SAE SUPRA
design elements

SAE India
1
Where do you begin Development?

Purpose / Target / Parameters

What is the USP?
What will make your car stand apart?

‘out of the box thinking’

Innovation & Ideation
Evolution

Early 1920’s

Mid 1930’s

Late 1950’s
Innovation

Mid ‘60s Lotus -
Pioneering monocoque body construction
Late ‘60s Lotus F1 –
Beginning of the “winged era”
Mid '70s Lotus F1 – Many firsts
Beginning of “Ground Effect”, Composite Construction, Big Sponsorship funding
Innovation

Late ’70s Brabham-Alfa “Fan Car” – the reverse Hovercraft principle
Innovation

Late ‘70s –
The 6 wheelers March and Tyrell
Innovation

Futuristic Innovation – Hubless wheels
Innovation

Dallara - Indycar aero concept
Innovation

Futuristic aero interpretations
Concept – Design Ideation
Concept – Design Ideation
Concept – Design Ideation
How do you start designing?

Make Man adapt to machine?

Or

build machine around Man?
The SeatPack

Comfort

Safety
Human Factors
Layout Package  Central to the design process

- Space planning and composition
- Definition of body envelope and panel configuration
- Human comfort and safety
- Homologation and regulation compliance
- Service and accessibility
- Manufacture and assembly
- Feasibility and costing
Layout Package

other examples
3
Proto Build

Process
Quality – fit and finish
Engineering Art
Process

Body volumes
Process

Body volumes
Process  Parts
Engineering Art
4
Presentation

Building Brand Identity
Cult & Presentation
Marketing & Re-Source
Graphics & Livery - Cult
Brand Marketing — Sponsorship Visibility

Promoting Indian Identity and its contemporary culture
(Virtually) Selling Liquor and Beer
Selling an Airline
Formula Racing
A Multi Discipline Activity

Management
Human Resources – Team Organizing
Design
Engineering
Visual Communication
Promotion Marketing