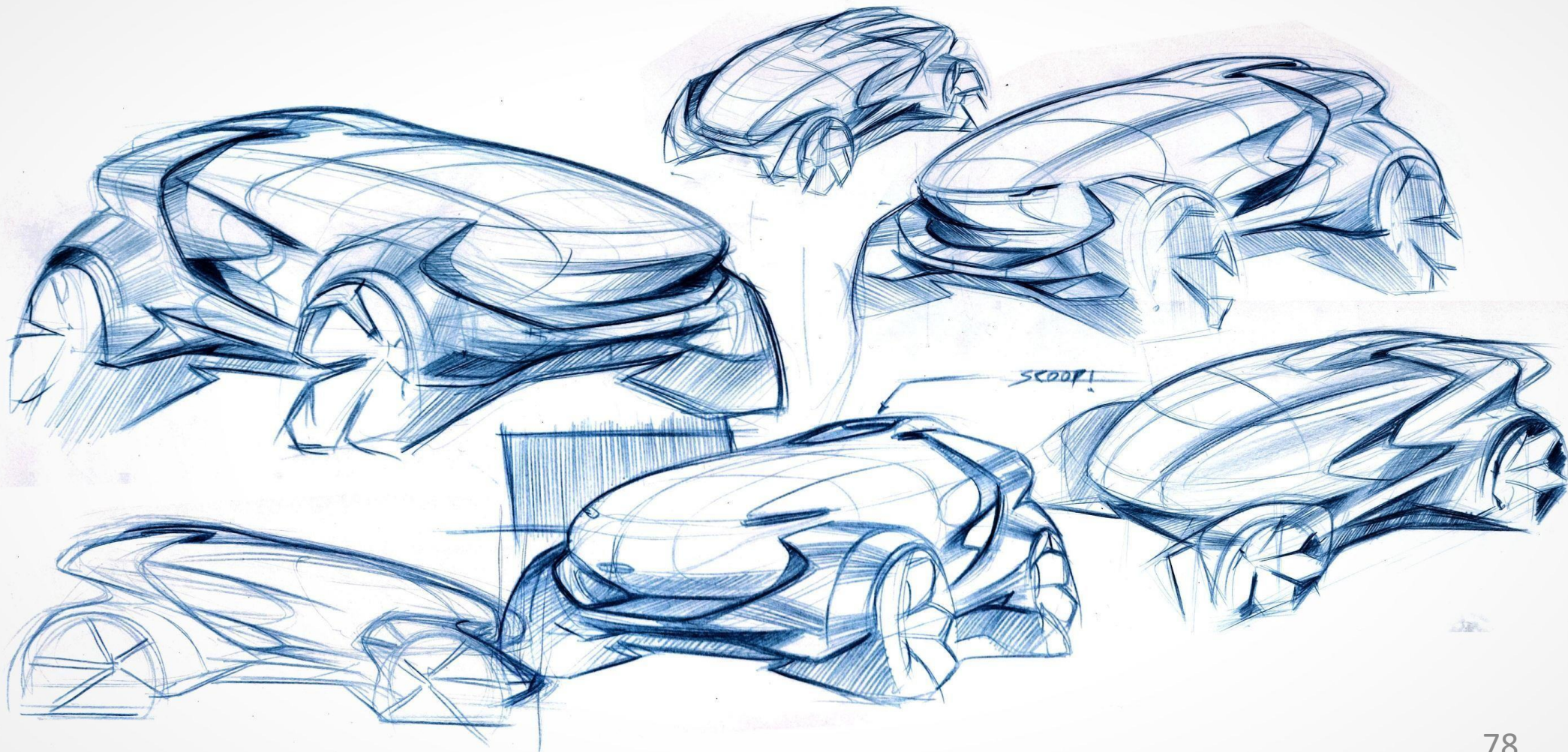
SKETCH | EXPLORATION

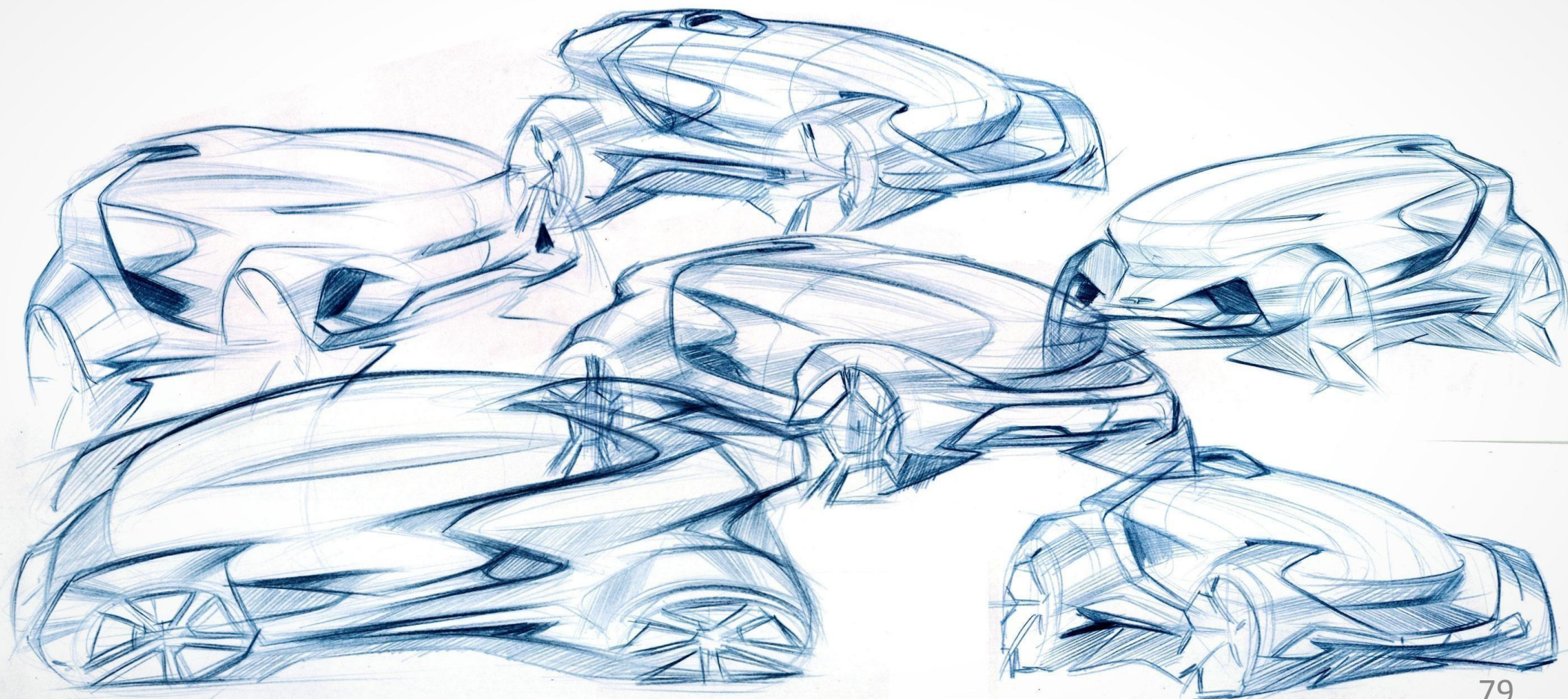


FUTURE AUTONOMOUS COMPACT TRANSPORT

TATA MOTORS DESIGN STUDIO







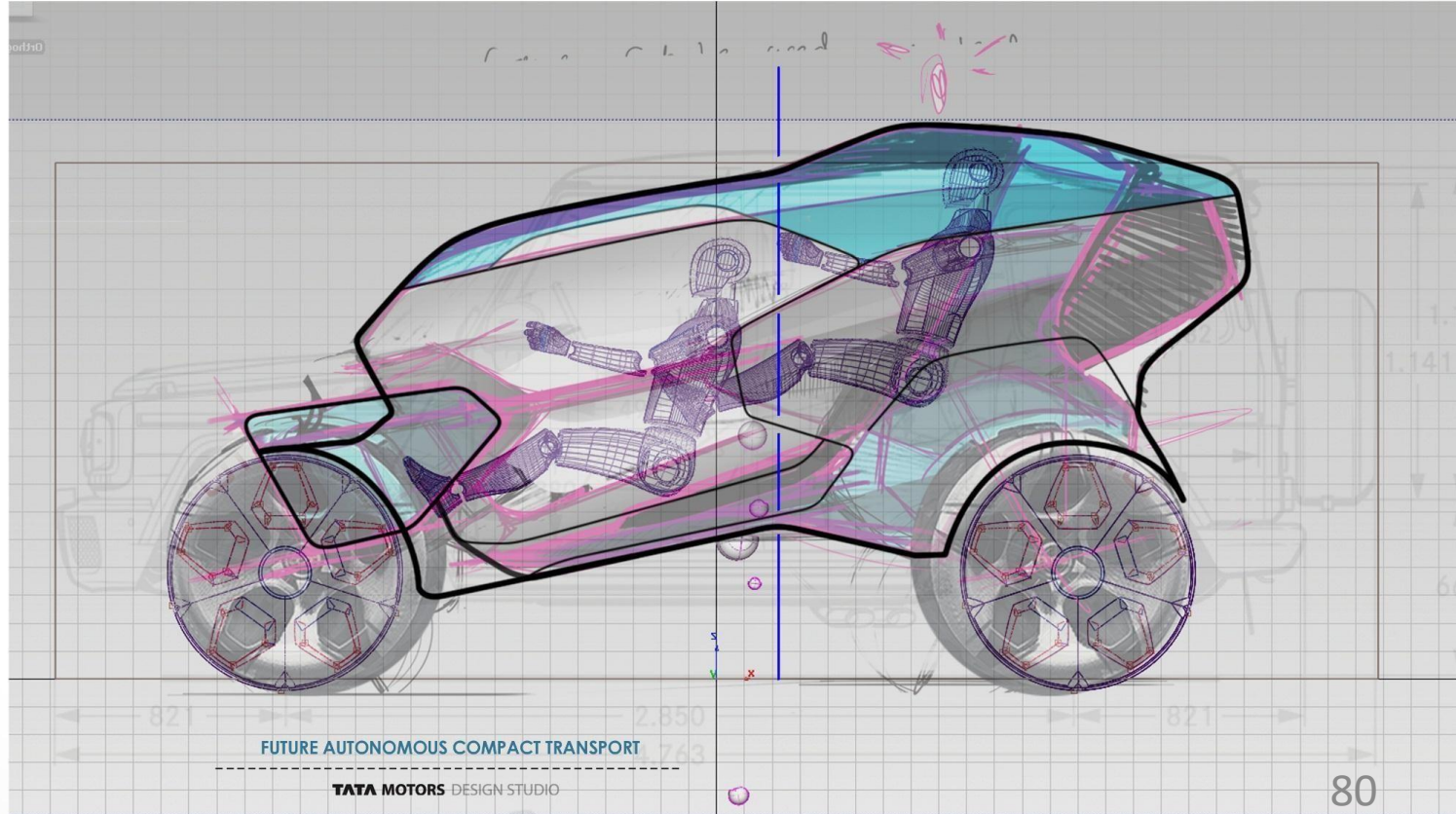
SYNTHESIS | EXPERIENCE

The form here is split into two parts, SHELL and FRAME. The inner shell encapsulates the driver and protects him while the frame houses entire powertrain and suspension with functional attachments to make the journey more easier.



