

D I G I T A L M O D E L I N G & D E S I G N P O R T F O L I O



8 SERIES CONCEPT



INTERIOR CONCEPT



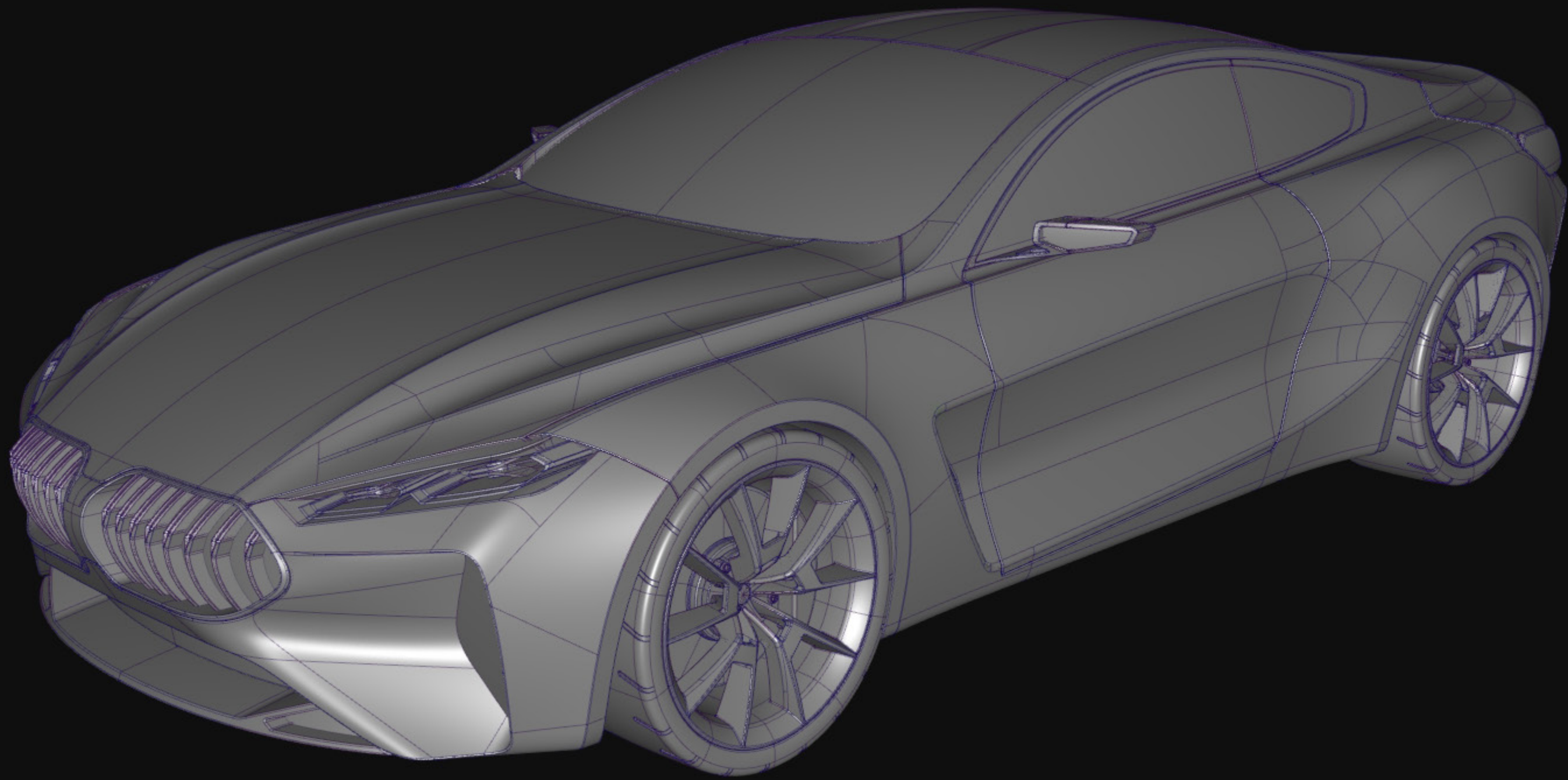
WESTERN STAR

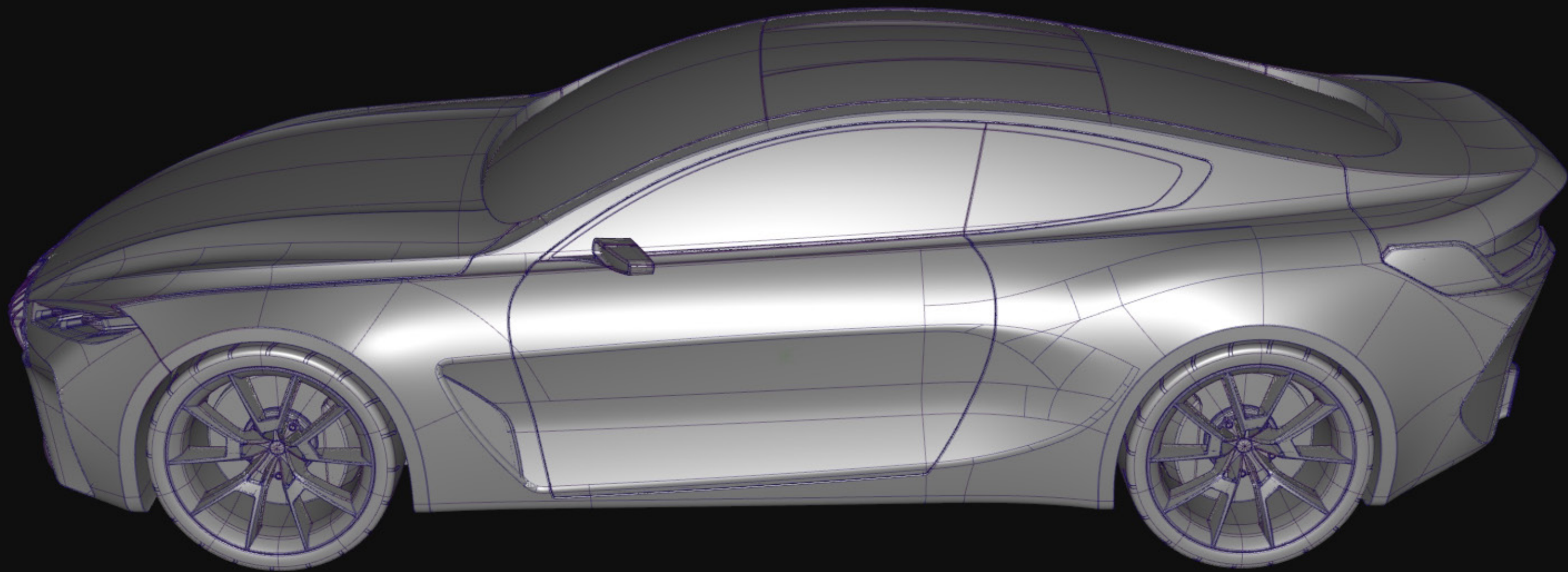


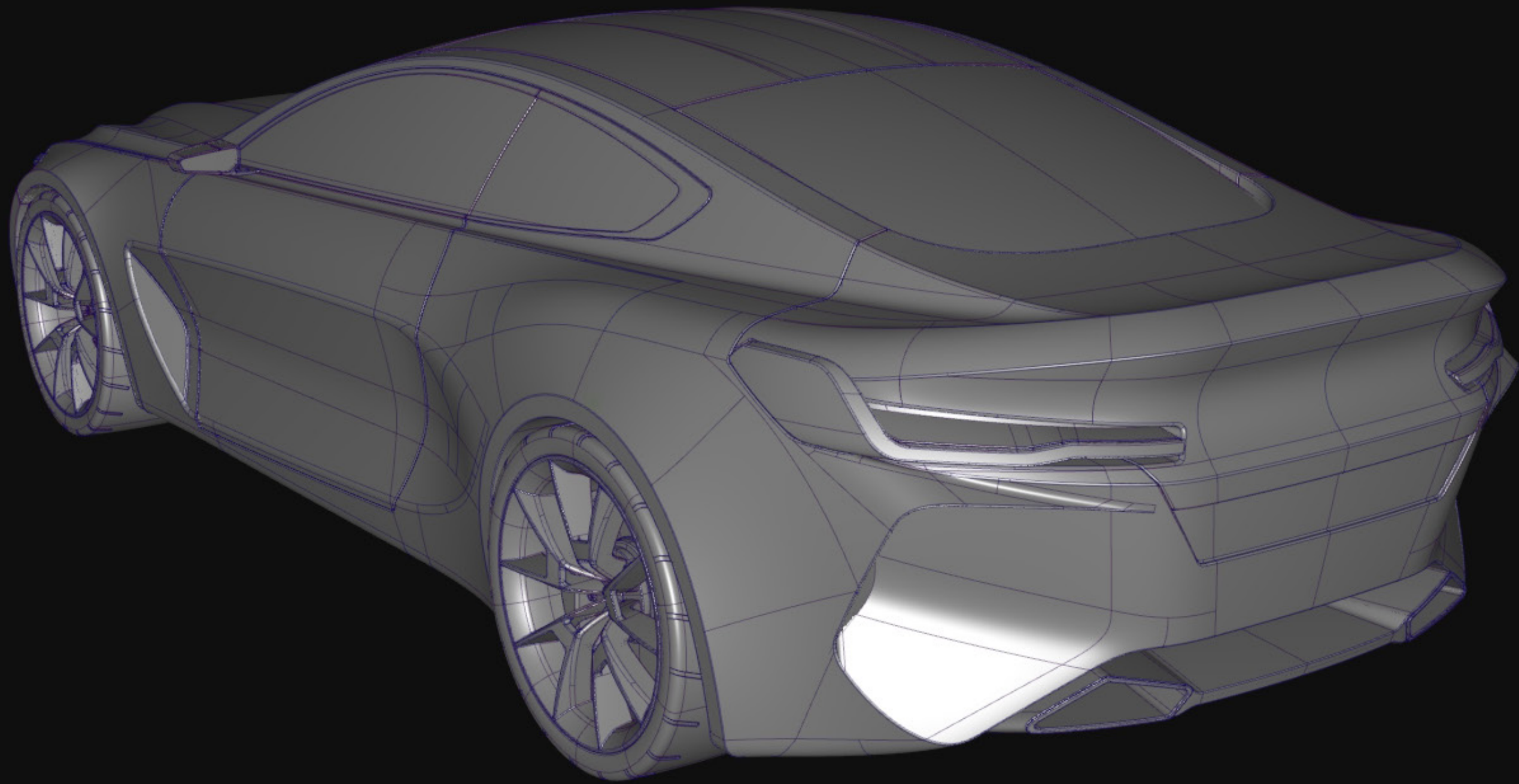
LOTUS EV ELEVEN

