

Automotive design



Sana Osman English 14 April 2009 The Future of Automotive Design

Automotive design is based on the consideration of the artistic and visual aspects of an automobile. It includes almost every bit of the automobile that is visible, from the seat to the door trims, from the dashboard to the steering wheel. An automobile designer uses many different levels of design to bring in distinctiveness for his design, as the competition in this industry is high.

Automotive design takes various things into consideration, for example, branding, security, usability, engineering, sustainability, and the like.

"Automotive design is really complex. As strange as it sounds, having to have four wheels on a car really makes it difficult: it demands a complex shape, and so form must follow function" (Lewin and Borroff 26).

When an automobile is being designed the customer's taste and expectation plays a very important role, as it affects the market and the sales. The competition in the automobile industry is growing day after day. Every company is trying hard to out beat the other in providing the customer with the best possible design and engineering. The future of automotive design will see different kinds of automobiles, such as, eco-friendly vehicles, custom made vehicles, vehicles that are not too heavy on the pocket and suit the lower middle class section of the society.

Eco-friendly vehicles are on the rise. Moving away from the traditional form of fuel, that is petrol and diesel, vehicles are being designed to run on gas. Gas is not only cheaper than petrol and diesel; it is also fuel efficient and gives the vehicle a better mileage. Designing fuel efficient vehicles is on the rise as people are looking for vehicles that are cost effective and easy to maintain. Another advantage of vehicles that run gas or electricity is that they are eco-friendly and produce less pollution.

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Another design feature that is growing is start-stop. In cars that have this feature the gear box is designed to cut off when one is at a traffic signal or in slow moving traffic, it re-starts itself when you take your foot of the brake.

The demand for customized vehicles is growing as people prefer to buy vehicle that show off their personality and lifestyle. Many futurists that this is one trend that is here to stay. Many big companies offer customization.

Smaller companies however strive on providing as many standard options possible to satisfy the customer.

Other developments in the automobile design industry are the use of lithium batteries and nanotechnology. Lithium batteries are cost effective and eco-friendly which makes it very adaptable for the consumer.

The automotive industry has a lot to offer in terms of design and technology. Cost effective cars are the future of the industry. One such example is the TATA Nano in India. Many companies are working on satisfying the mass market by offering a variety of option at a reasonable price. With so much competition in the industry it is important for companies to focus on the needs and expectations of the consumer, which makes the automotive design industry very competitive and exciting.

Works Cited

Lewin, Tony and Borroff, Ryan, How to design cars like a pro: a comprehensive guide to car design from the top professionals, MotorBooks/MBI Publishing Company, 2003.