The front part where the explorer sits is made up of the fighter jet canopy material and is made in a form of a cocoon to provide all round visibility to experience the surroundings better as the current dashboard assembly is re-imagined as a autonomous control unit.

The **explorer seat** at the back gives higher seating position and a better vantage point to explore the surroundings more interestingly.



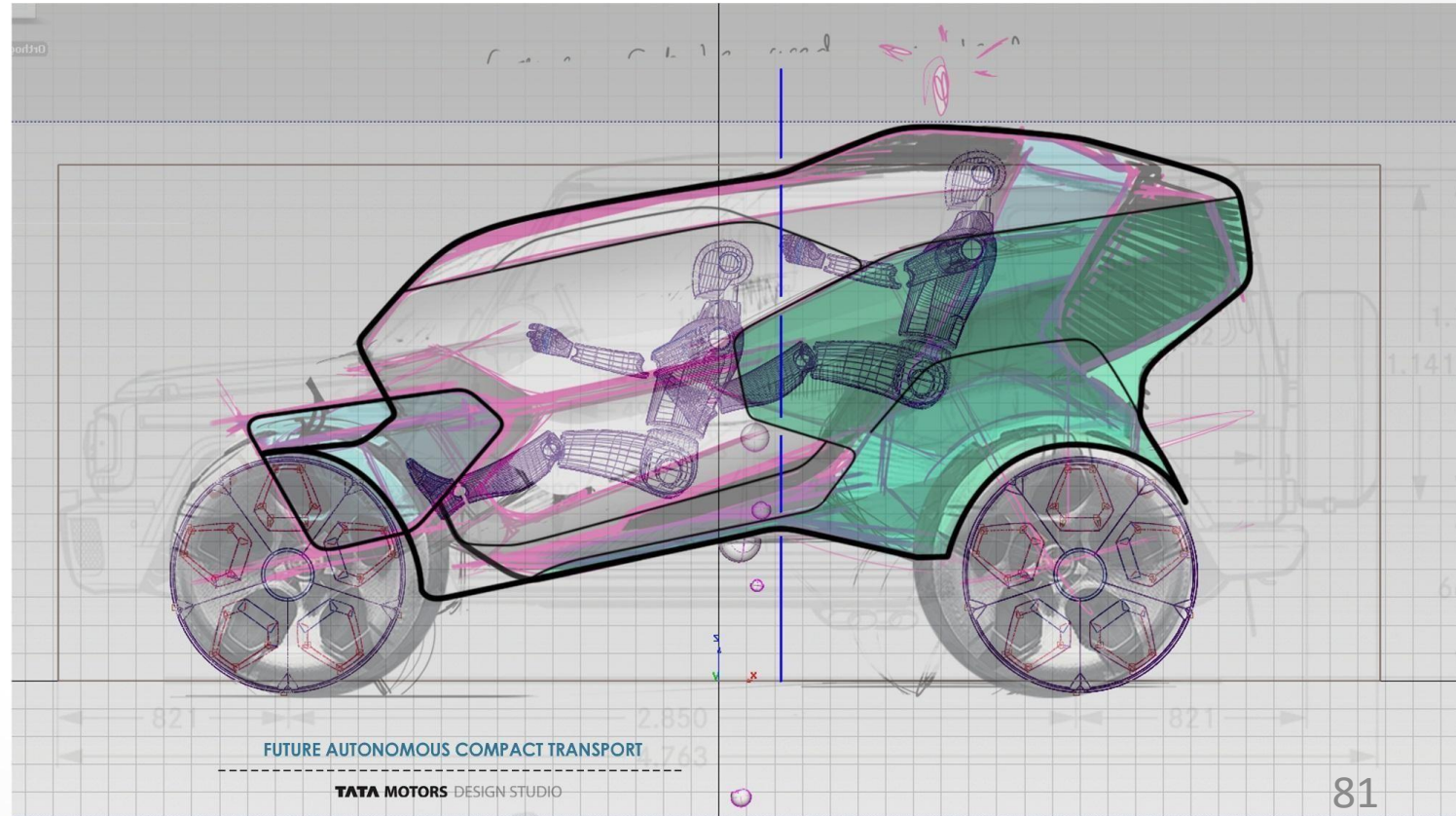
SYNTHESIS | FUNCTION

The form here is split into two parts, SHELL and FRAME. The inner shell encapsulates the driver and protects him while the frame houses entire powertrain and suspension with functional attachments to make the journey more easier.



▲ The back part is made up of parametric flexible material which changes its shape as per the requirements of the user and amount of luggage he or she is carrying. Also it can transform as a sleeping bag in the terrains where camping is a must.

The **Flexible Storage space** at the back provides the vehicle with the backpacking character and it accommodates the Travelling kit as per the trip requirements.



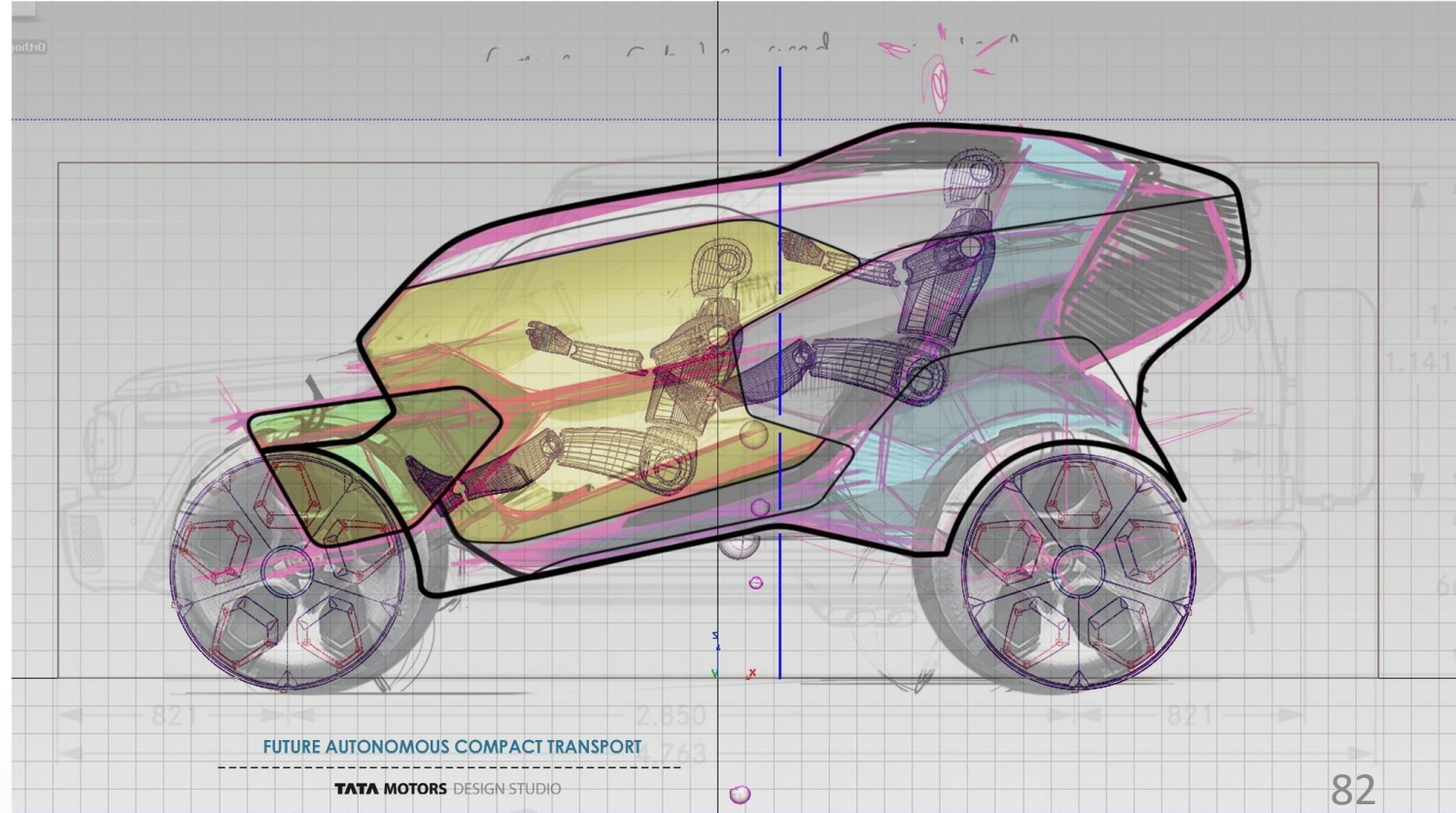
SYNTHESIS | CAPABILITY

The form here is split into two parts, SHELL and FRAME. The inner shell encapsulates the driver and protects him while the frame houses entire powertrain and suspension with functional attachments to make the journey more easier.



Traveling on off-road terrains require vehicles capable of accommodating off-road driving such as ATVs. These vehicles accommodate off road conditions with extended ground clearance, off-road tires and drive-train.

Articulated Construction gives the flexibility to tackle different and difficult terrains without the need of getting towed.