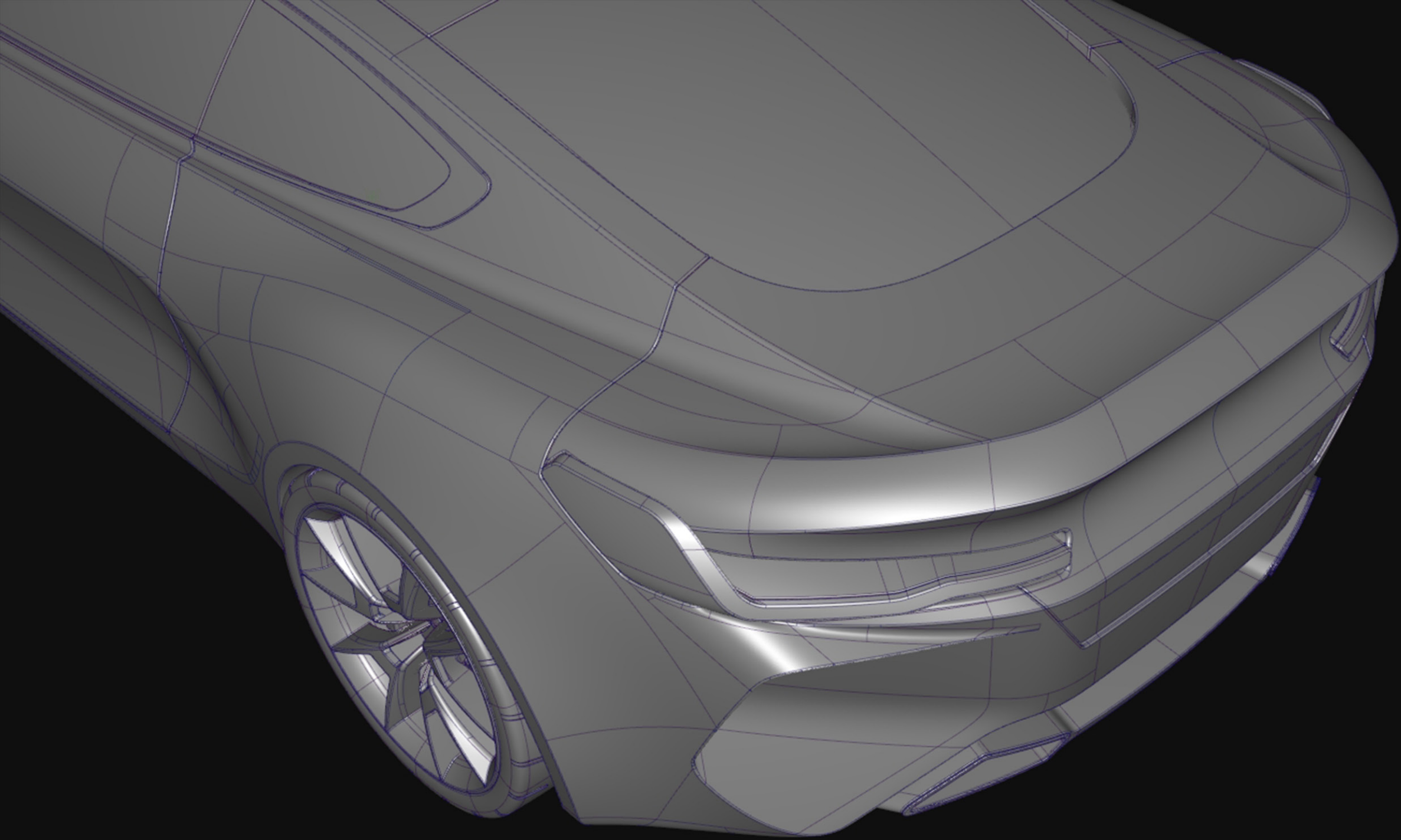


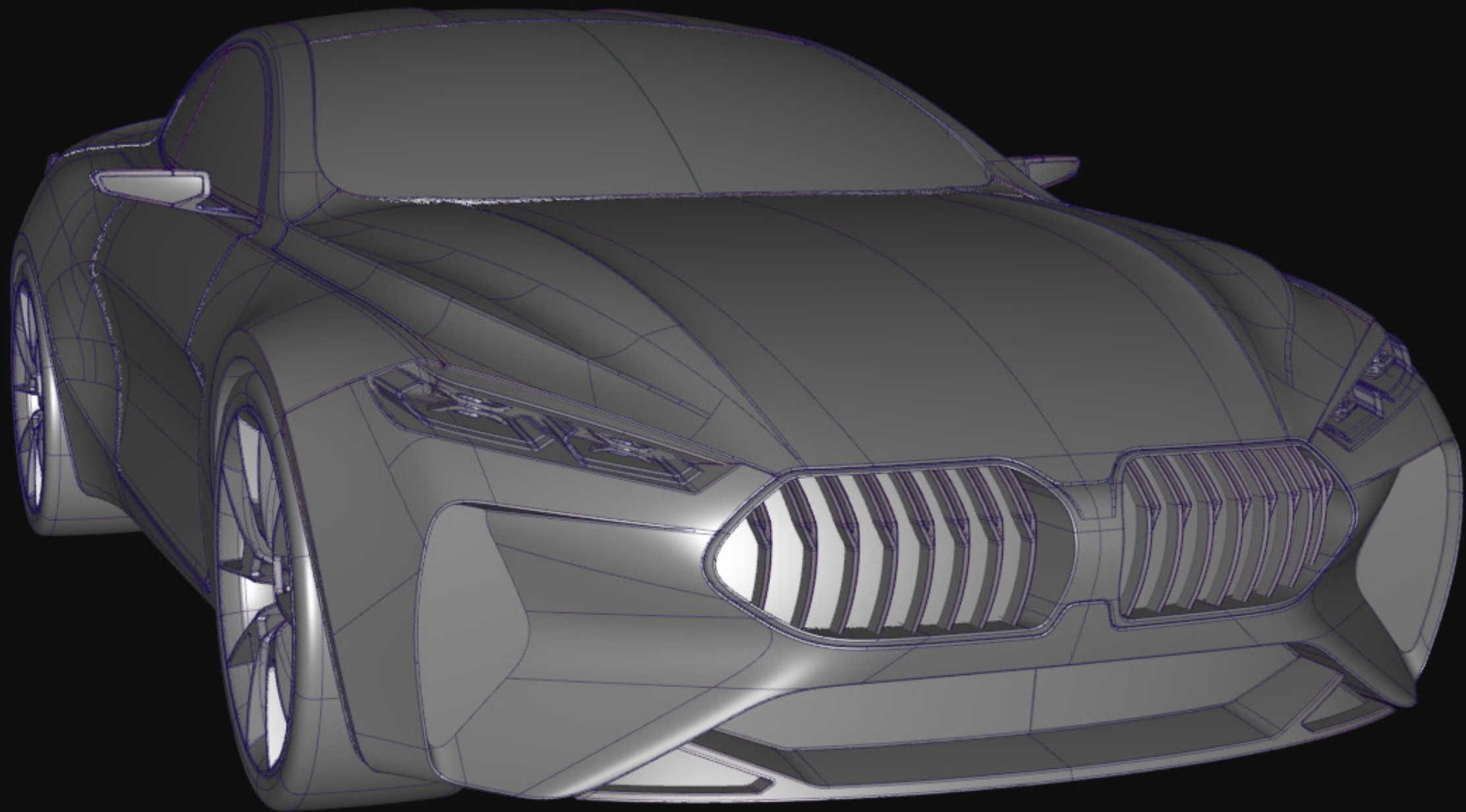
8 SERIES CONCEPT
ALIAS MODEL & VRED RENDERINGS

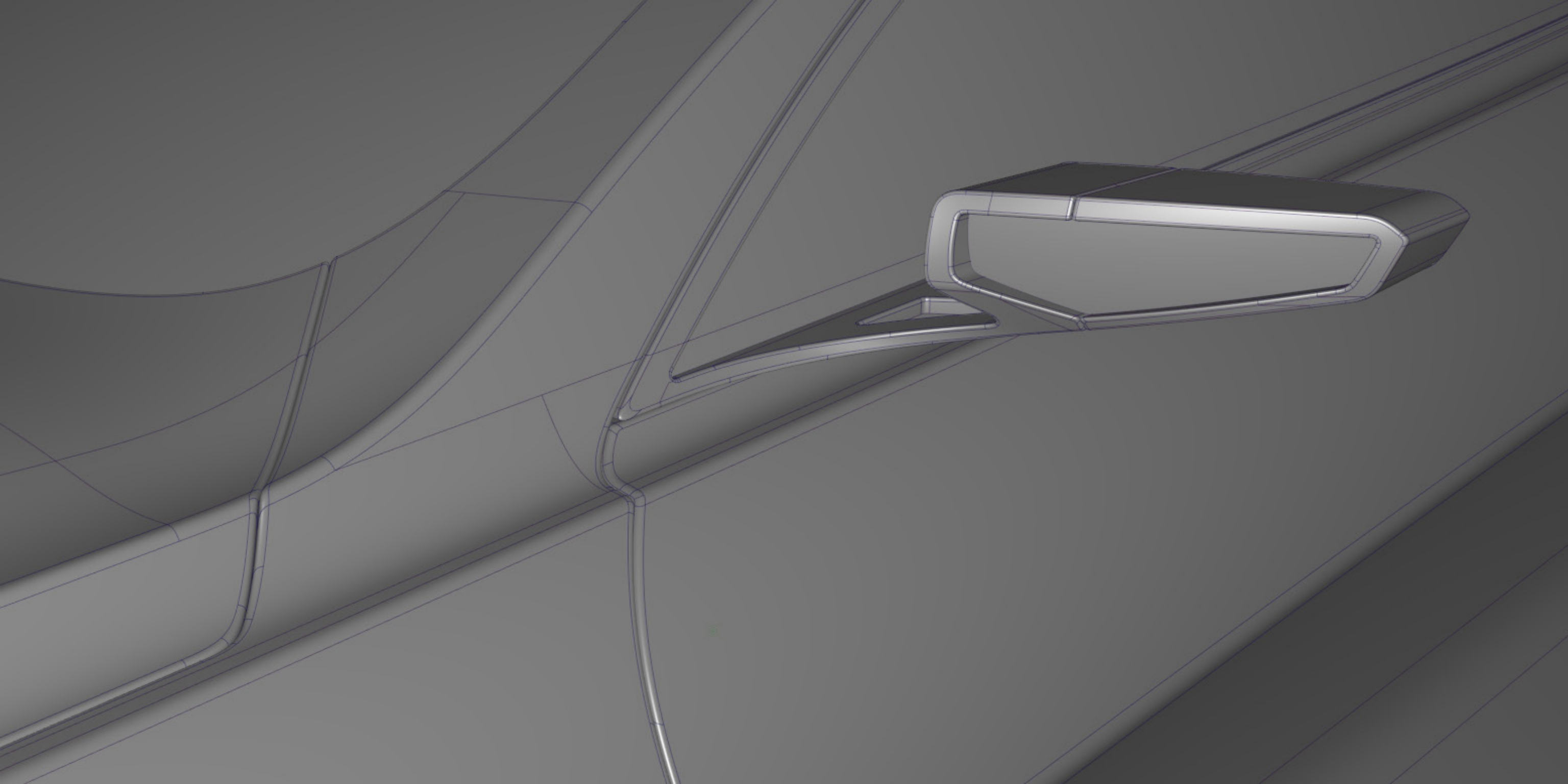


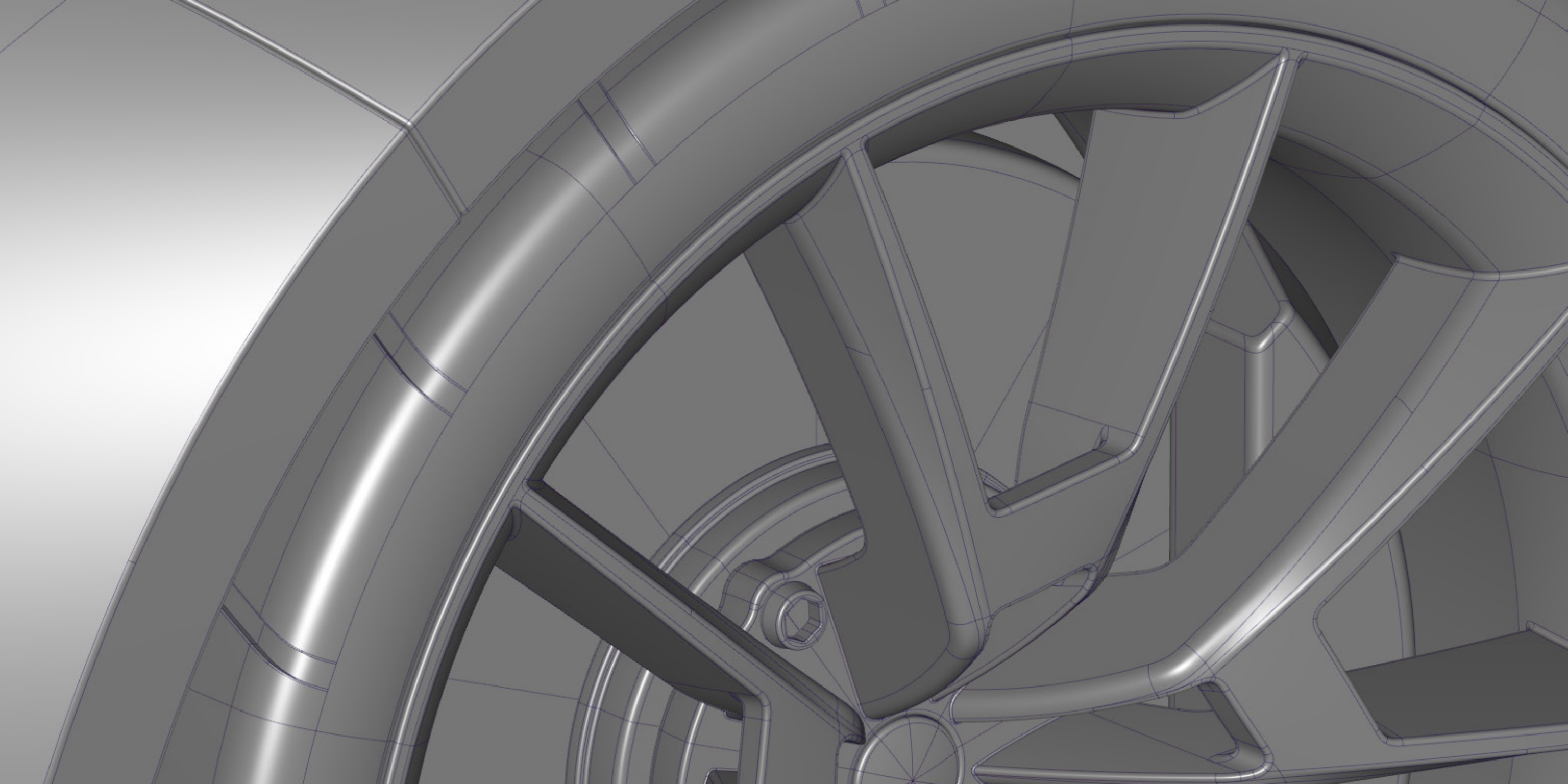


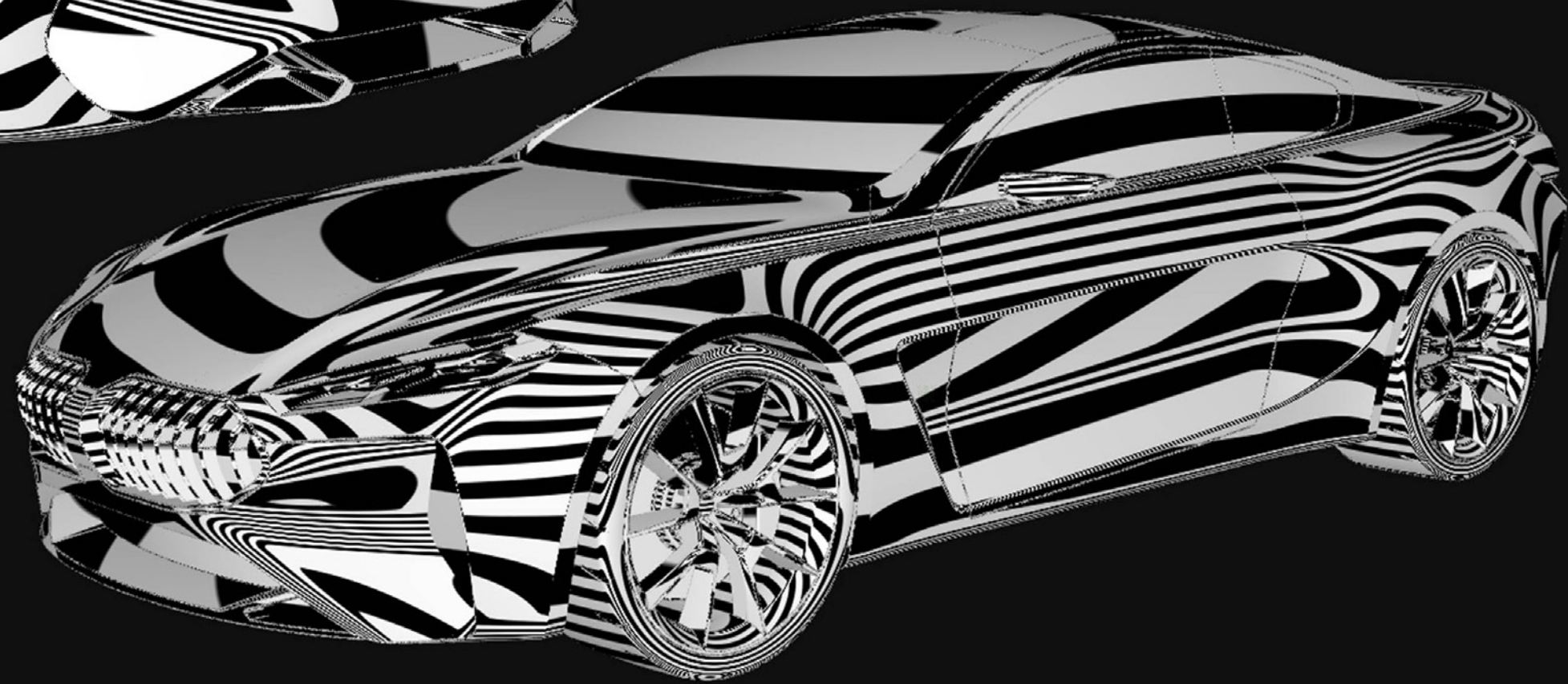
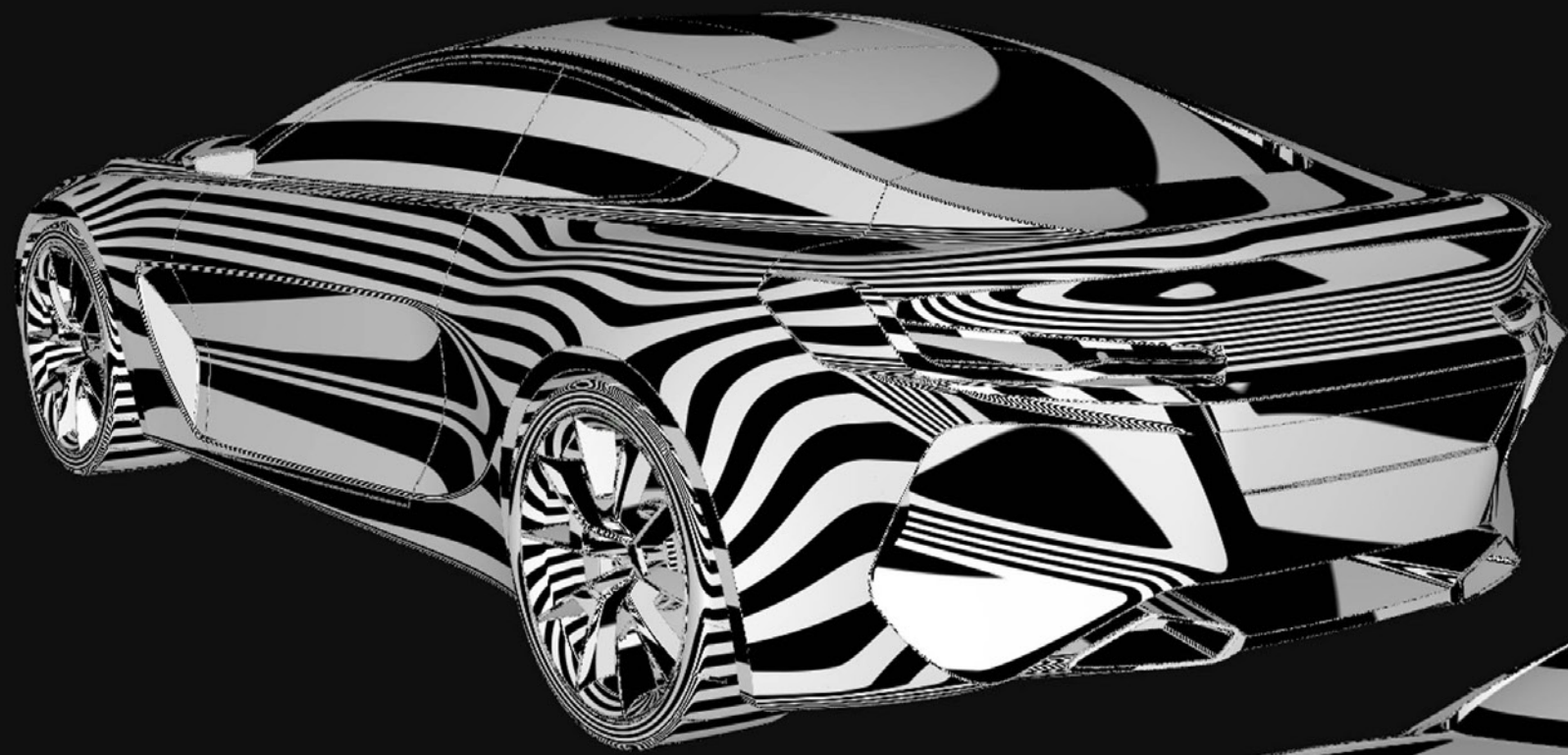


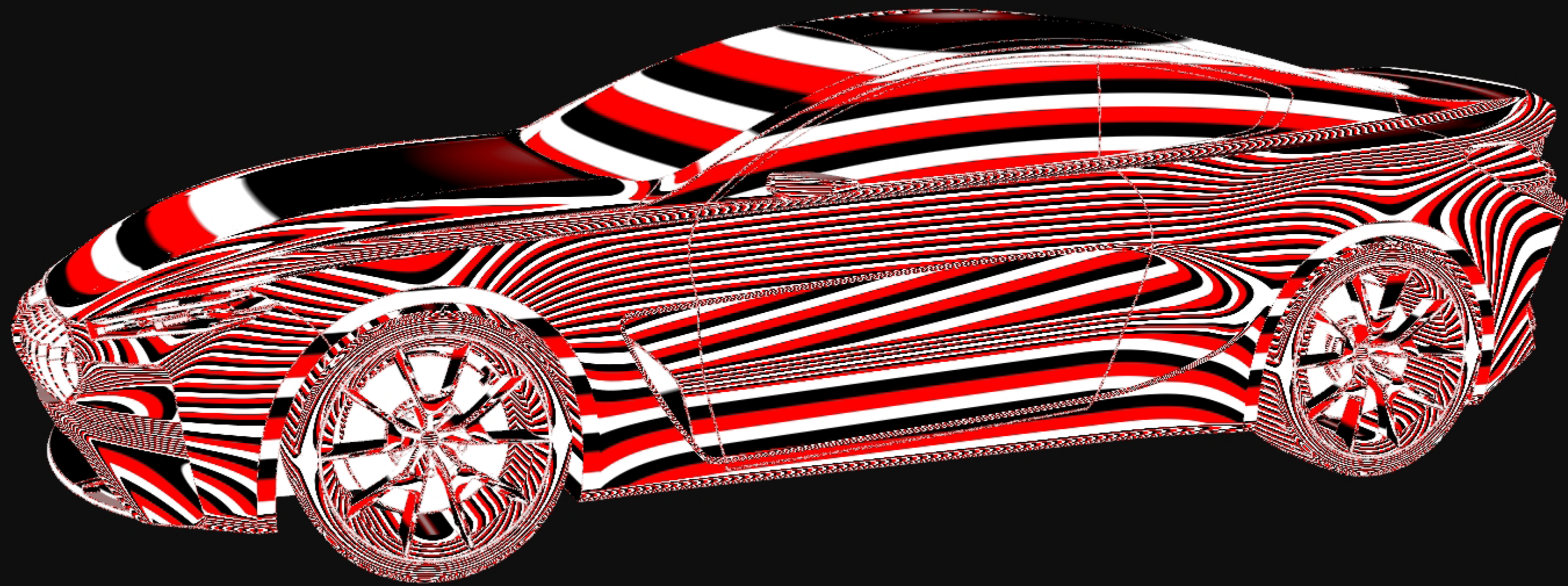












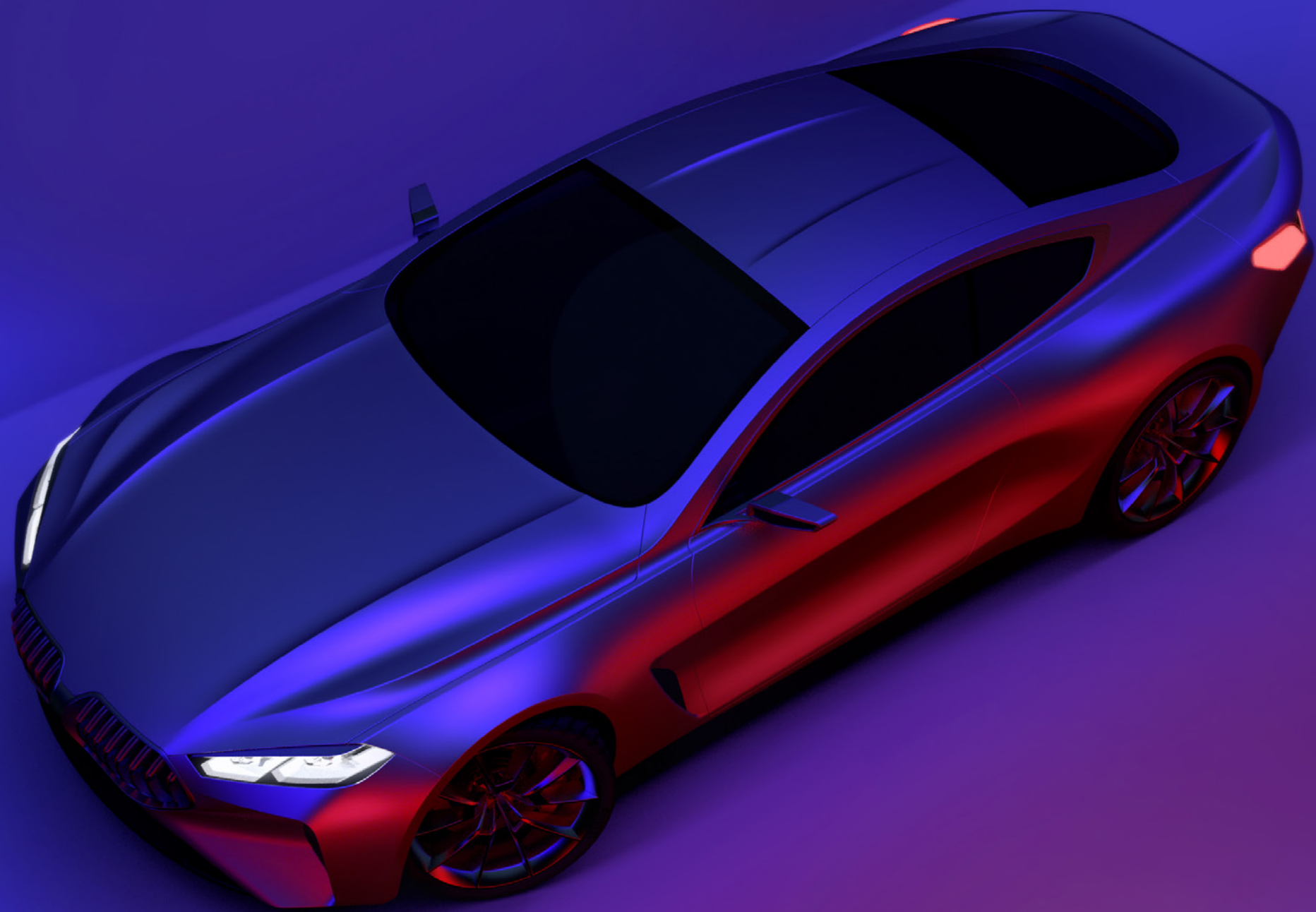








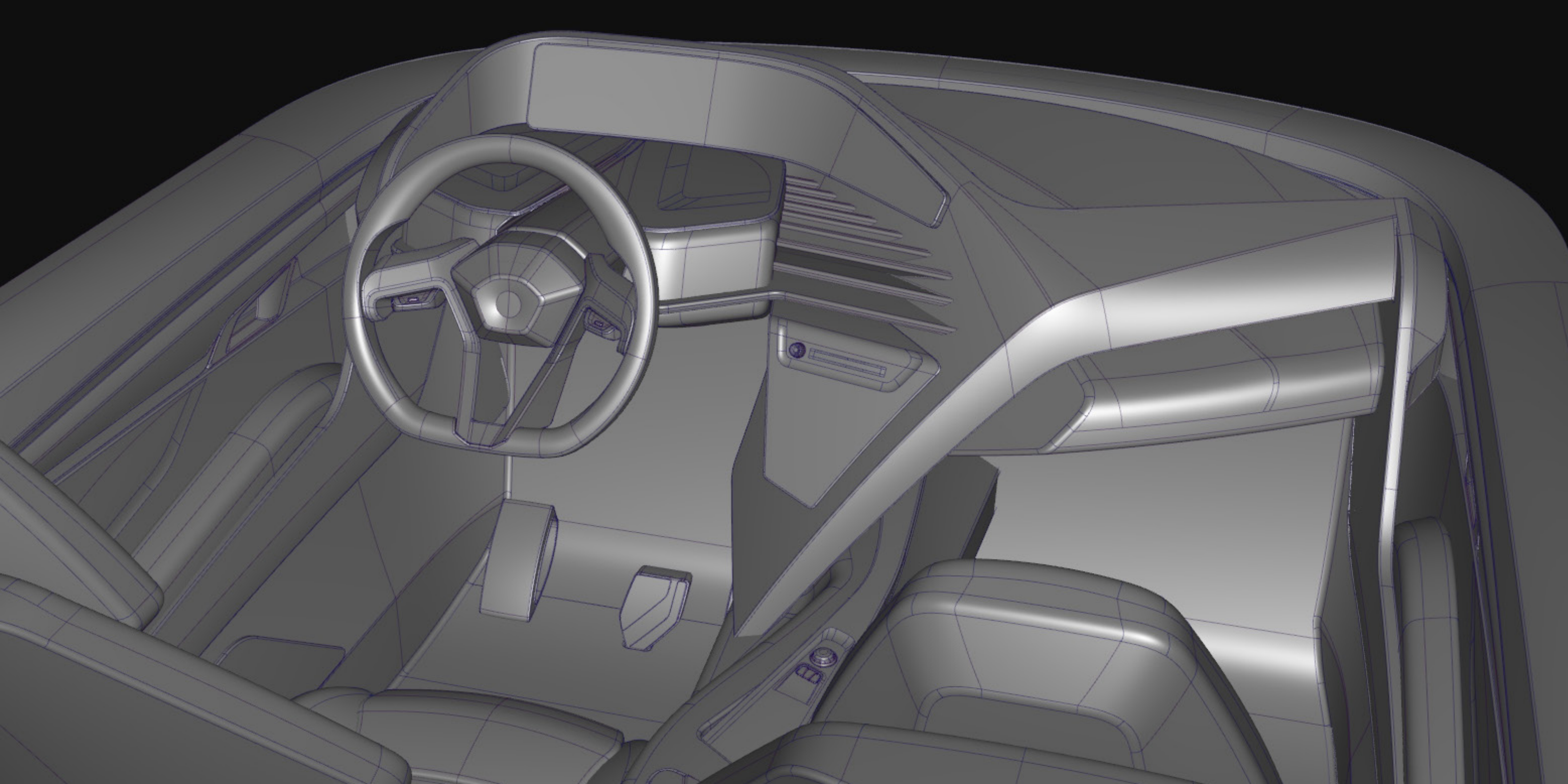


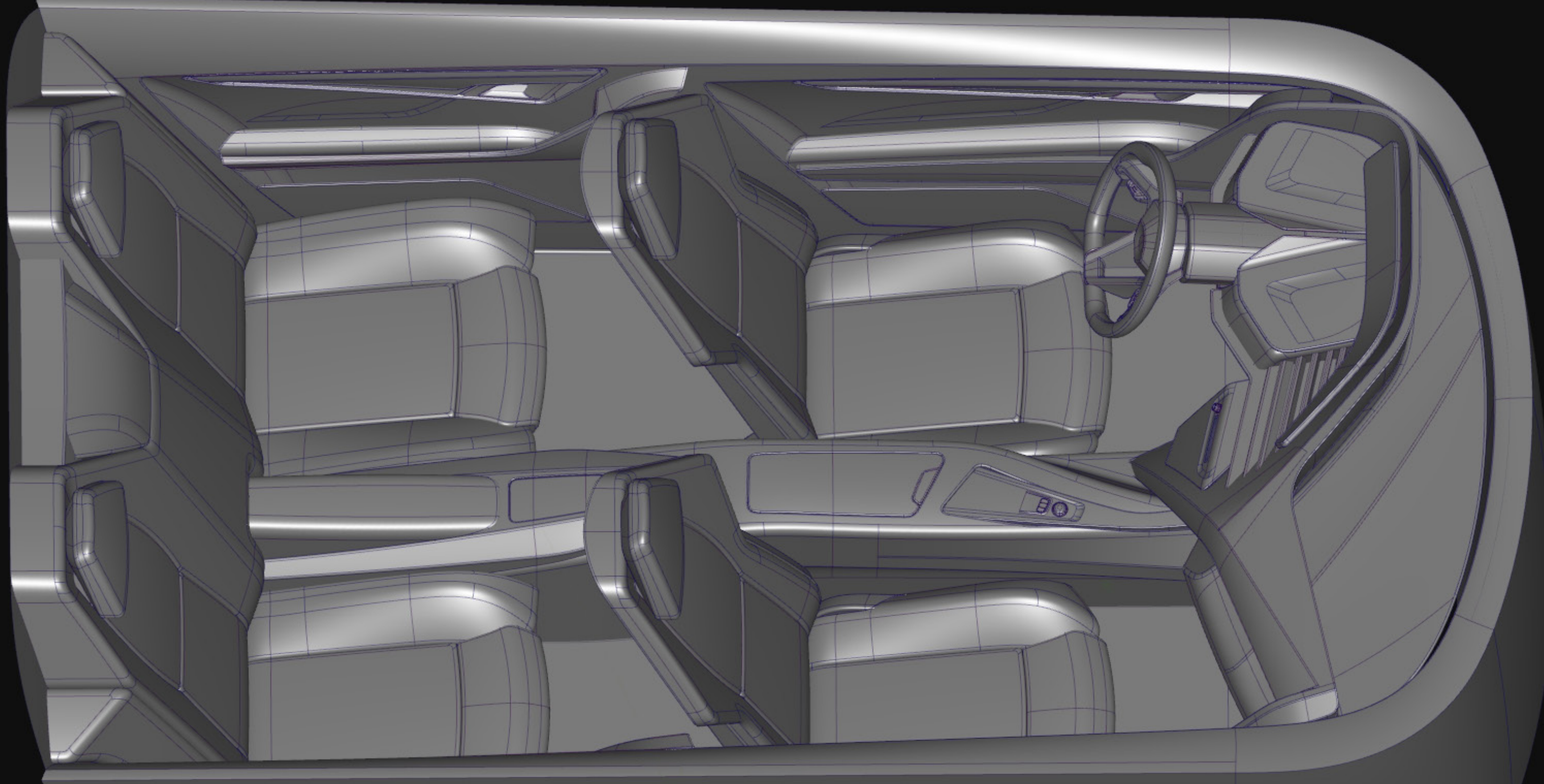


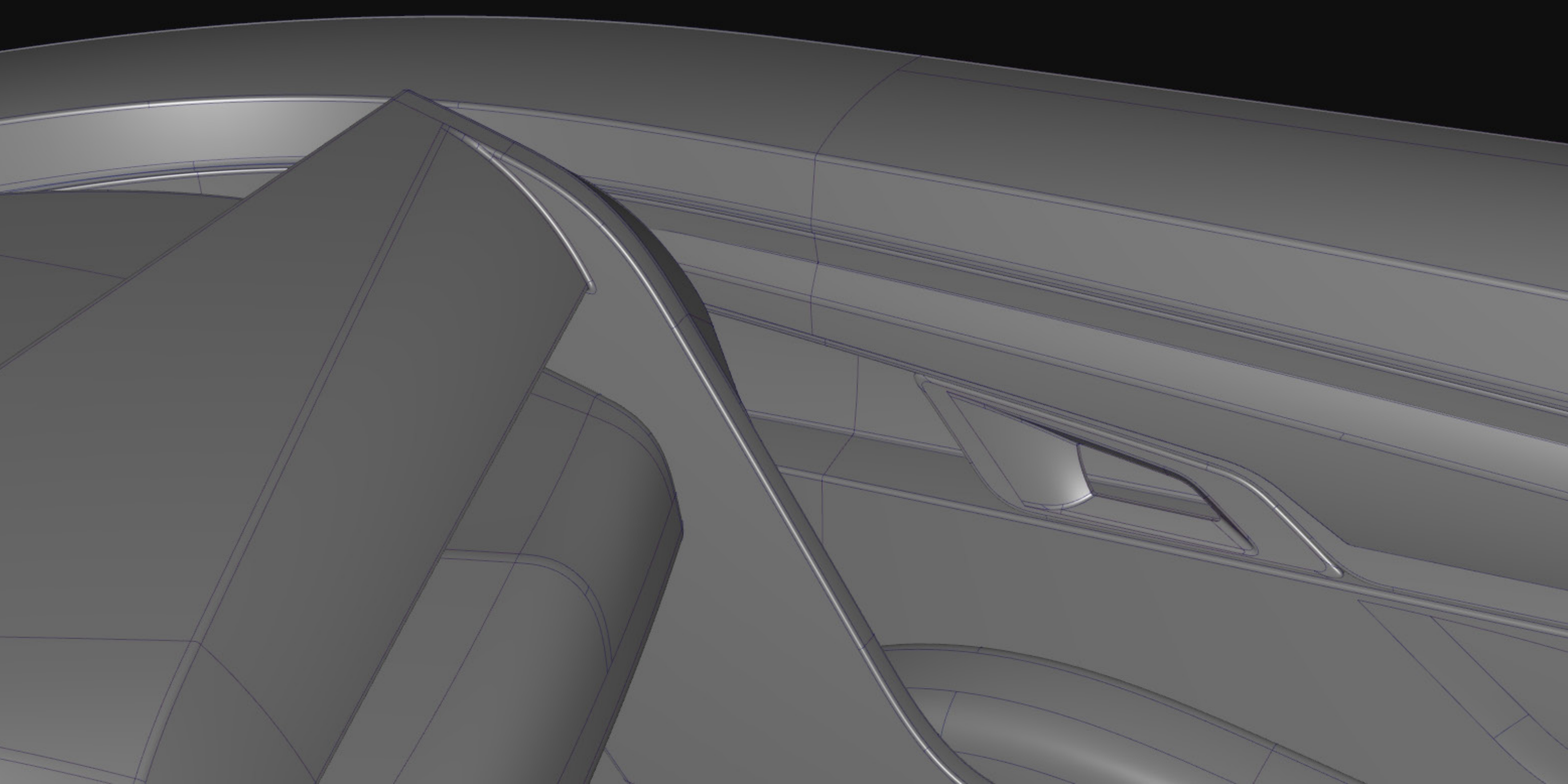


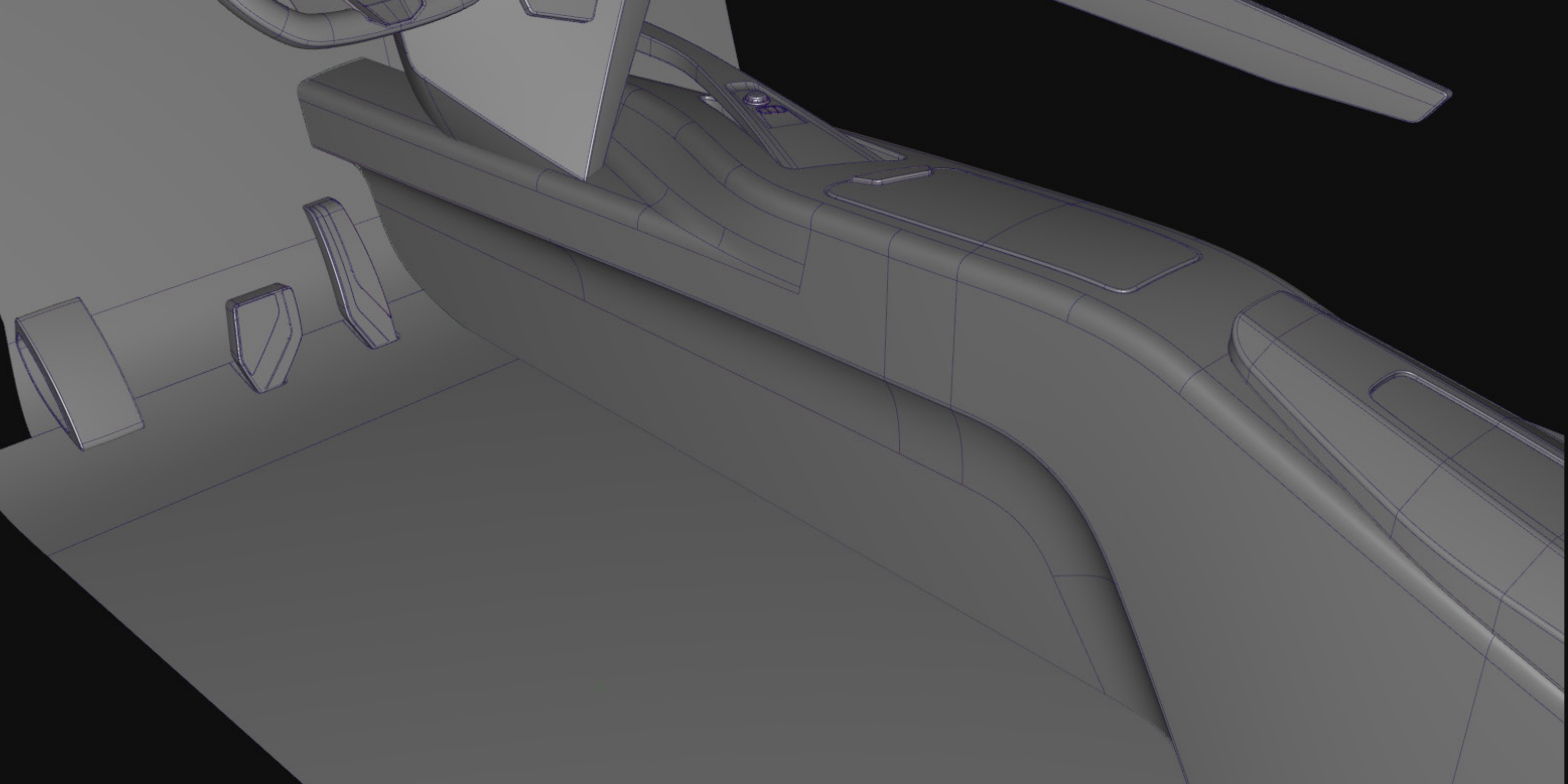


INTERIOR CONCEPT
ALIAS MODEL

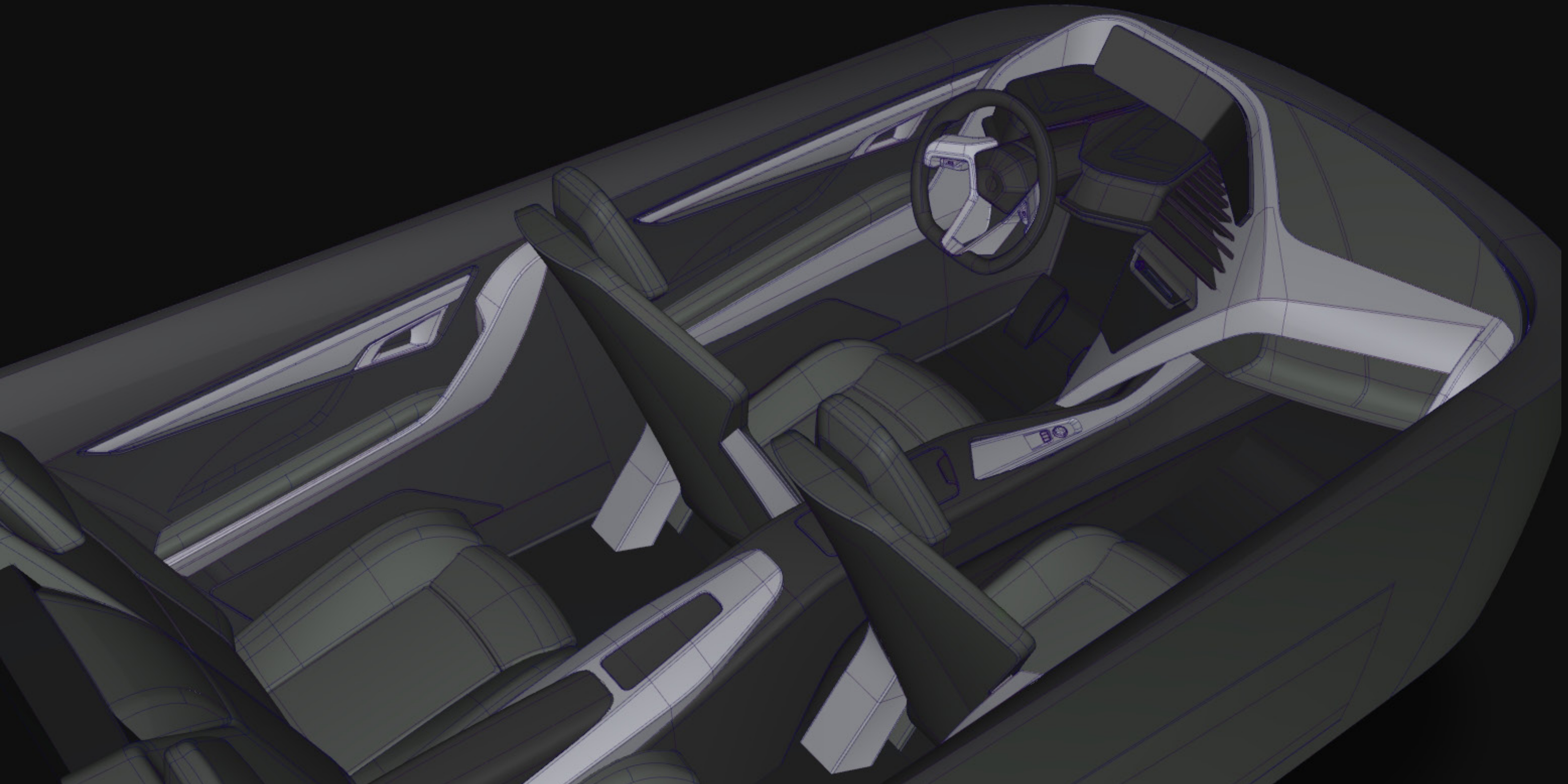




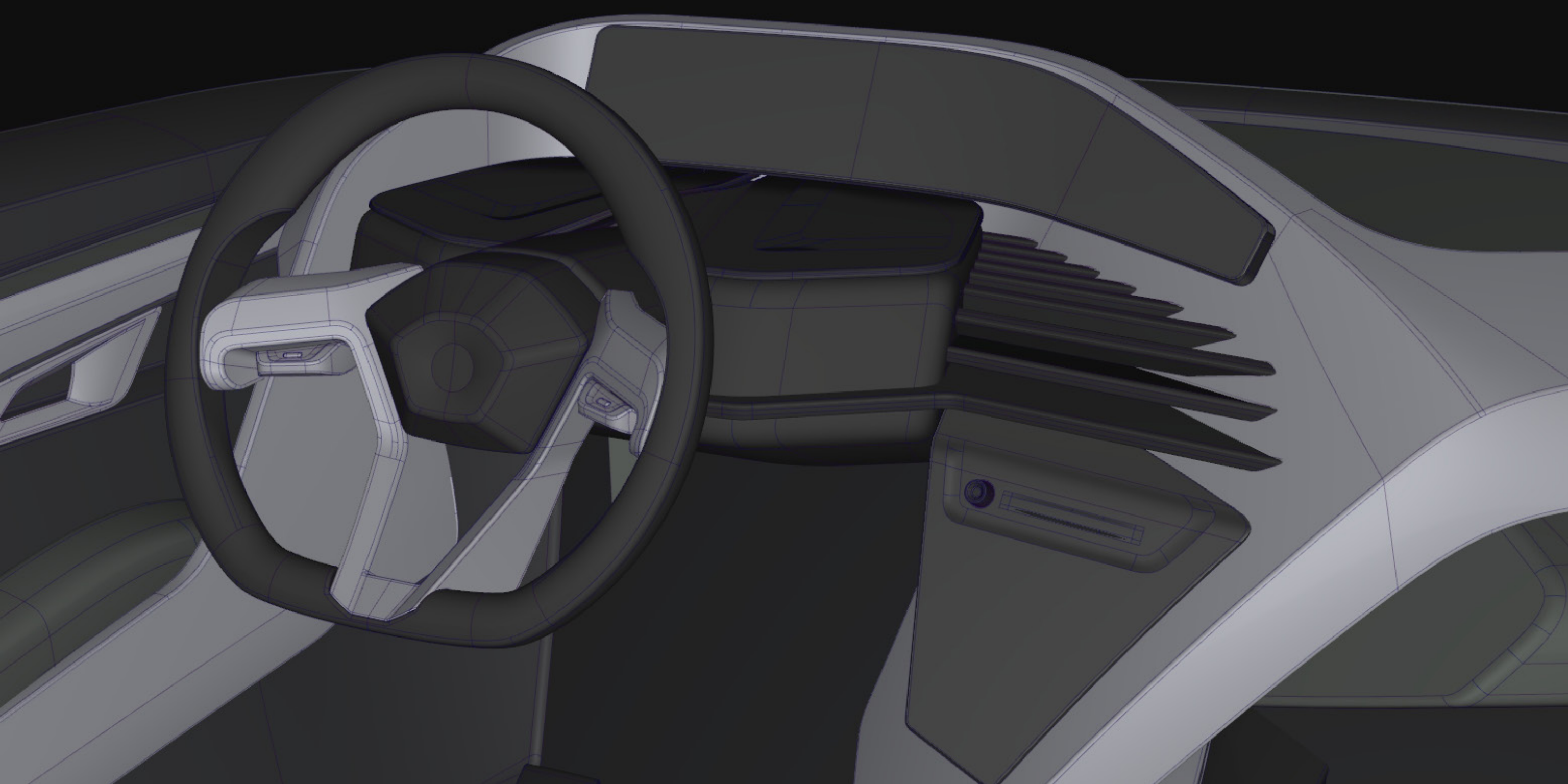


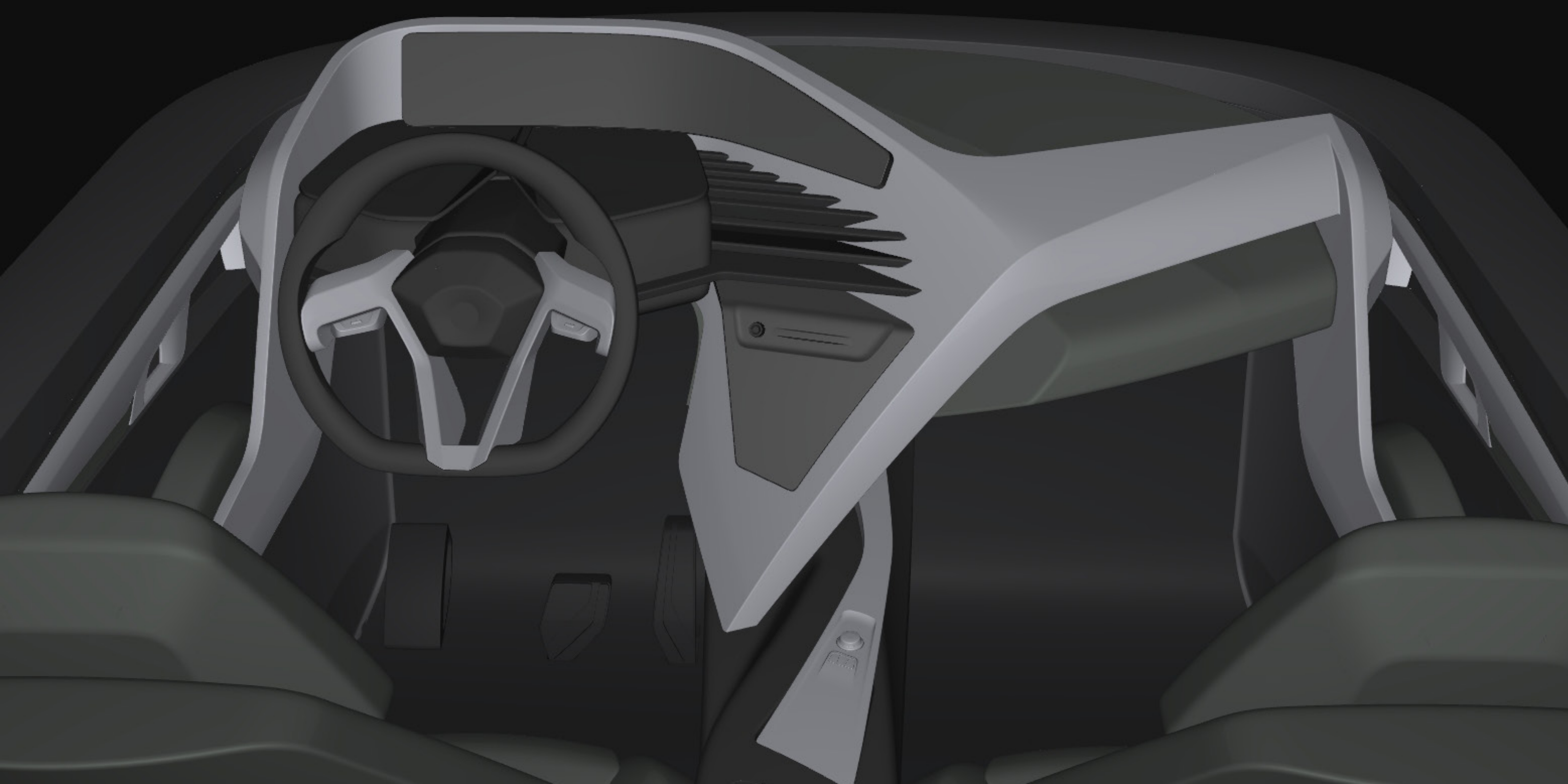














WESTERN STAR
CONCRETE MIXER



CURRENT CONCRETE MIXER TRUCK

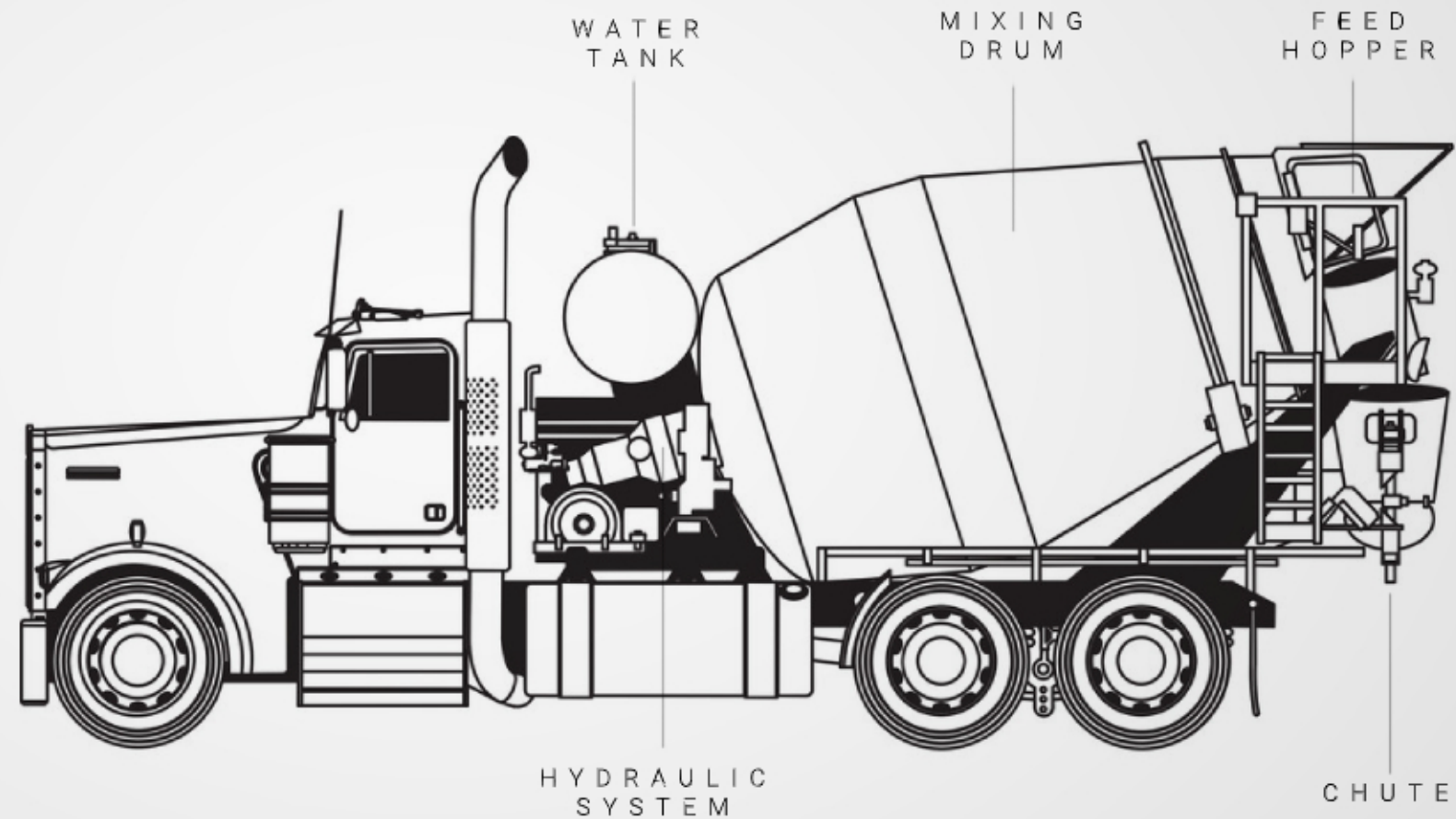