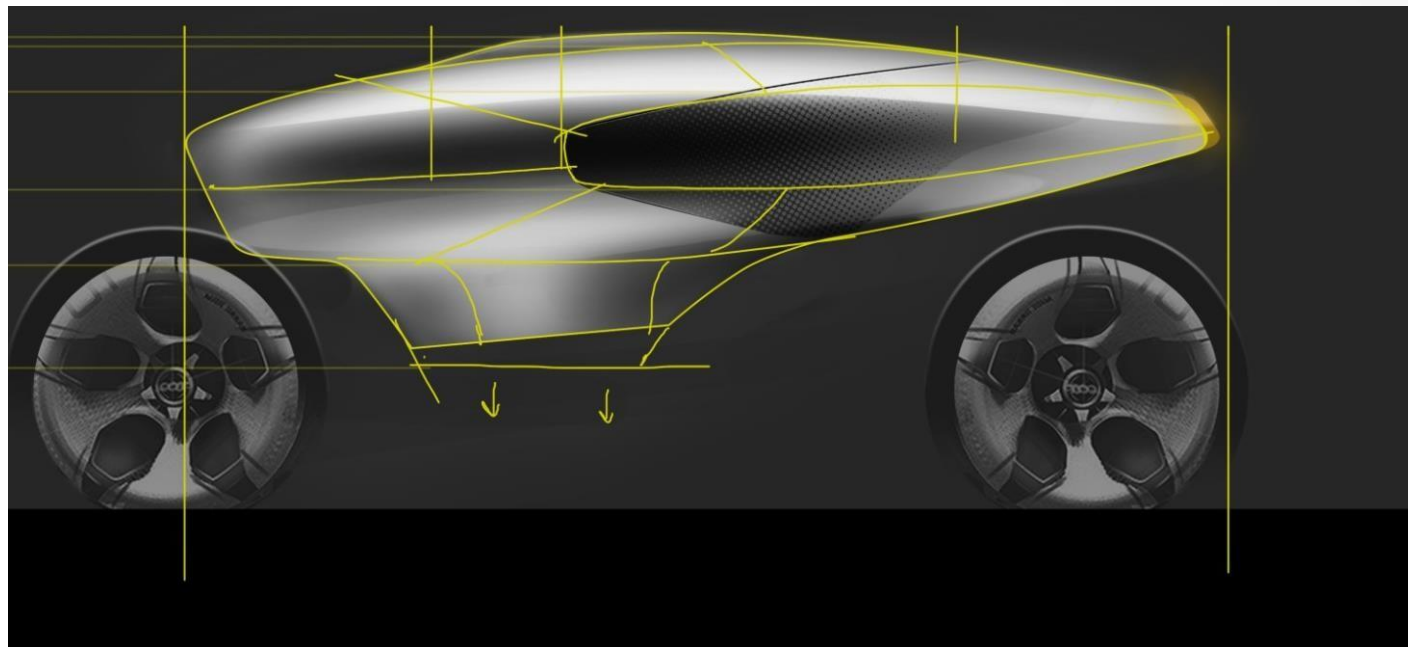


6.5 Refinement

The car key sketch, after every feedback, is refined. The form has to be dynamic and proportions are needed to be of an explorer vehicle. Thus along with the sketching explorations, the CAS model was made to help imagine volumes, study surfaces and transitions.

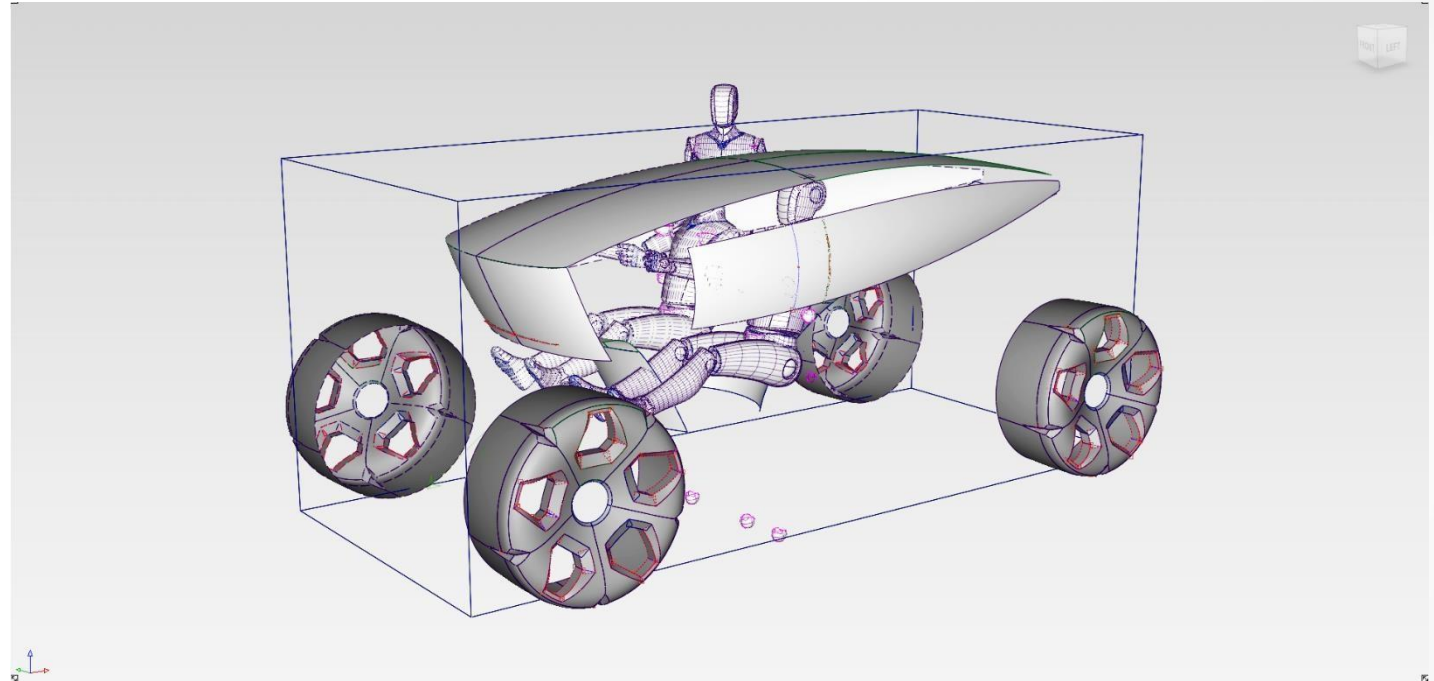
Using the modified CAS as underlay, more explorations were done to help improve the design of the vehicle.

The core body was divided in patches to understand surfaces. This will serve as a base to build 1st gen CAS model. The CAS so made will be the base for defining dimensions and proportions.

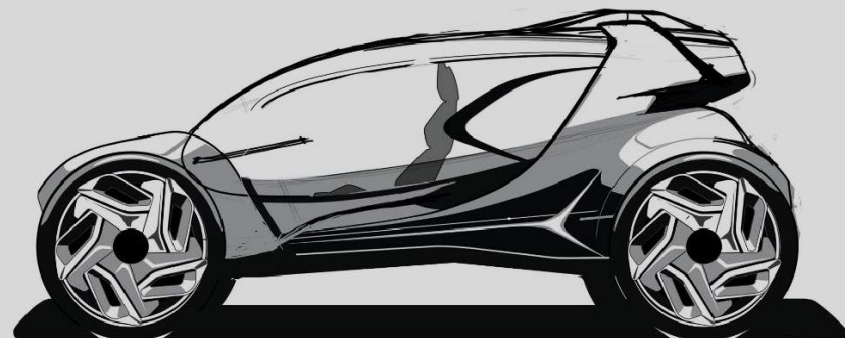
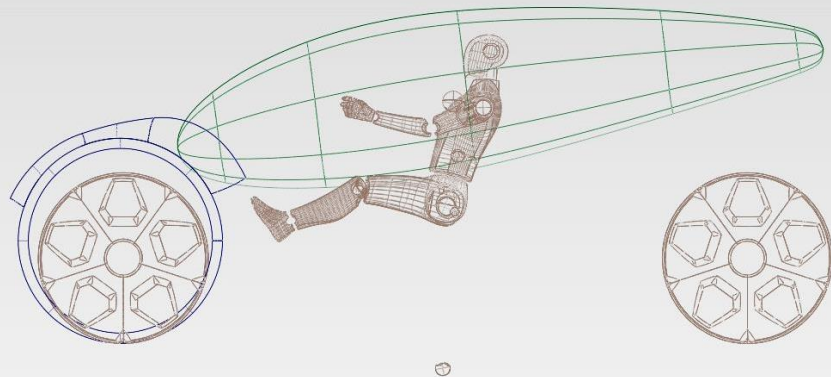


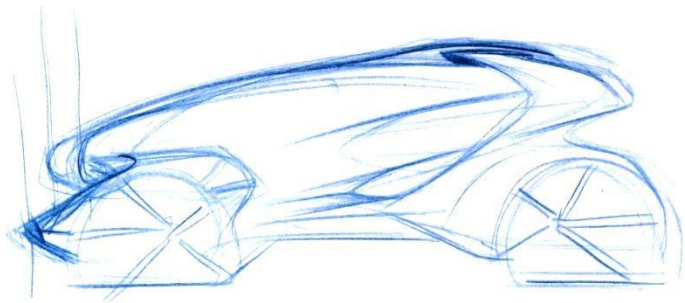
The bounding box is adjusted to the dimensions 3700x1800x1800 mm

In order to workout the packaging, the proportions were refined by referring to mannequin in standing and driving positions. Initially the form was more static and thus core volume needed some refinement.

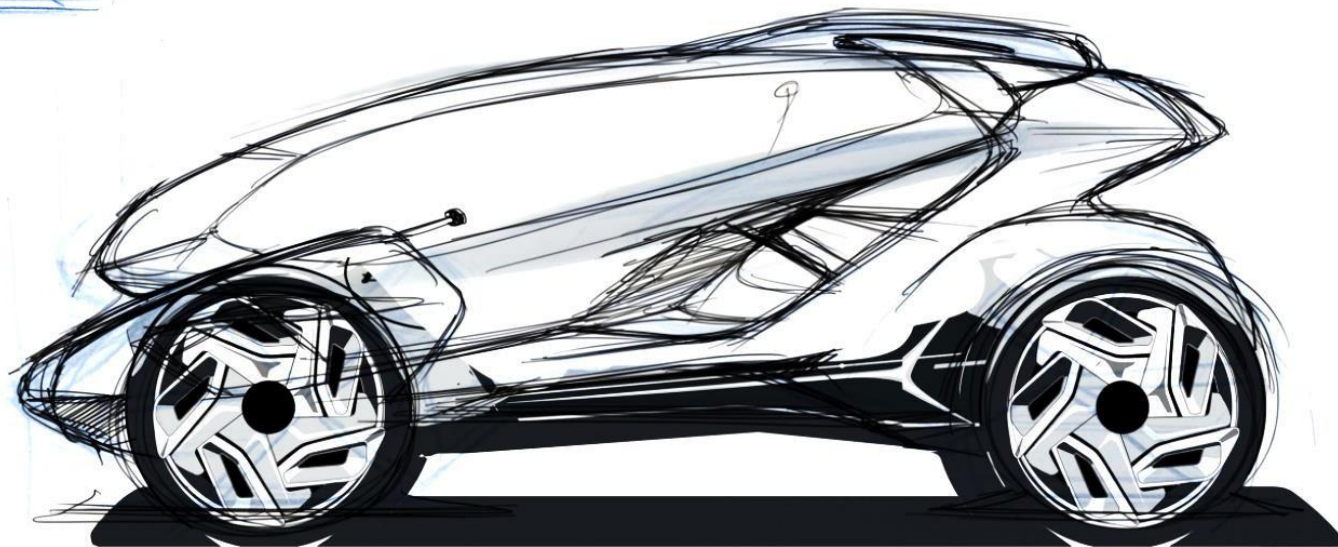


Quick CAS to refine volume and stance

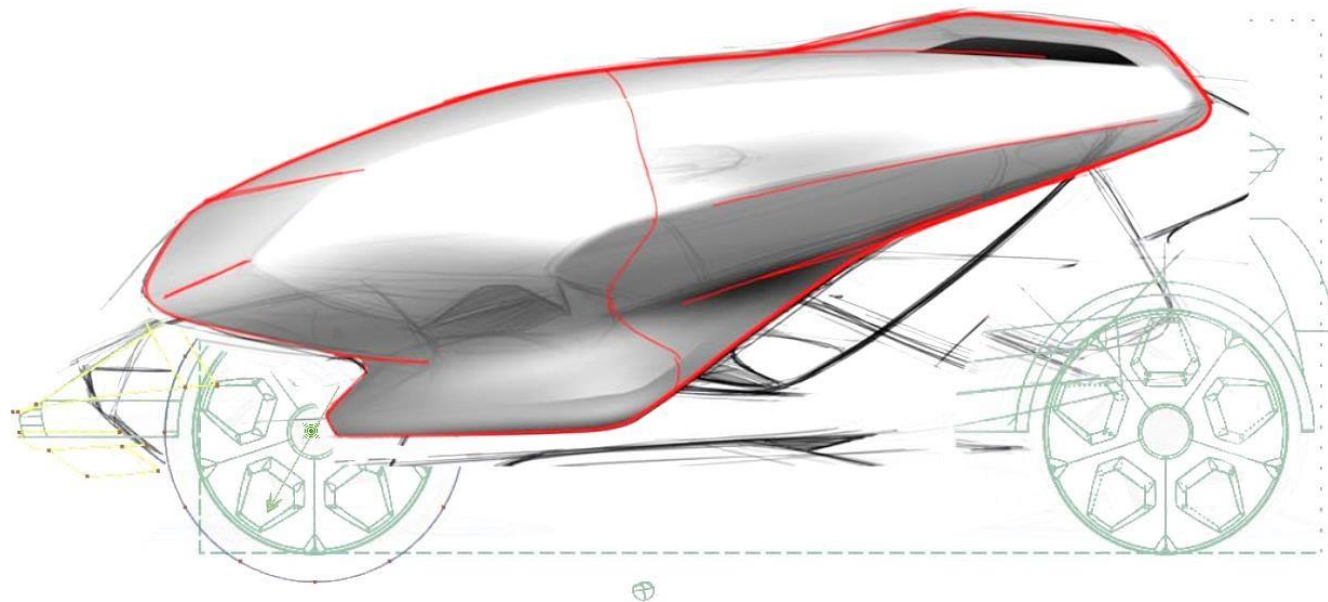




Based on the refined proportions, the key sketches are re-sketched to fit the proportions. This view will serve as base for the refined CAS model.



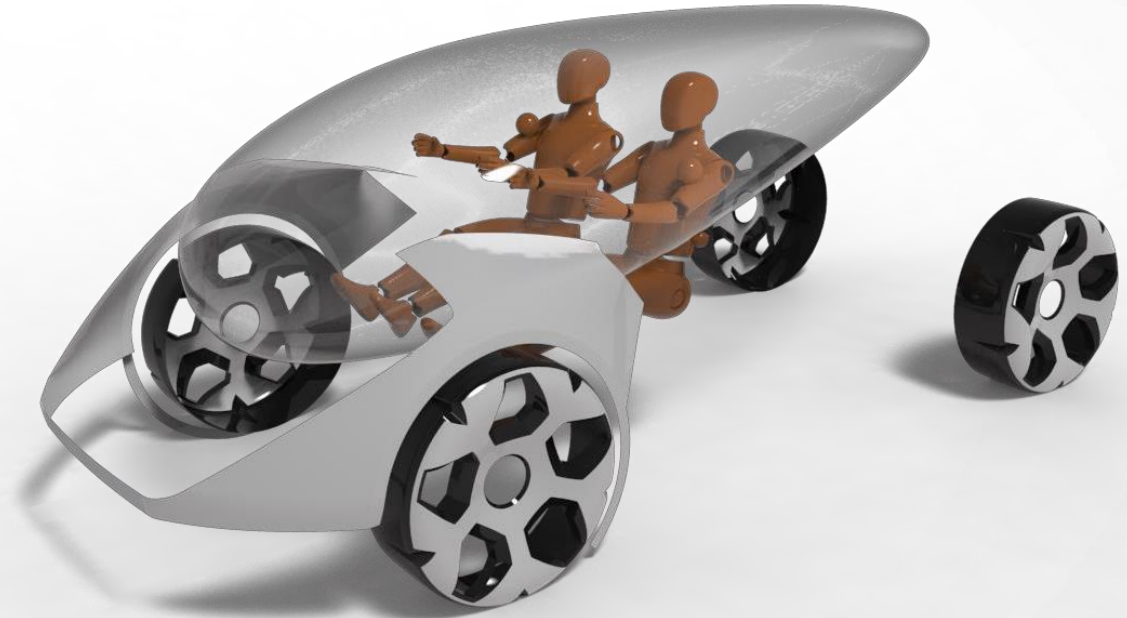
Defining Core Volume.



FUTURE AUTONOMOUS COMPACT TRANSPORT

TATA MOTORS DESIGN STUDIO

Raw surfaces are placed to check headroom, visibility, H-point etc. thus referring to this CAS, further modifications are made to the core volume.



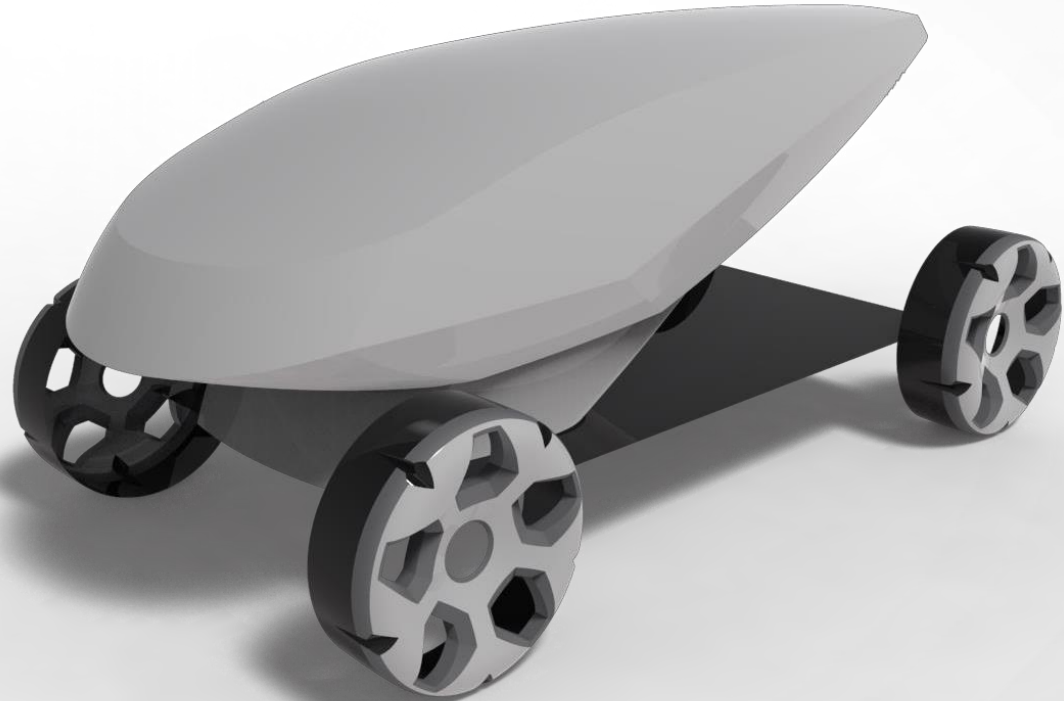
FUTURE AUTONOMOUS COMPACT TRANSPORT

TATA MOTORS DESIGN STUDIO

Refined core volume.

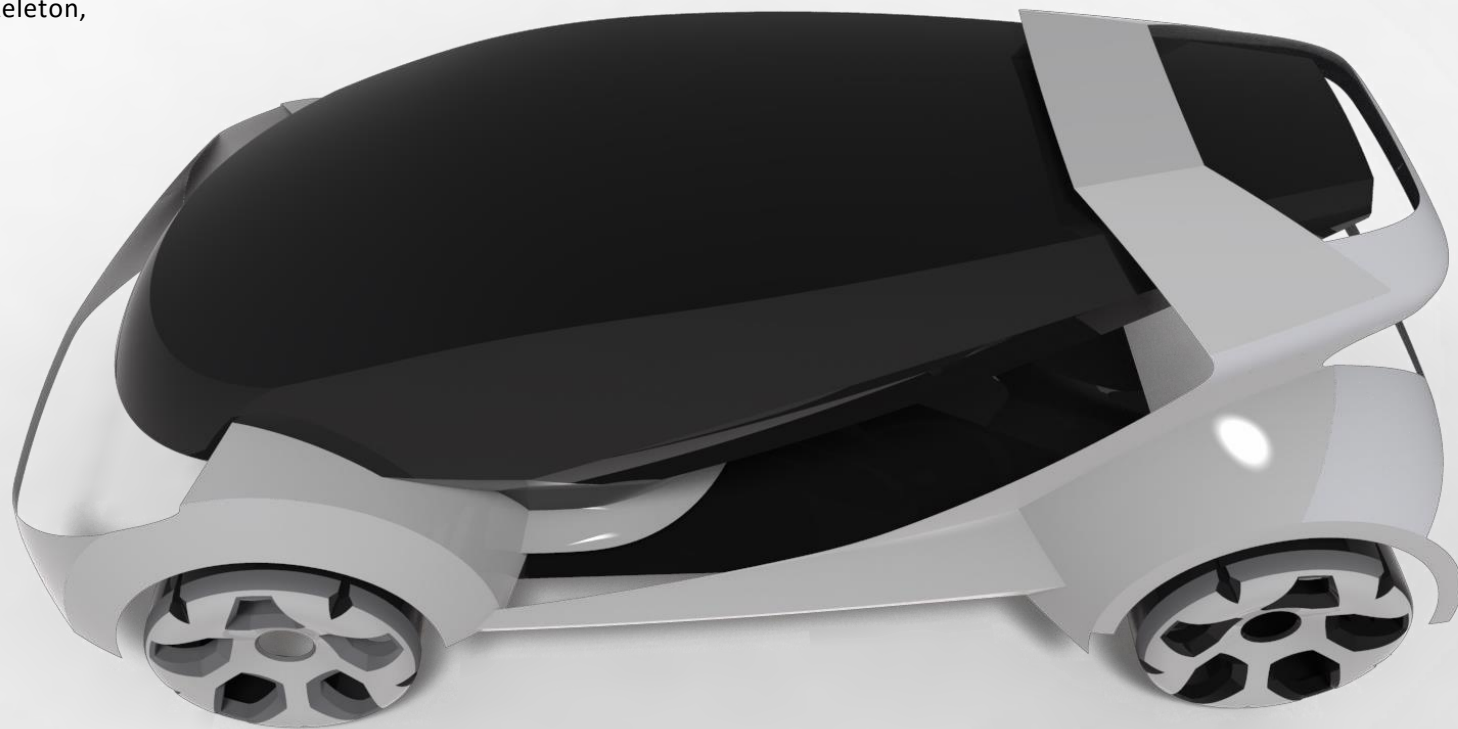
Un-filleted CAS gives idea of volume and its proportions.