The trucks are top loaded, by cement, sand and water.

Inside the drum is a spiral blade. It Pushes down or up and out

Water could be mixed at the unloading location.

Most mixers have a separate water tank in the truck. Used for mixing in or cleaning after a job is done.

Hydraulic system turns engine power into rotational force for turning the drum.



WORK HAZARDS

Annually, over 10 percent of workers experienced a job-related injury or illness

1. Slips, Trips, and Falls

- Accounting for 50% of all injuries
- falling from the ladder or falling into the drum when washing the truck

2. Struck By Equipment

- struck by swinging parts
- chute can cause pinch point injuries to hands and fingers

3. Musculoskeletal Issues From

- vibration of truck
- carrying chutes

4. Long Term Exposure to

- Chemicals
- Noise



CONCRETE MIXER TRUCK FOR THE FUTURE

ELECTRIC DRIVETRAIN

- LESS VIBRATION AND NOISE

CAB FORWARD

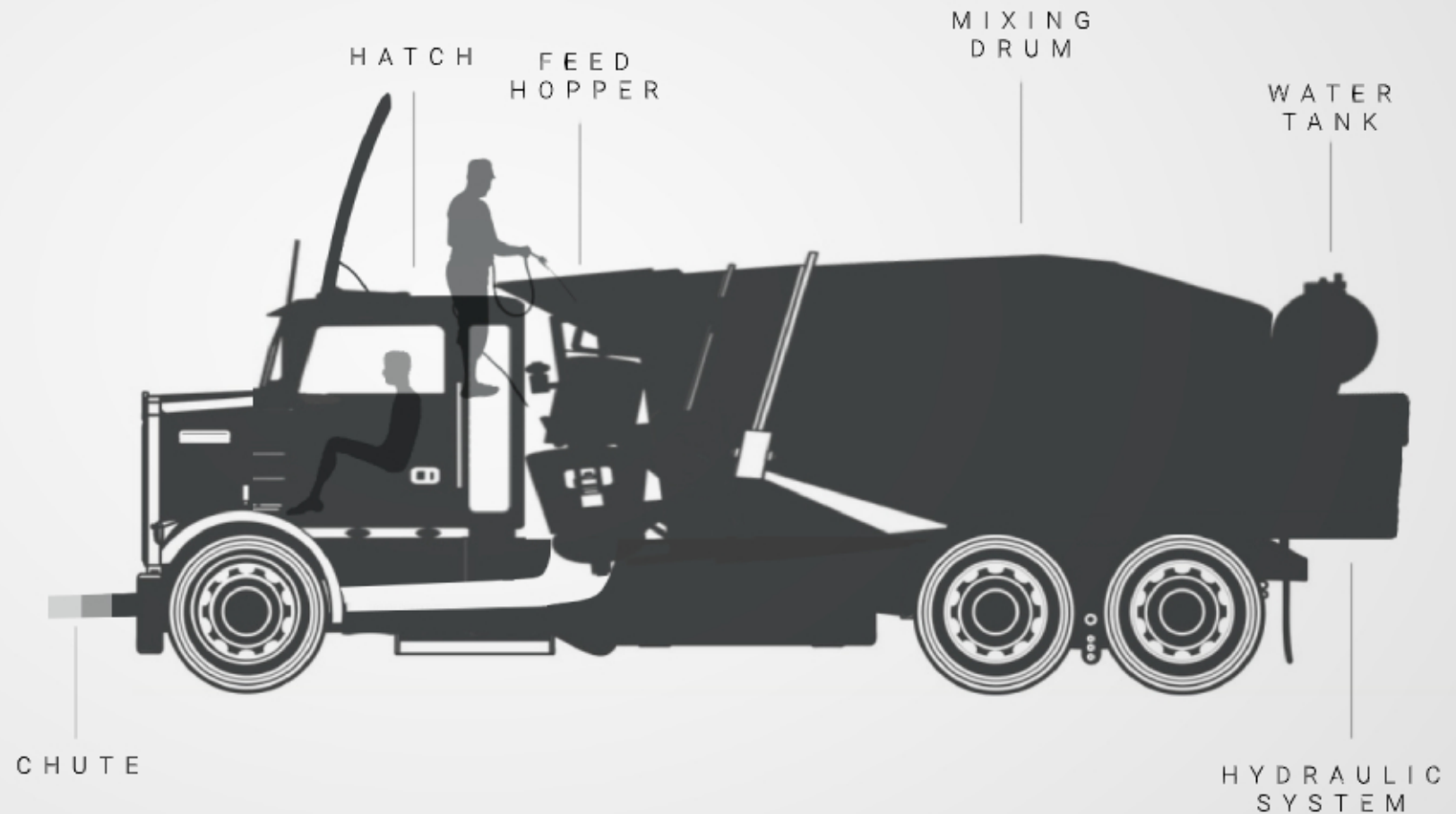
- LONGER AND THINNER DRUM TO MAKE LOWER CENTER OF GRAVITY,
KEEPING SAME CAPACITY 7-9 CUBIC YARDS

RELOCATE FEEDER/ELEVATED PLATFORM WITH HATCH

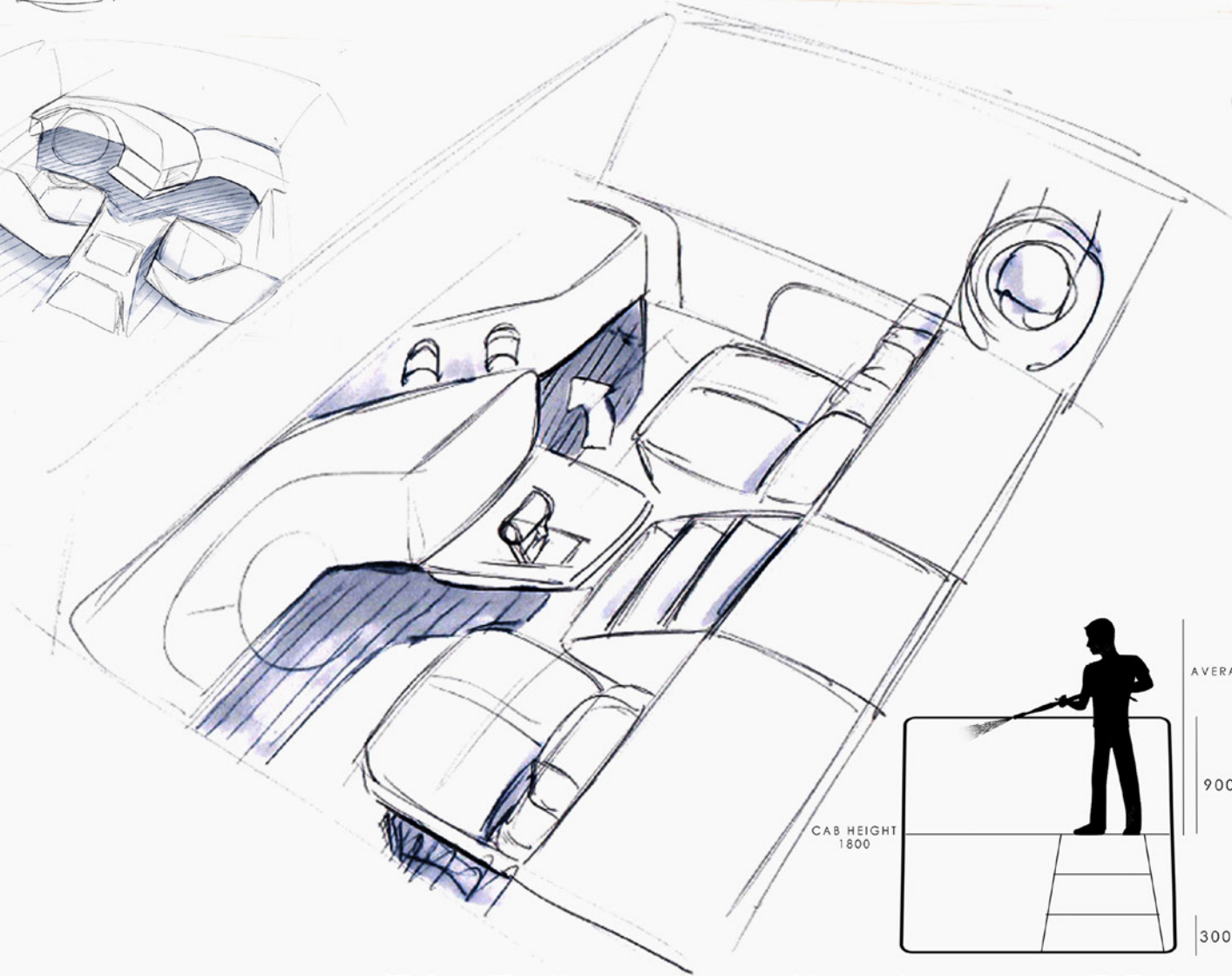
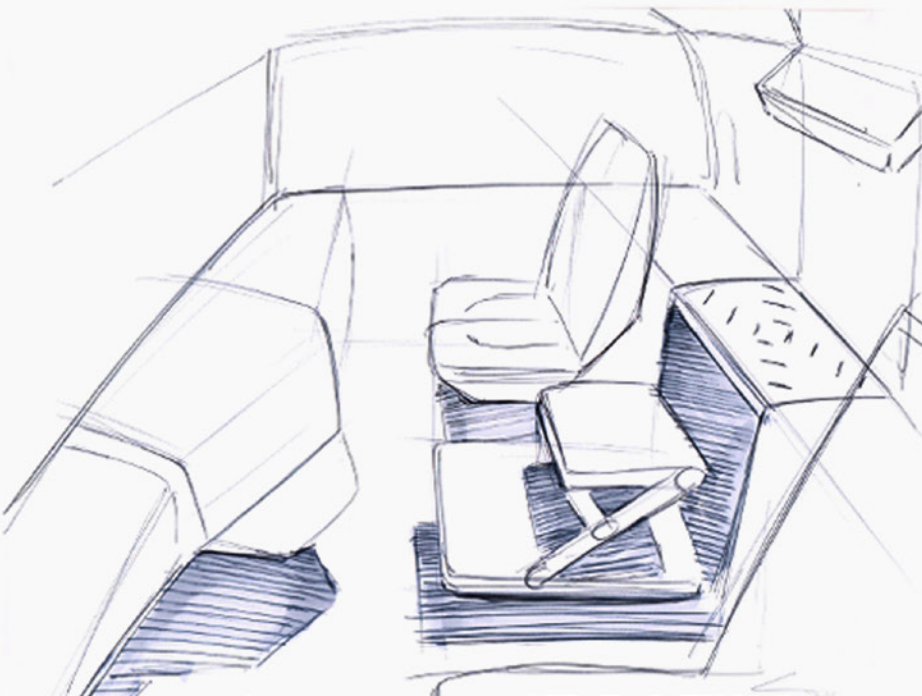
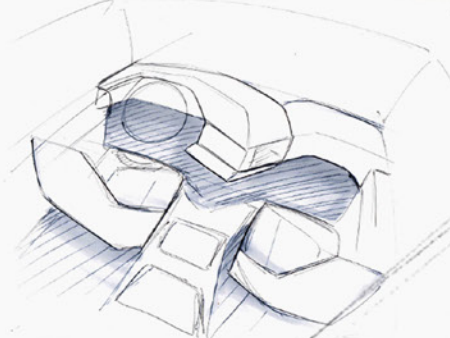
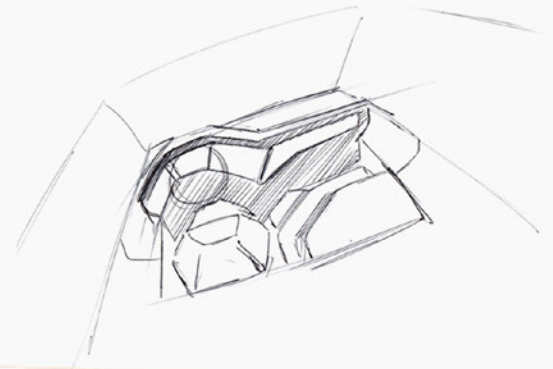
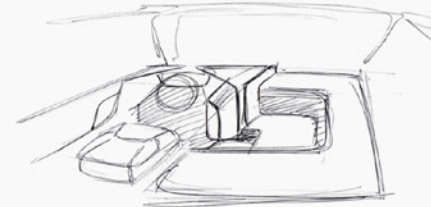
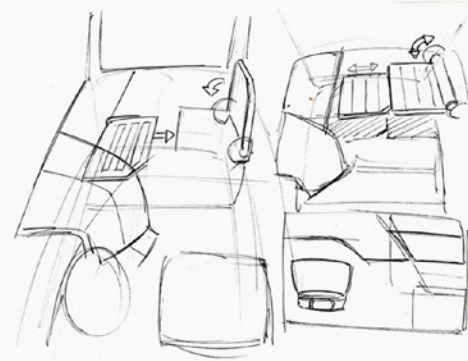
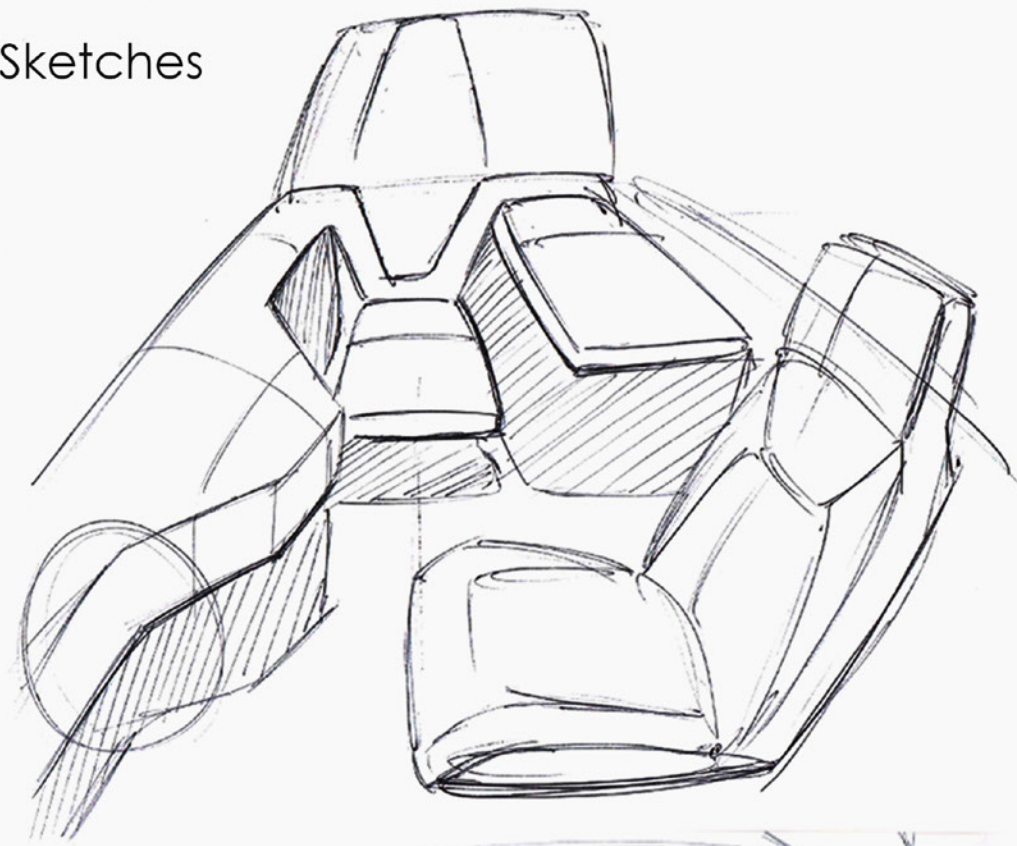
- YOU CAN RINSE THE CONCRETE OUT FROM NEVER LEAVING THE CAB.

FRONT LOADING RETRACTABLE CHUTE

- EASIER TO CONTROL AND CAN BE DONE FROM THE INSIDE OF THE
CAB.



Sketches



CAB HEIGHT
1800

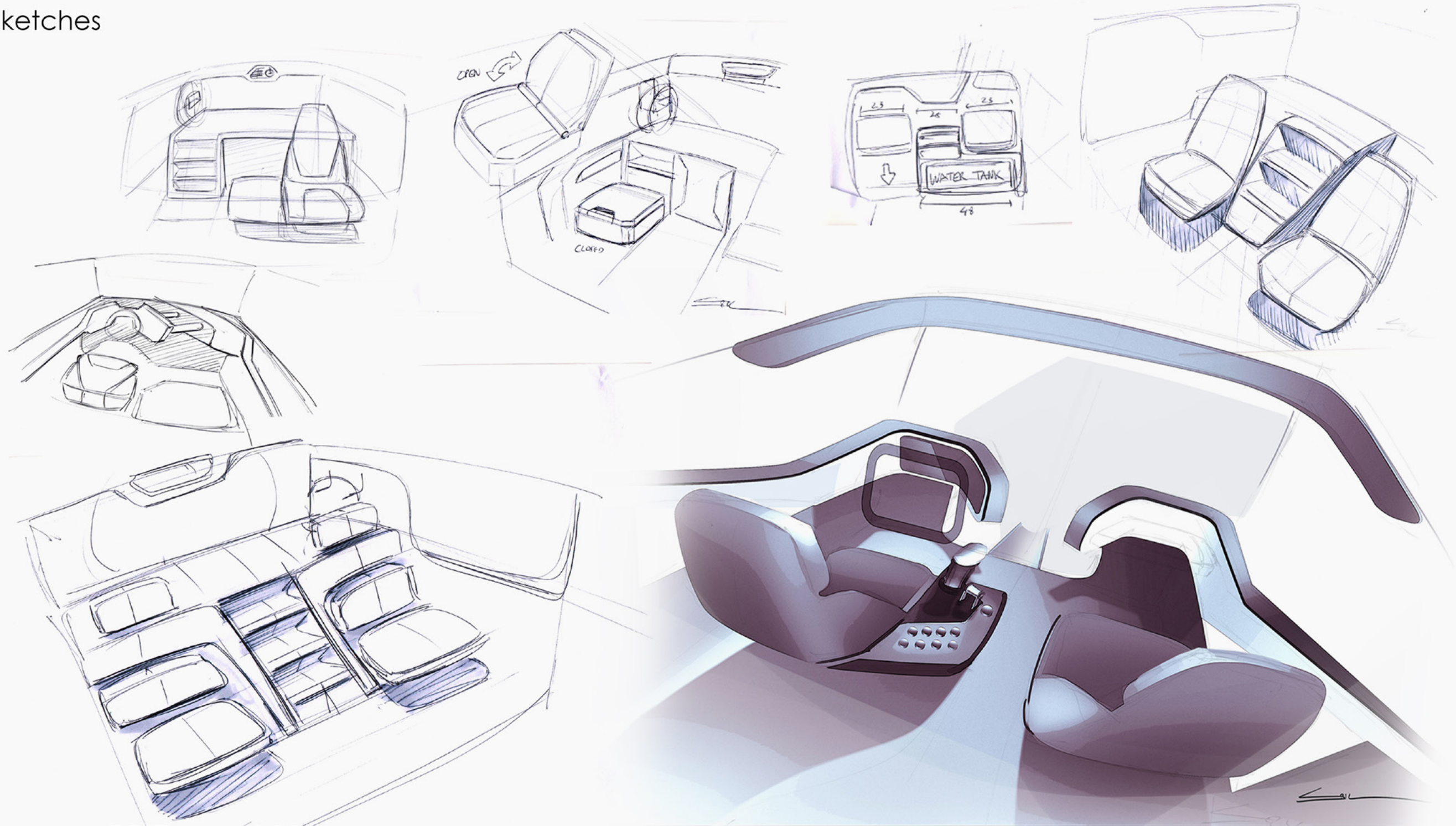
AVERAGE HUMAN
1700

900

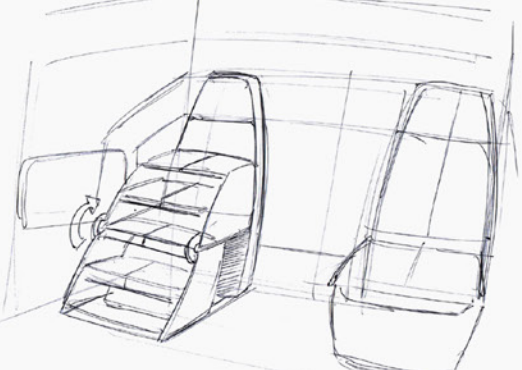
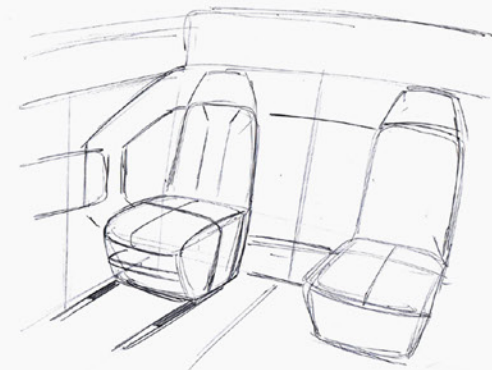
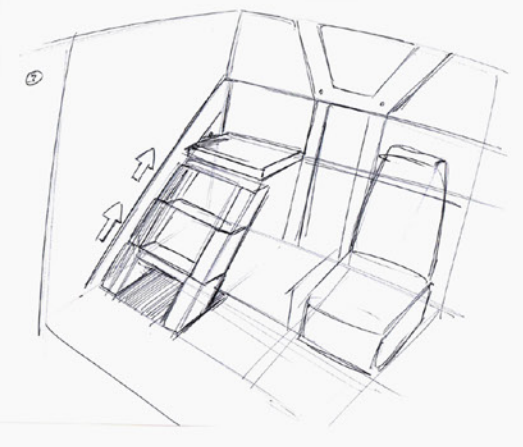
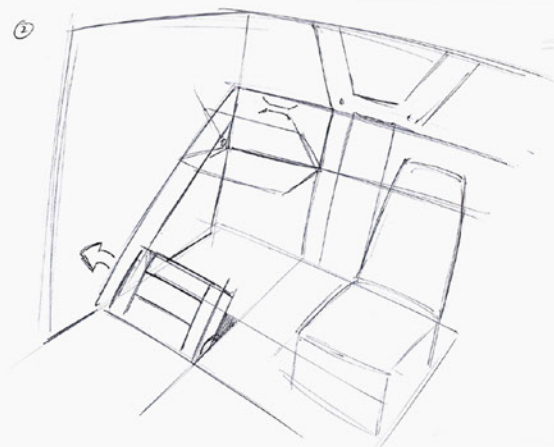
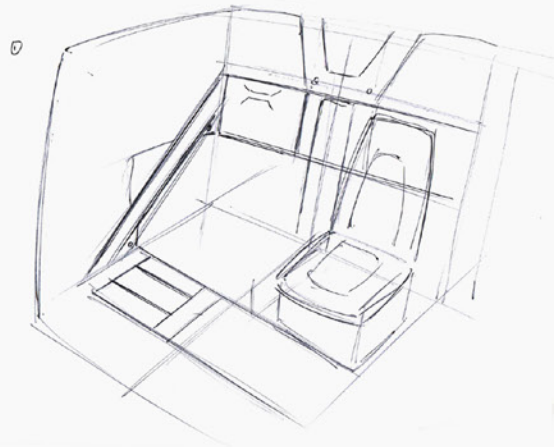
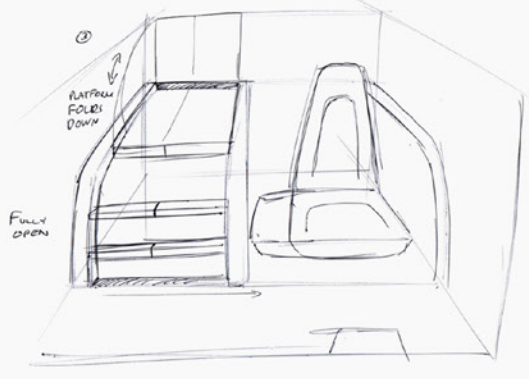
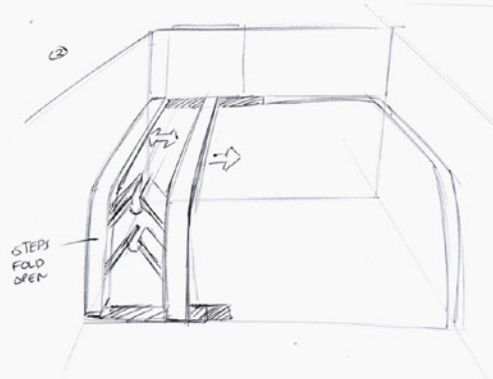
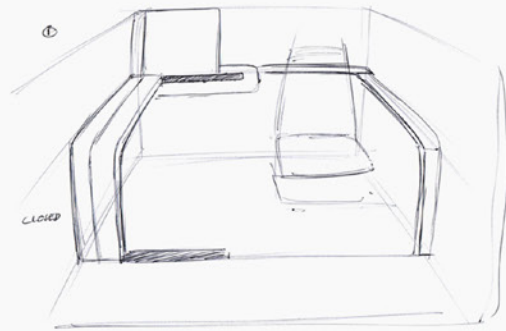
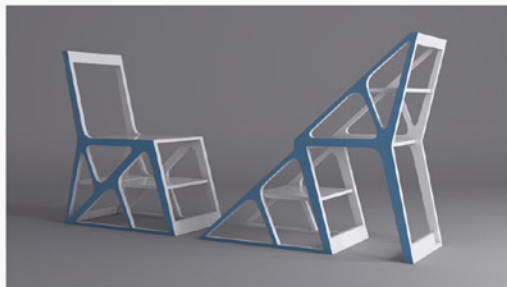
900