Thus next step was to define exoskeleton around this core volume.



FUTURE AUTONOMOUS COMPACT TRANSPORT

Defining relation between exoskeleton, chassis bed, and core volume.

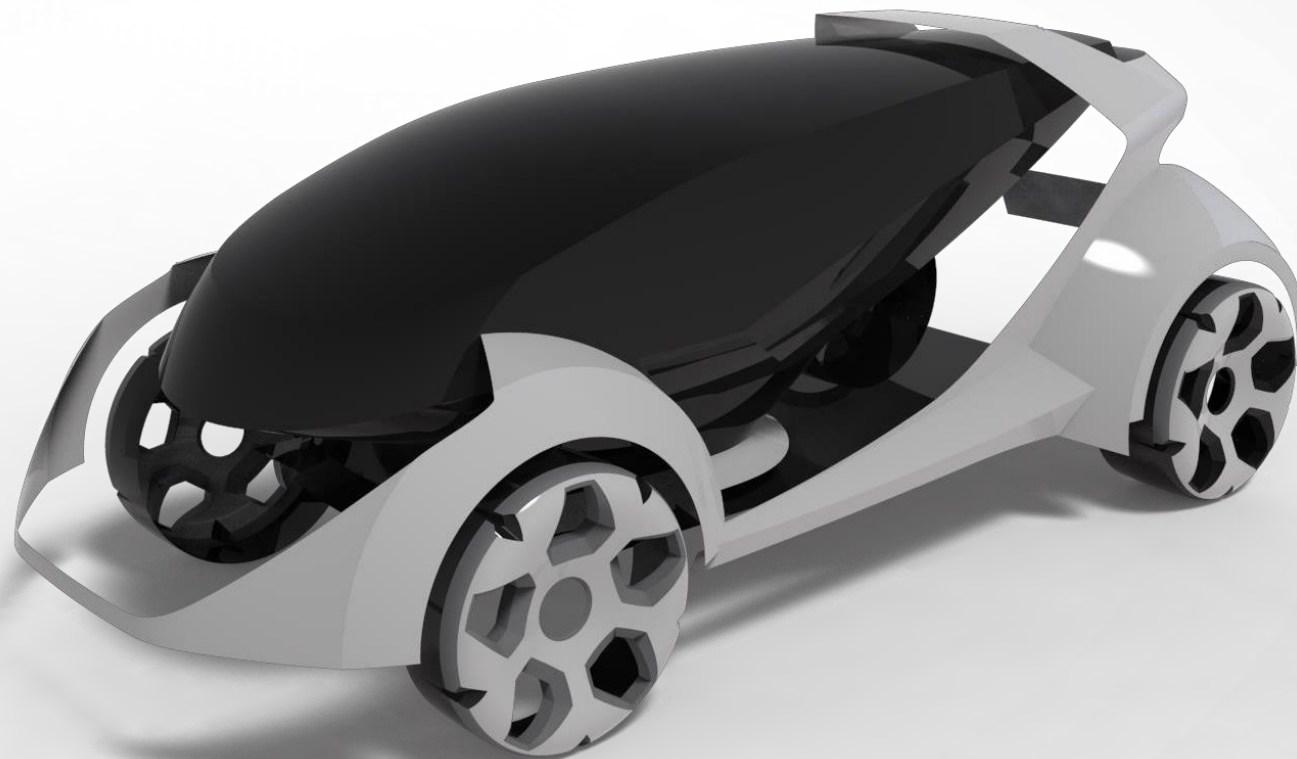


FUTURE AUTONOMOUS COMPACT TRANSPORT

TATA MOTORS DESIGN STUDIO

Raw CAS to understand surface transitions and intersections.

The core volume was refined to show more dynamic nature. The reflections were checked to adjust surfaces to have more better aesthetics.



FUTURE AUTONOMOUS COMPACT TRANSPORT

TATA MOTORS DESIGN STUDIO

7 Final Concept

Detailed Renders
CAS Visualizations

FUTURE AUTONOMOUS COMPACT TRANSPORT

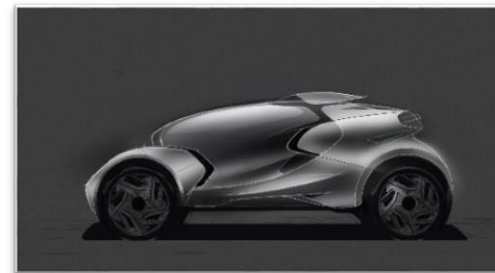
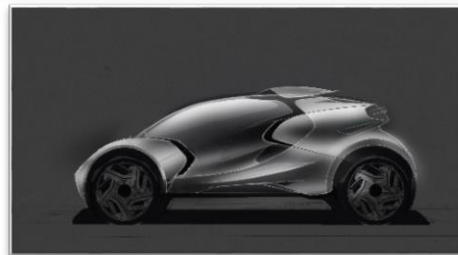
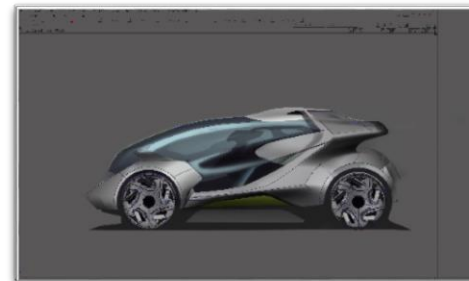
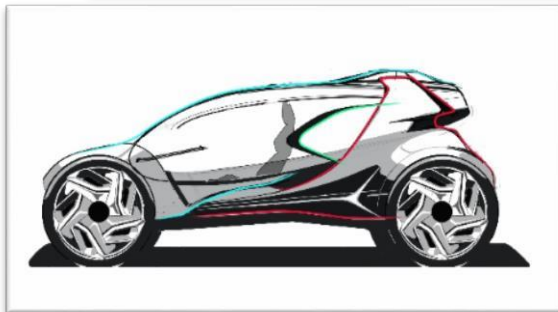
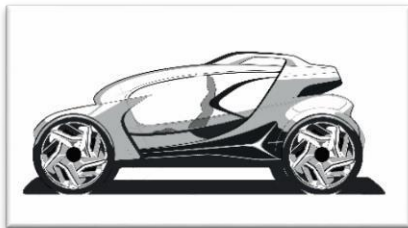
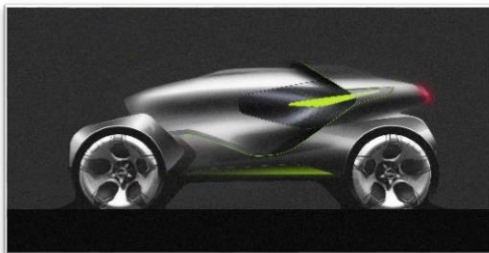
TATA MOTORS DESIGN STUDIO



FUTURE AUTONOMOUS COMPACT TRANSPORT

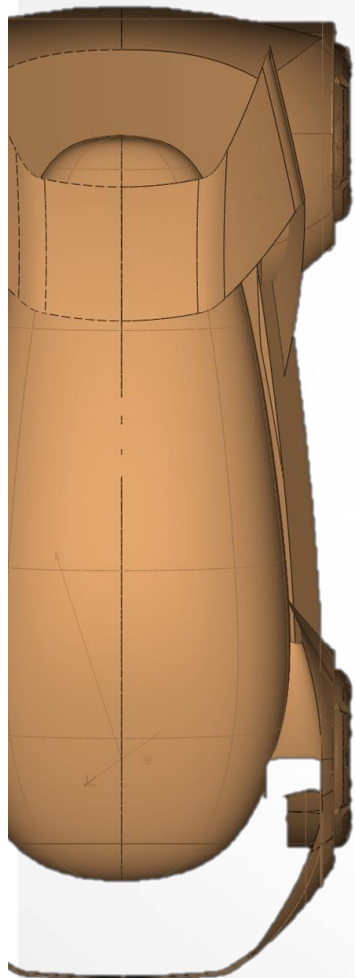
TATA MOTORS DESIGN STUDIO

Concepts



FUTURE AUTONOMOUS COMPACT TRANSPORT

TATA MOTORS DESIGN STUDIO



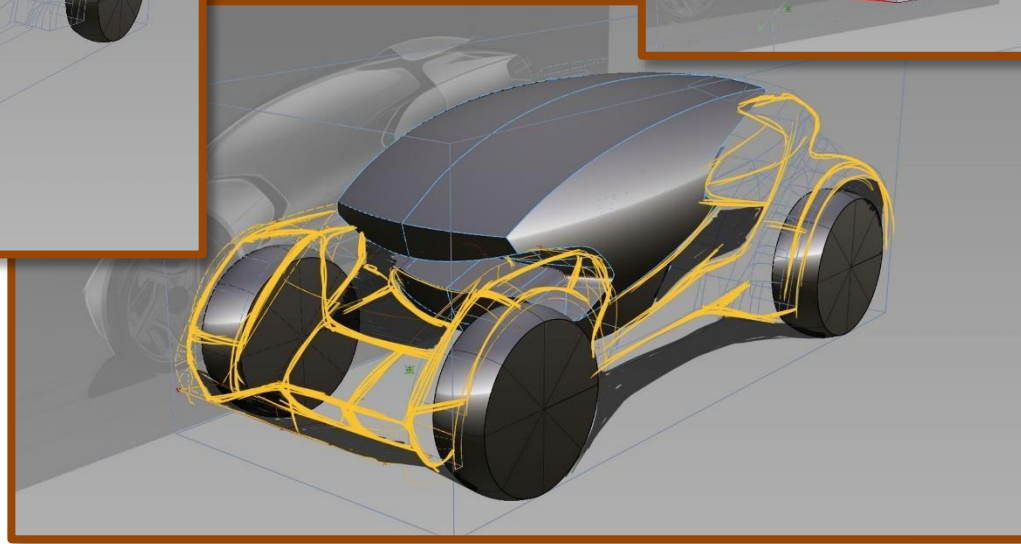
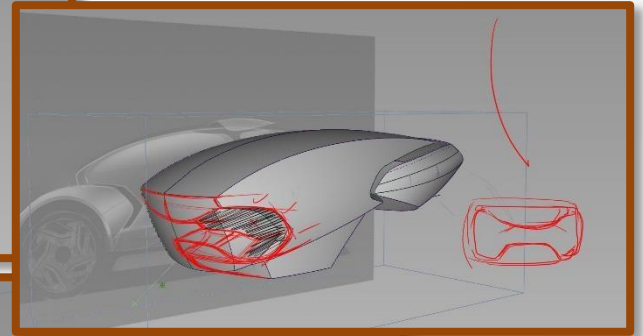
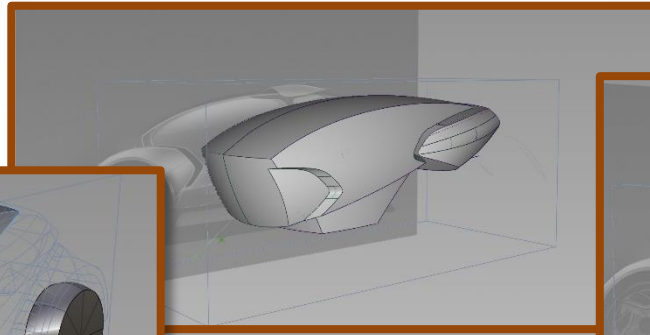
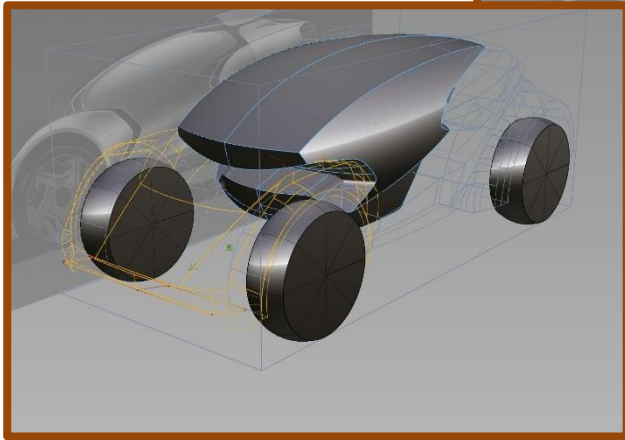
QUICK ITERATIONS