300

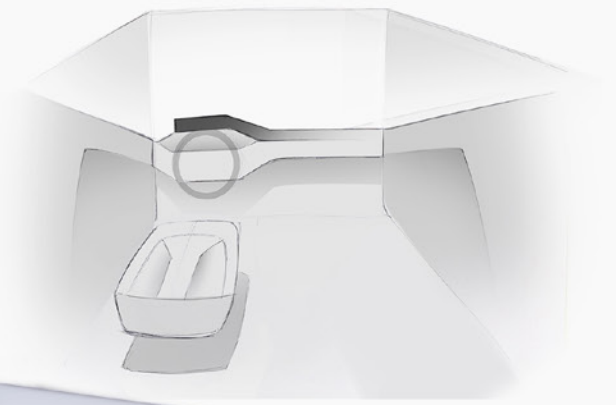
Sketches



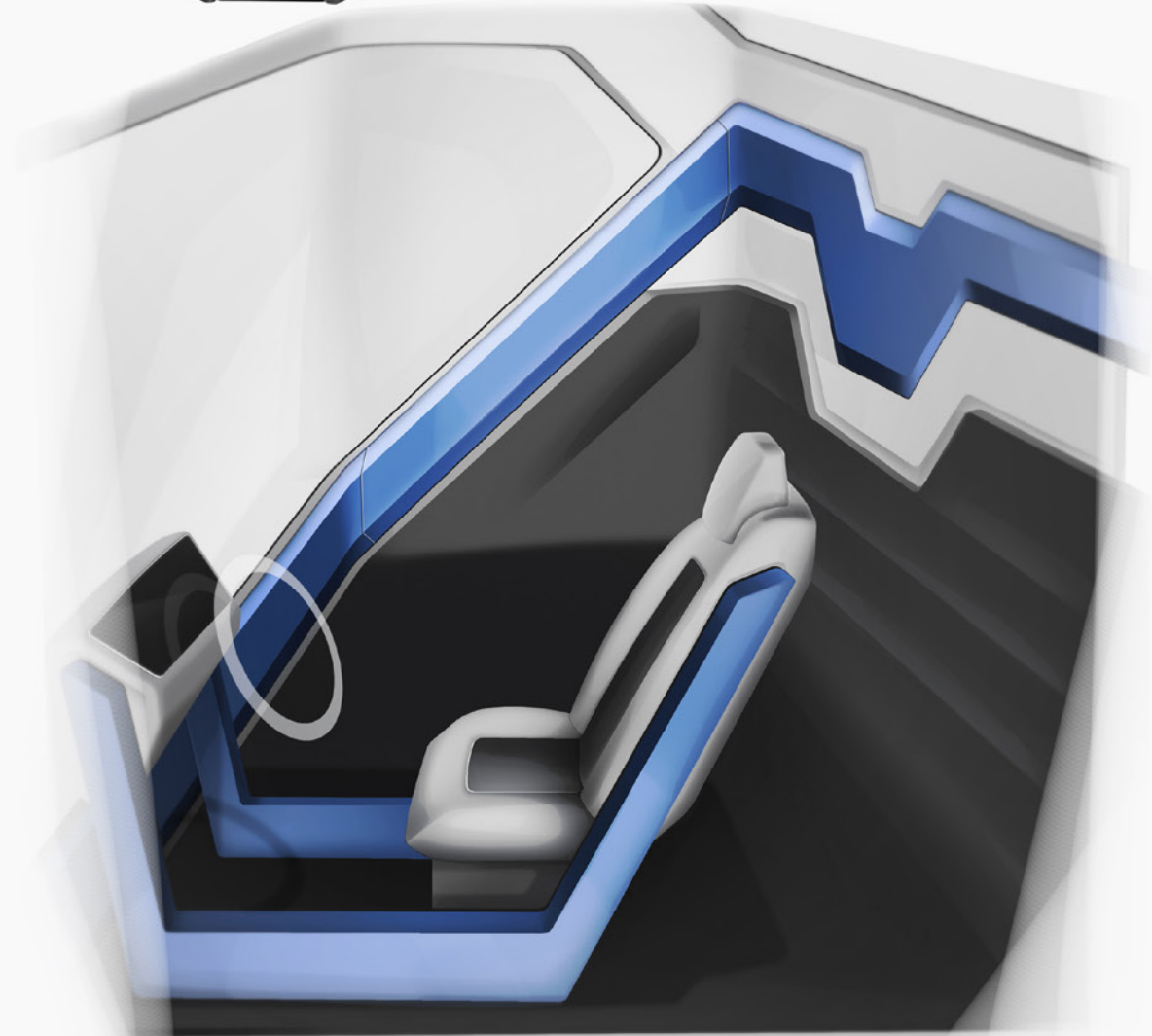
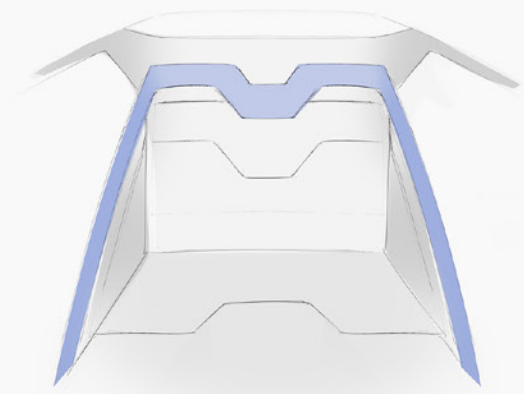
Concepts for Ladder Storage