FUTURE AUTONOMOUS COMPACT TRANSPORT

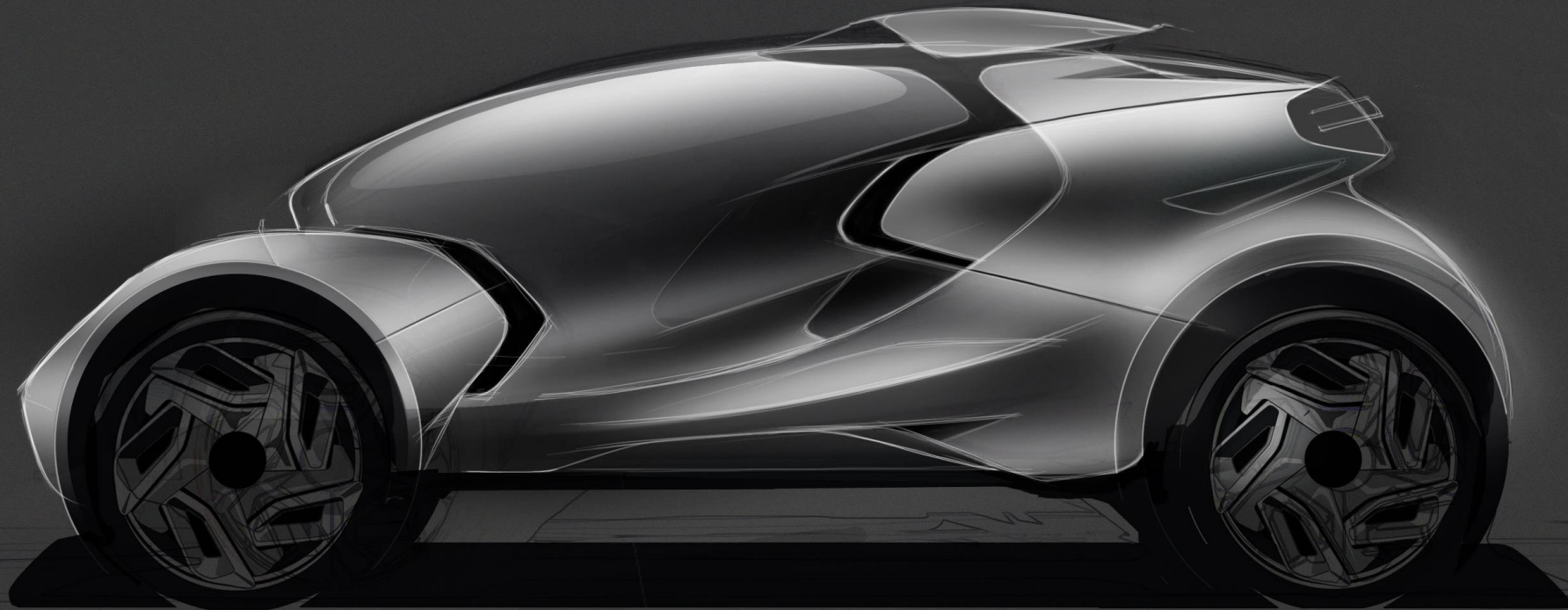
TATA MOTORS DESIGN STUDIO

REFINING VOLUME



FUTURE AUTONOMOUS COMPACT TRANSPORT

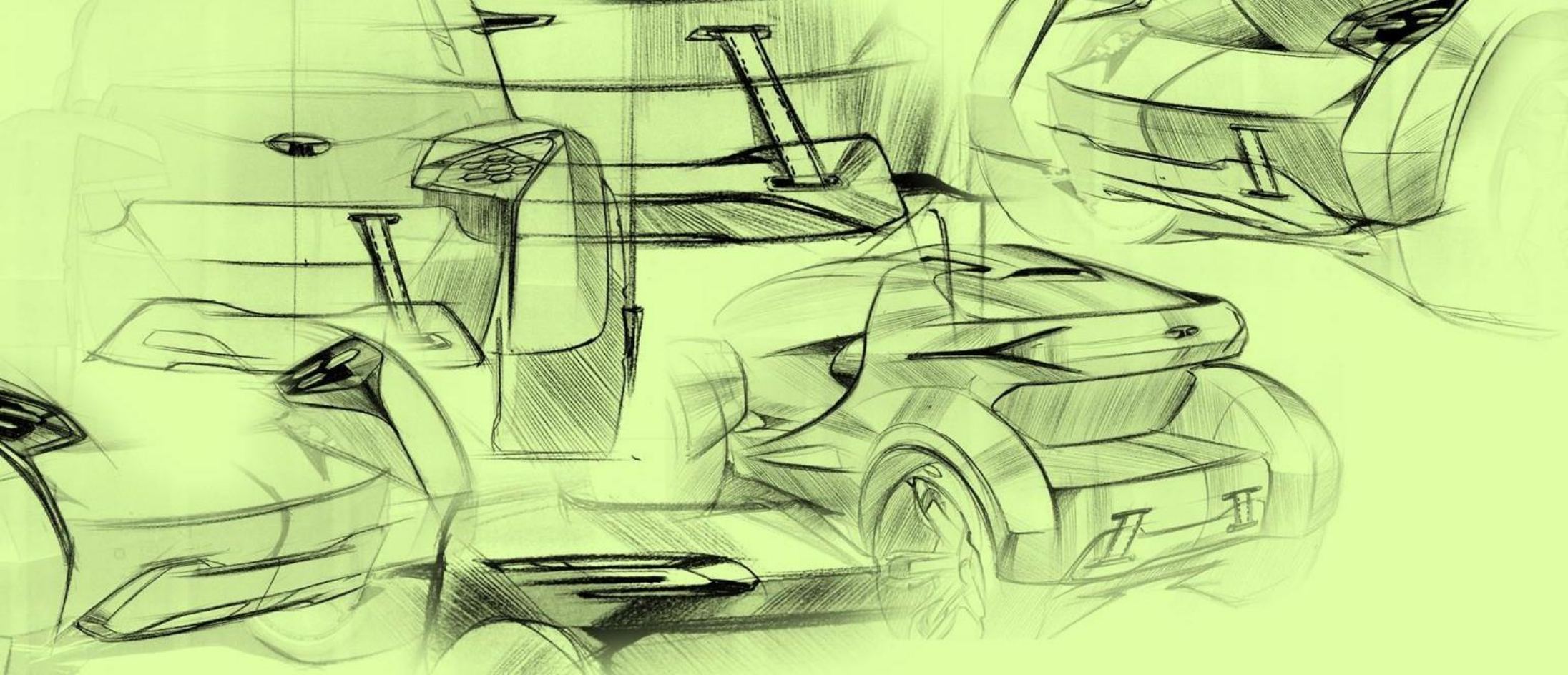
TATA MOTORS DESIGN STUDIO



Key sketch By Dhananjay

FUTURE AUTONOMOUS COMPACT TRANSPORT

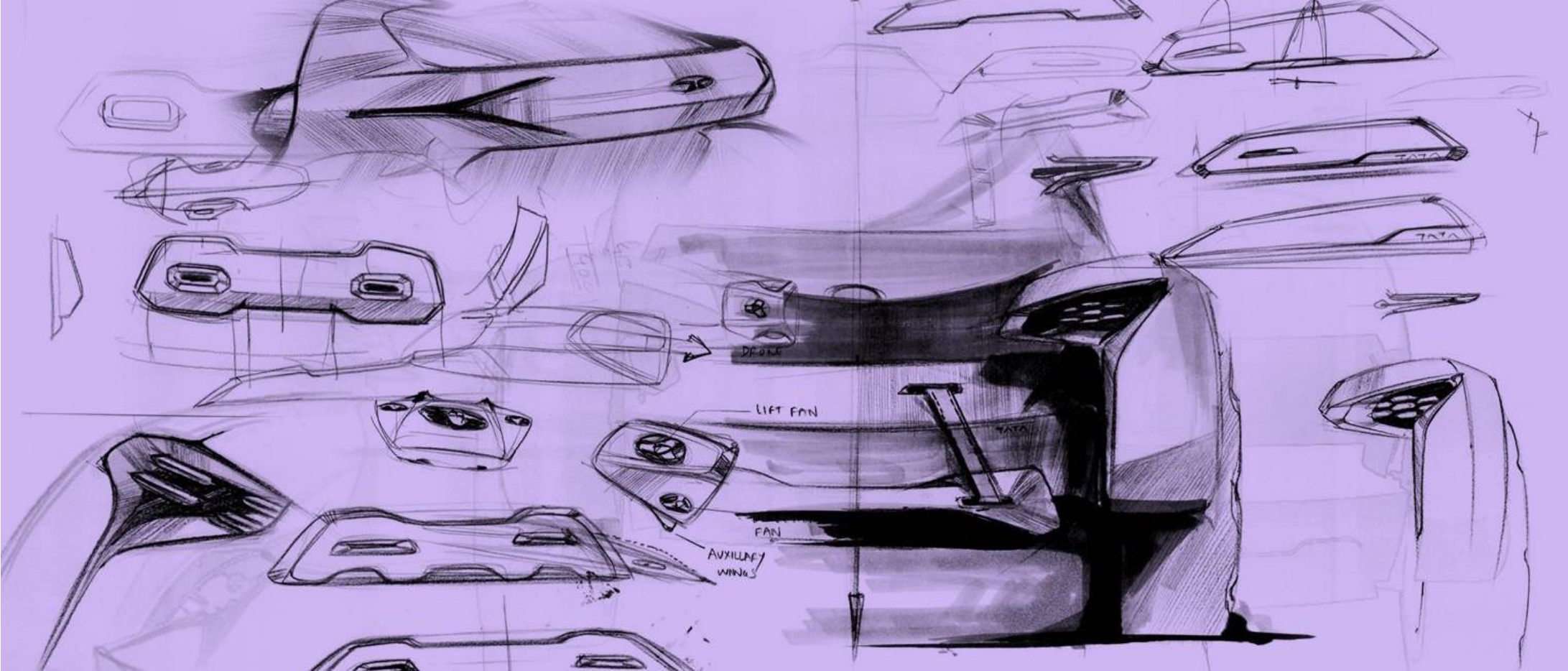
TATA MOTORS DESIGN STUDIO



Front and rear resolution
CREATING DETAILS

FUTURE AUTONOMOUS COMPACT TRANSPORT

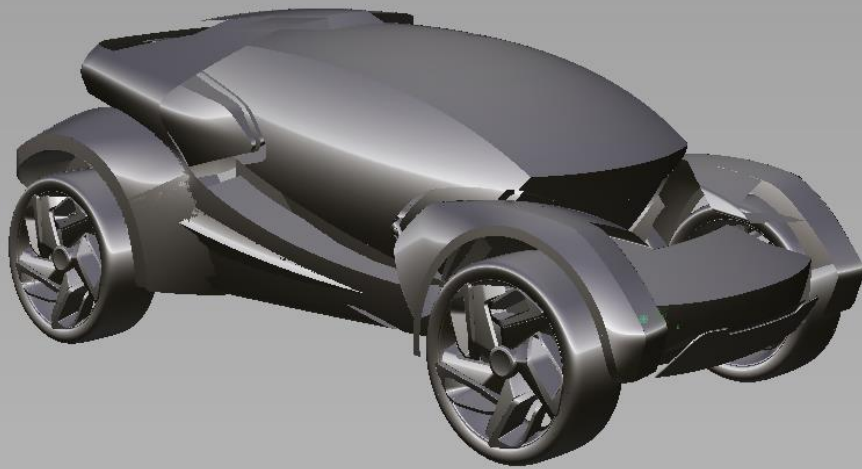
TATA MOTORS DESIGN STUDIO



Headlamp and other details

FUTURE AUTONOMOUS COMPACT TRANSPORT

TATA MOTORS DESIGN STUDIO

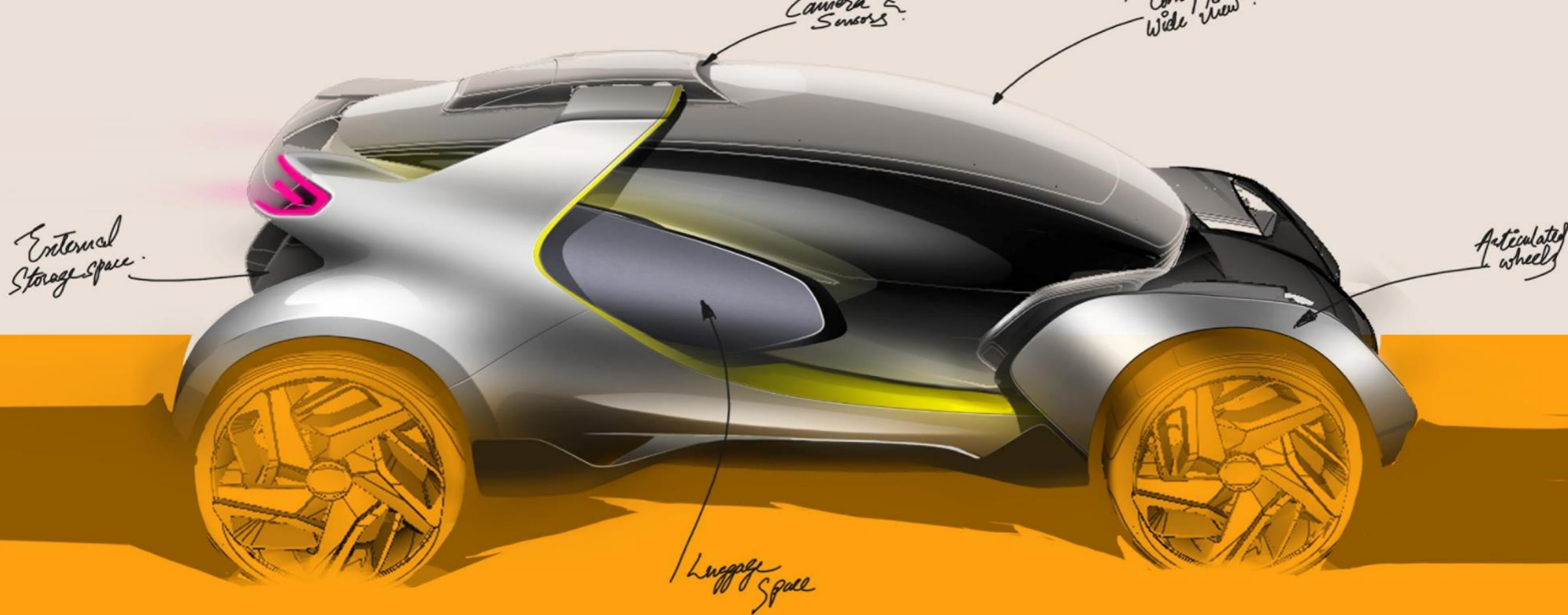


Volume refinement

Using CAS as Base

FUTURE AUTONOMOUS COMPACT TRANSPORT

TATA MOTORS DESIGN STUDIO



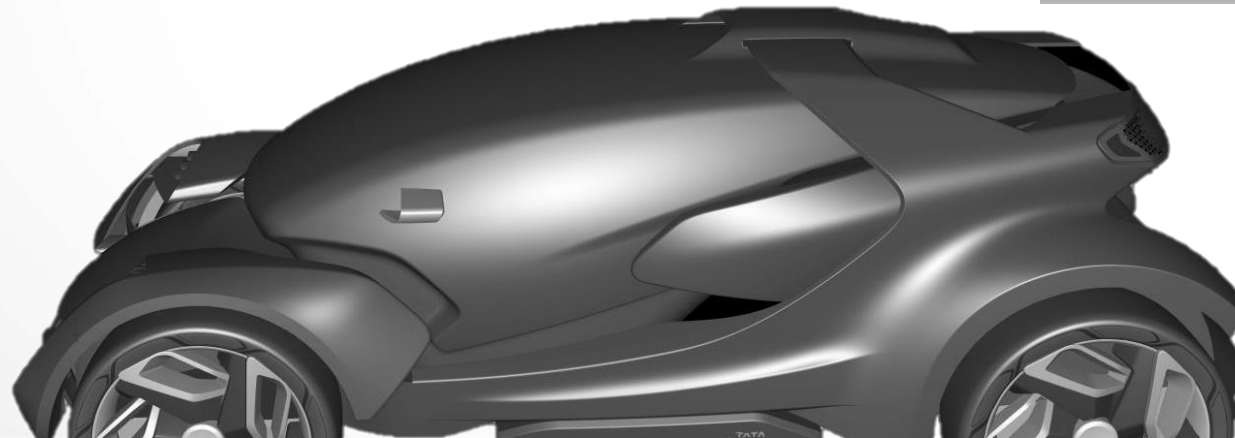
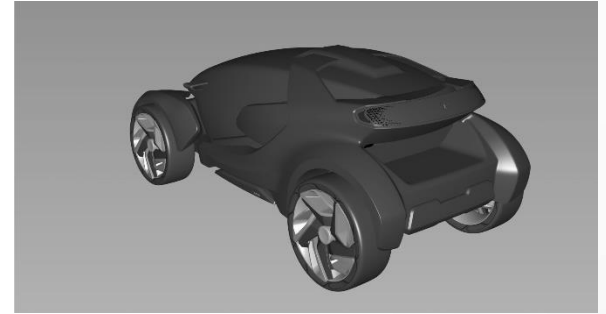
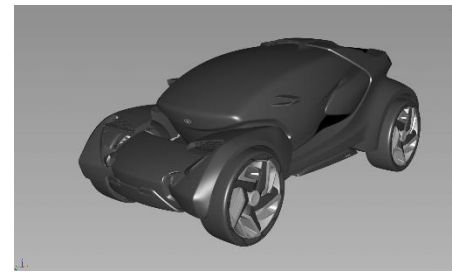
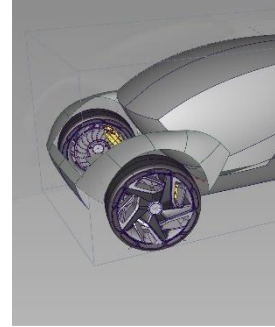
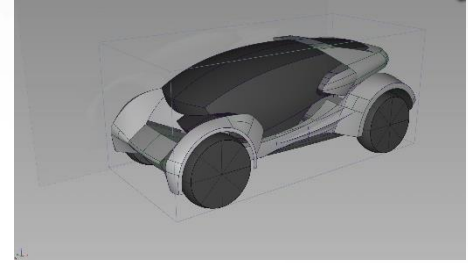
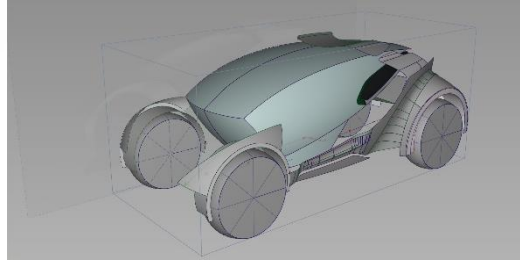
Refined key sketch

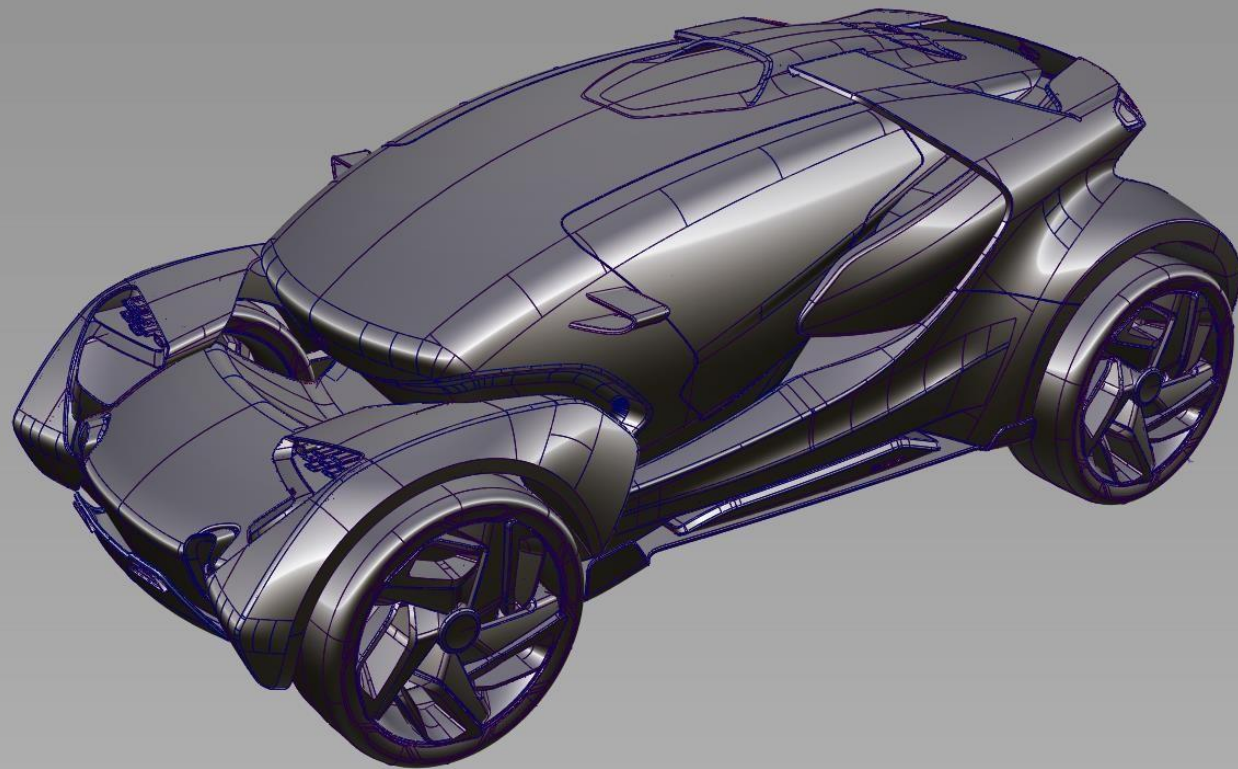
FUTURE AUTONOMOUS COMPACT TRANSPORT

TATA MOTORS DESIGN STUDIO

Final concept

24 MAY - 12 JUNE

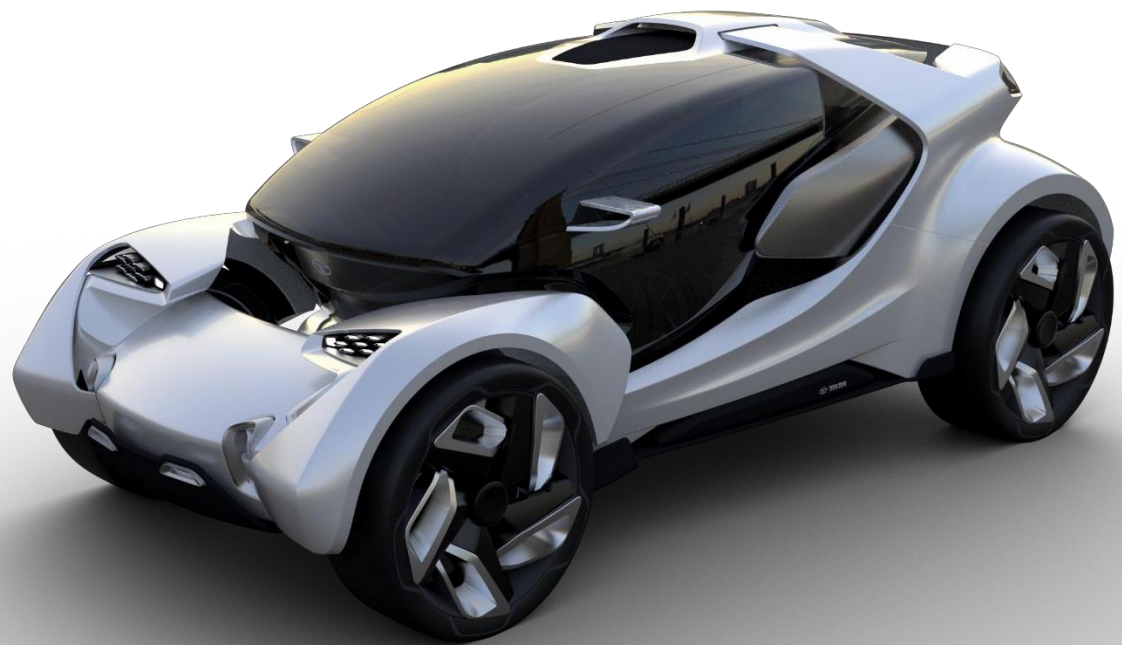




CAS model

FUTURE AUTONOMOUS COMPACT TRANSPORT

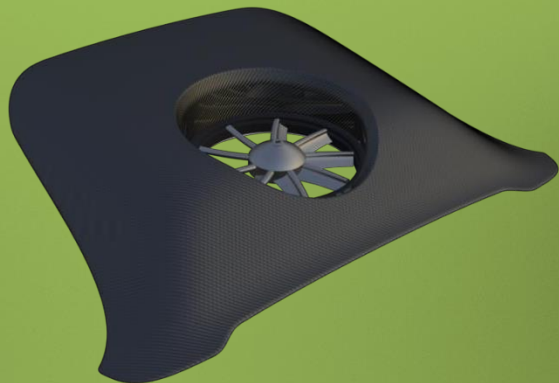
TATA MOTORS DESIGN STUDIO



Meet 'neo'

Explore
Experience
Engage

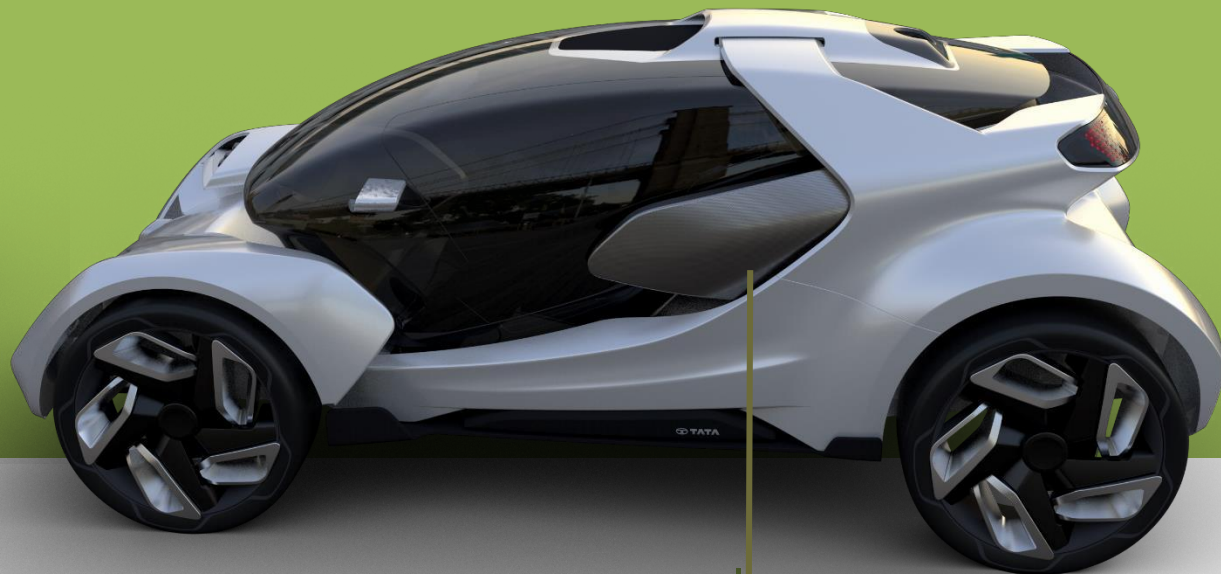
Terrain mapping Drone



companion
YOU ARE NOT ALONE



Carry more



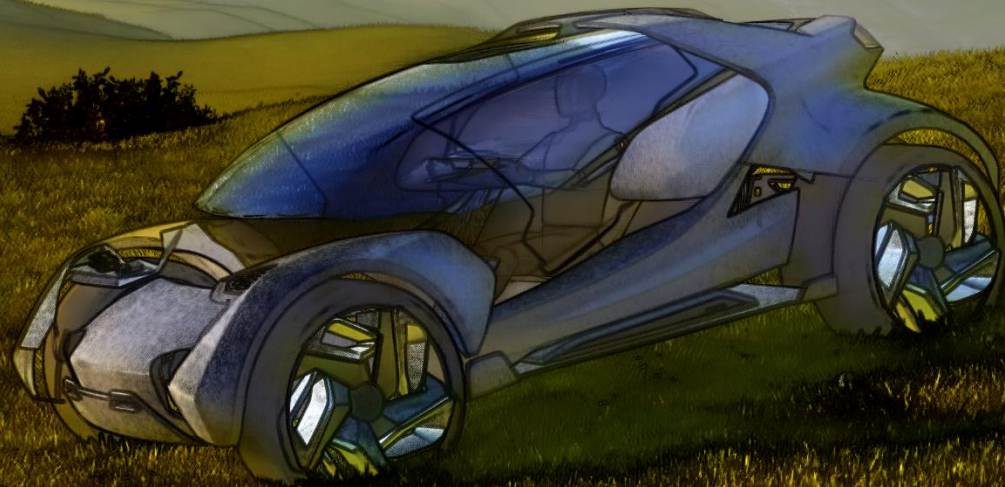
Expandable luggage unit



Front expression

Headlamp details

Artistic renders







Scale Model [1:5]







Thank you |

8 References

<http://matt.might.net/papers/sergey2013monalysis.pdf>

<http://www.nomadicmatt.com/travel-blog/>

<https://www.mercedes-benz.com/en/mercedes-benz/innovation/research-vehicle-f-015-luxury-in-motion/>

[https://www.behance.net/gallery/36699779/Volvo-Autonomous-Concept-Design-\(Exterior-Design\)](https://www.behance.net/gallery/36699779/Volvo-Autonomous-Concept-Design-(Exterior-Design))

<http://www.gizmag.com/bmw-group-vision--next-100-concept/42194/>

<http://www.next100.bmw/en/topics/bmw-vision-next-100.html>

<http://www.hankooktire.com/global/tires-services/technology/design-innovation/future-of-tire.html>

<https://www.google.com/selfdrivingcar/>

<http://www.cbinsights.com/blog/autonomous-driverless-vehicles-corporations-list/>

<http://thenextweb.com/insider/2016/04/20/chinese-company-just-leap-frogged-tesla-autonomous-electric-car-race/#gref>

<http://www.volvocars.com/intl/About/Our-Innovation-Brands/IntelliSafe/IntelliSafe-Autopilot/C26>

<http://www.aliasworkbench.com/>