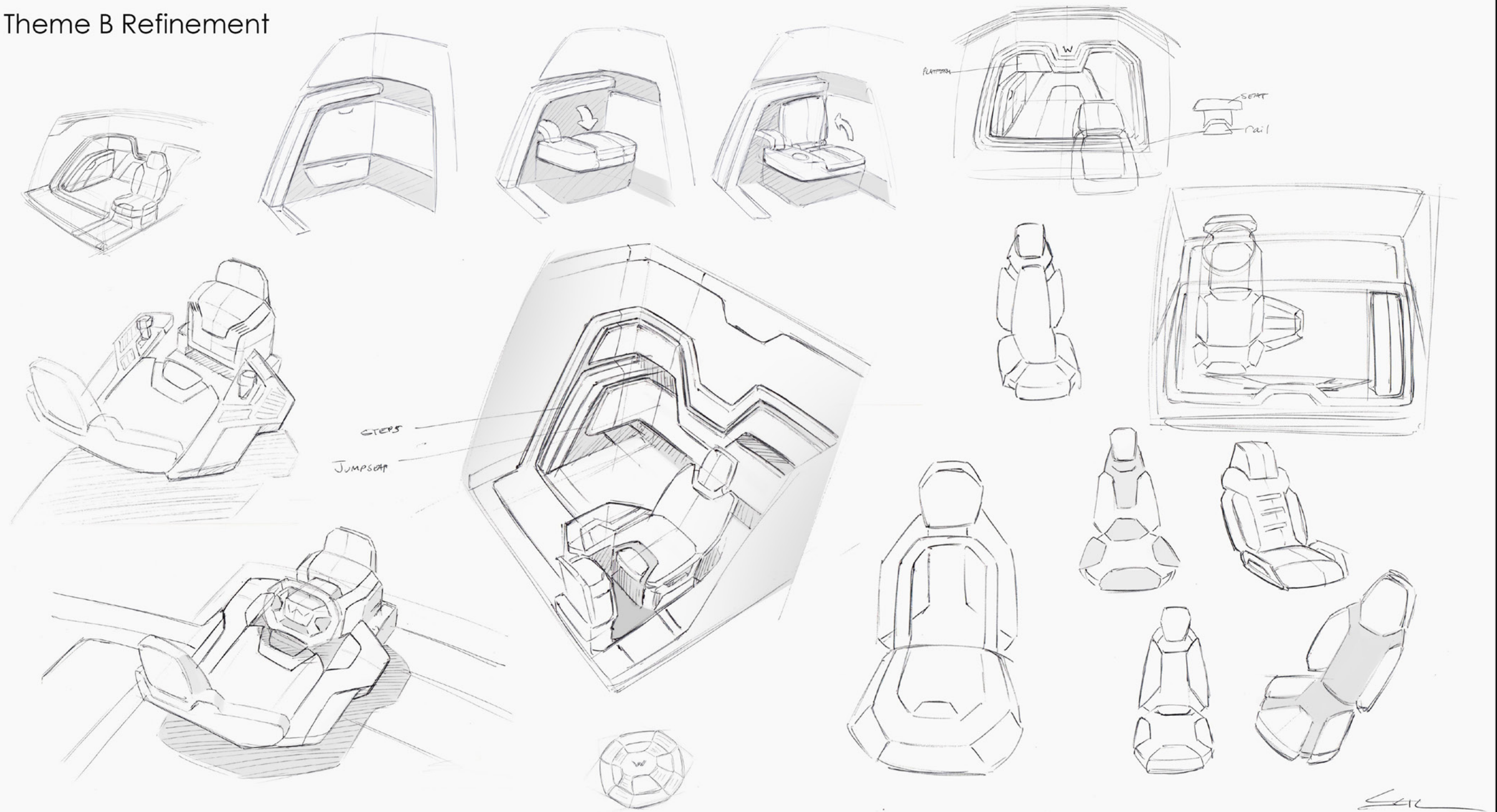
Theme A
Stabilized Form



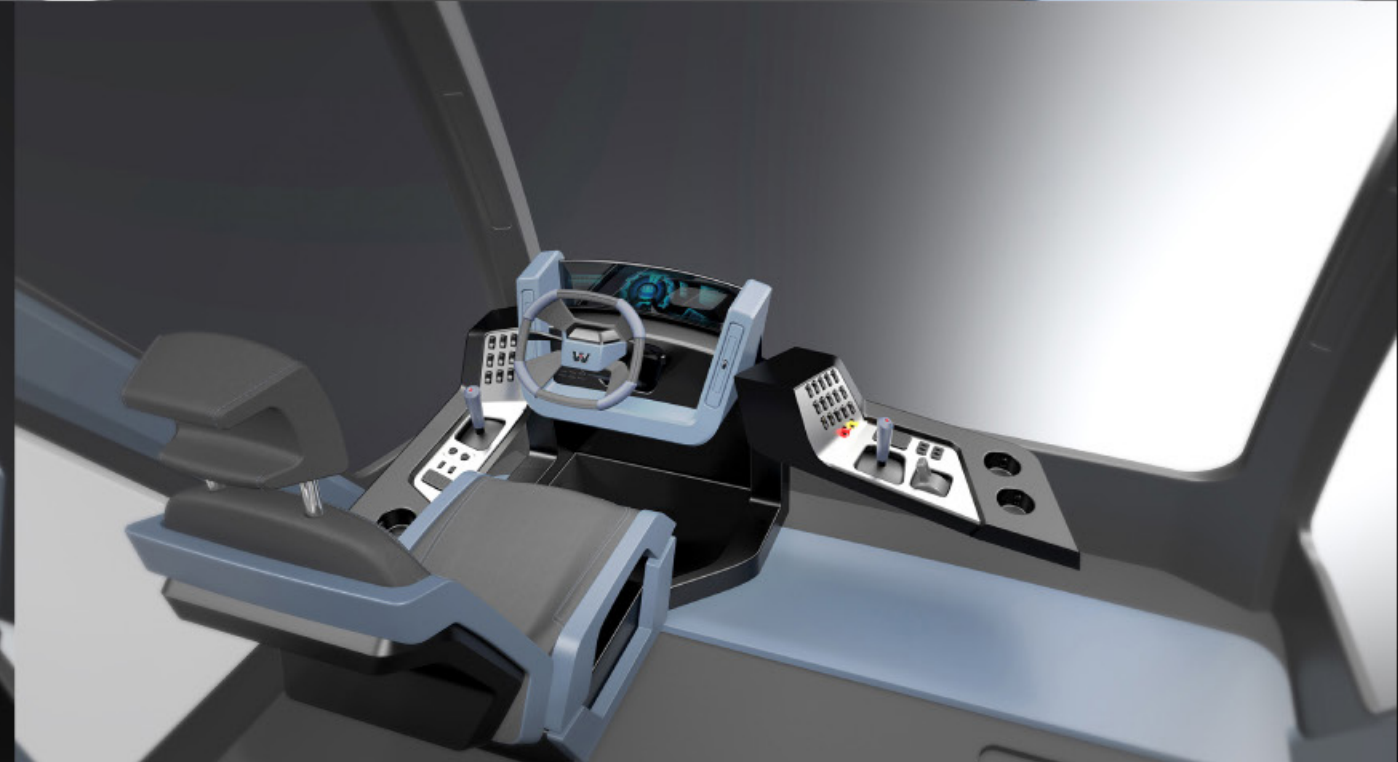
Theme B
Rugged Layering

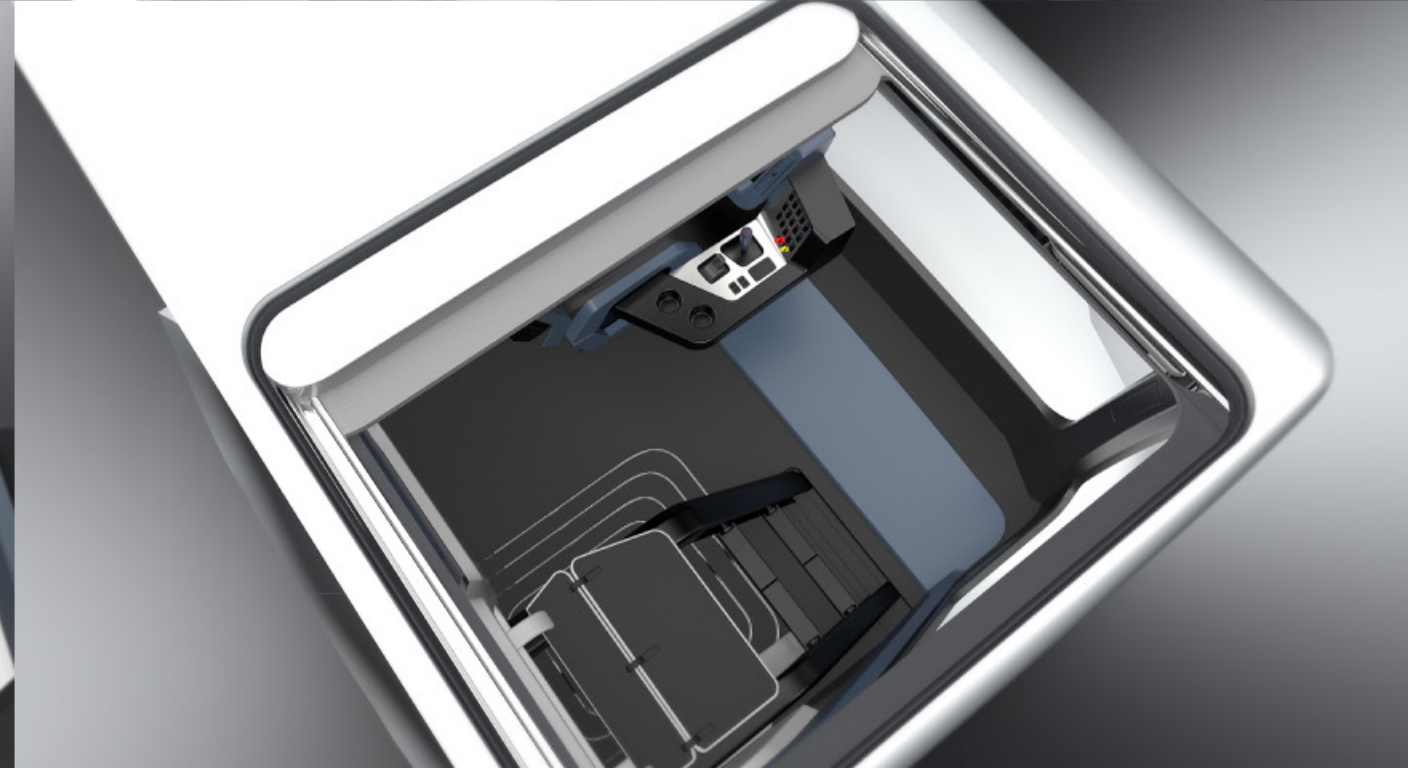
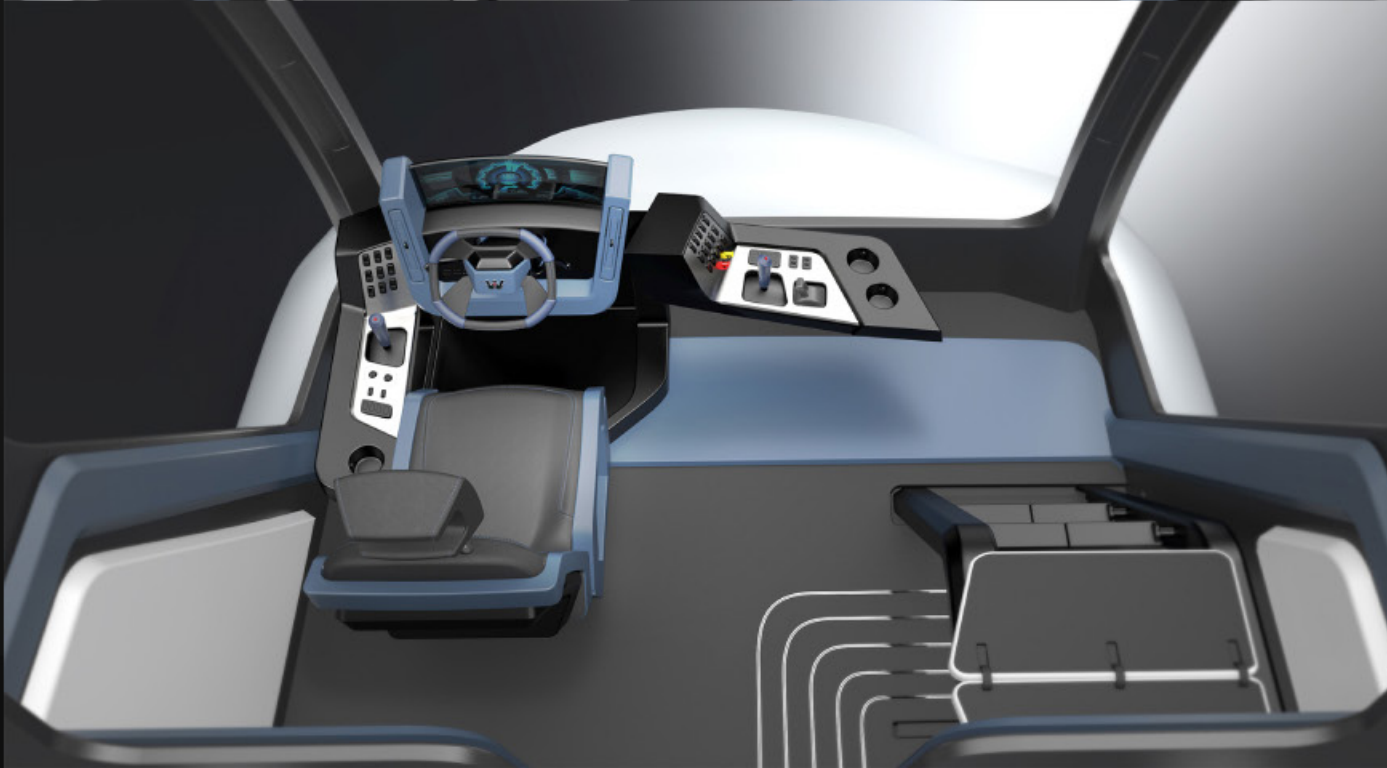


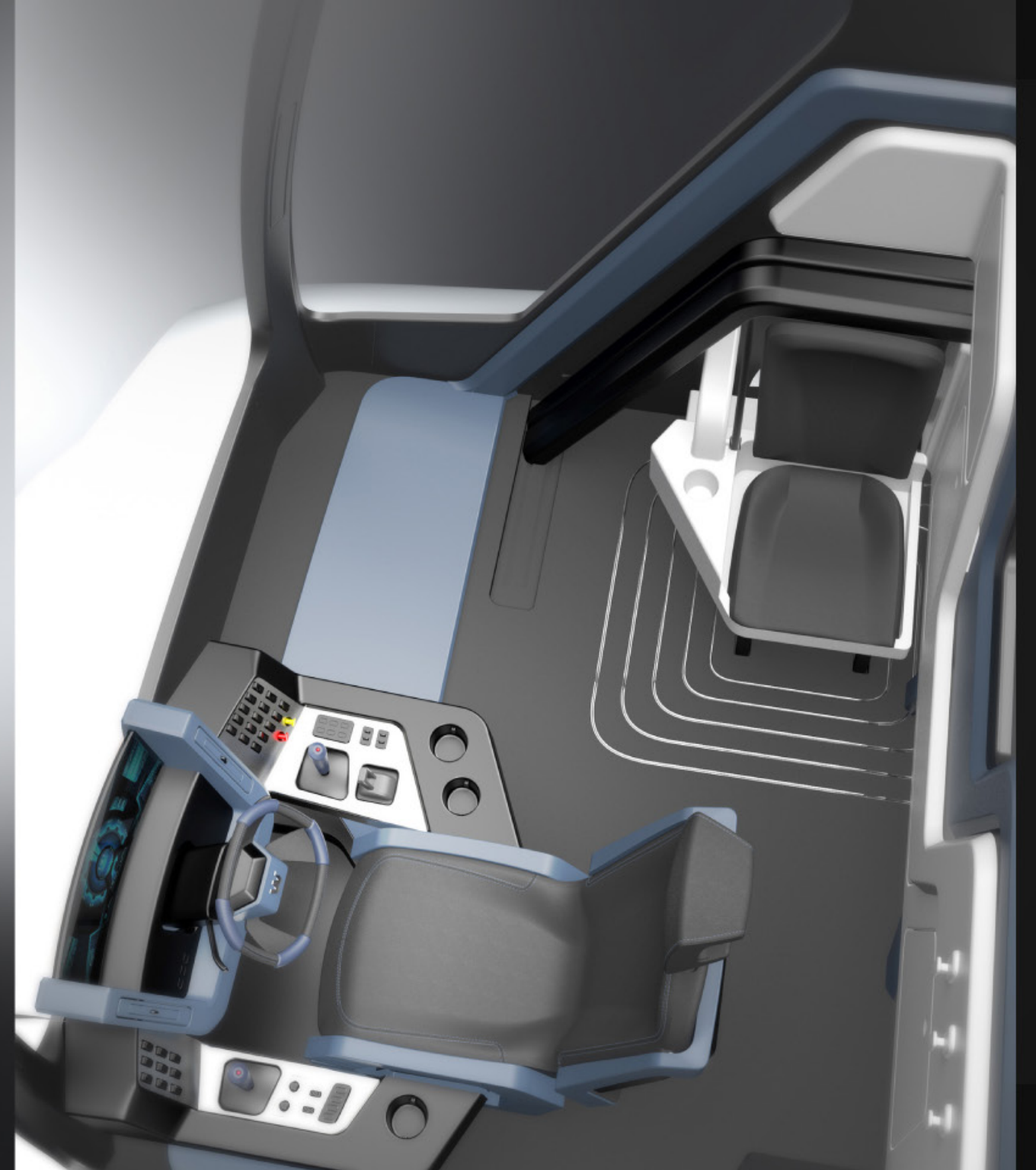
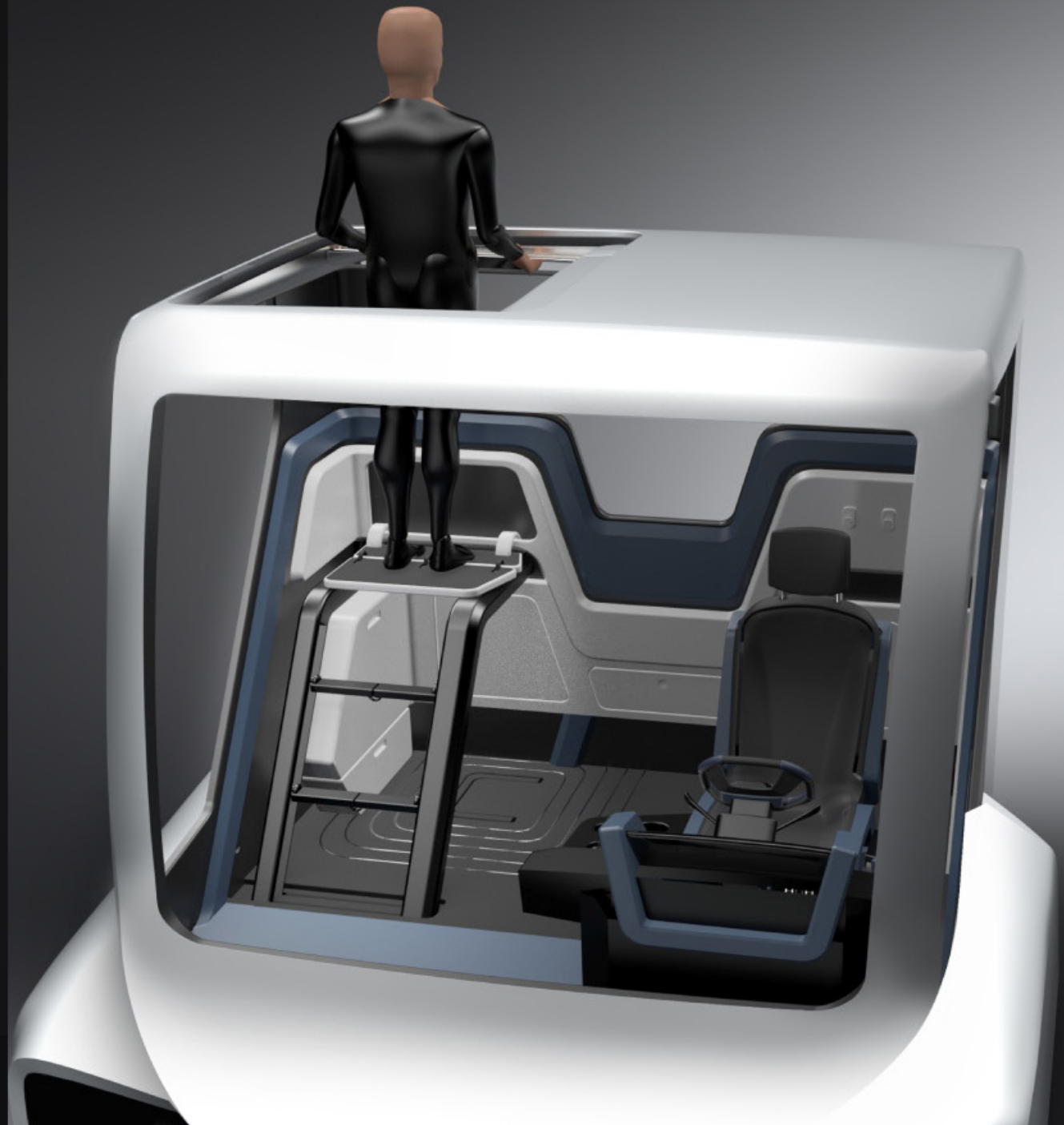
Theme B Refinement



SKL













LOTUS EV-ELEVEN

BRAND VALUES

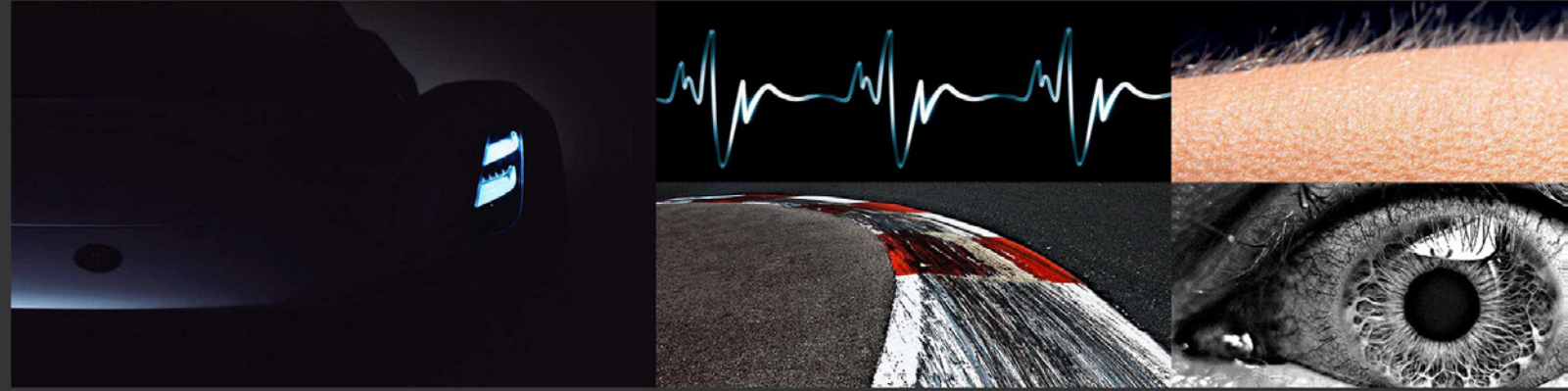
“Simplify, then
Add Lightness”

-Colin Chapman



DESIGN & CONCEPT

Dynamic & Agile
Intelligent Design



CUSTOMER GROUP

Professional
Race Car Drivers

Wealthy
Enthusiast



CUSTOMER PROFILE

Carmen Jorda

F1 Driver

31 Years Old

\$ 12 Million Salary

Baar, Switzerland



DESIGN OBJECTIVES

Elevate the Brand's Prestige

Pushing technical racing advancement at the track.

Aim for the Ultimate Thrill

Lightweight, open-roofed, "mid-engined"

Seemlessly connecting the outside and inside



MODEL LINE 2024



EV-Eleven
\$2.5 Million
75 units
2024-2025



Evija
\$2.1 million
130 units
2021-2023



Esprit
\$330,000
2022-2027



Evora
\$150,000
2022-2027

MARKET POSITION

2020 McLaren Elva
\$ 1.5 m - 249 units
804Hp

2019 Ferrari Monza
\$1.75 m - 499 units
798hp

2021 Aston Martin Speedster
\$950k - 88 units
700hp

2021 AMG One
\$2.75 M - 245 units
1200HP

2020 Rimac C2
\$2.1 M - 150 UNits
1888hp

Pininfarina Battista
\$2.5 M - 150 units
1900hp



HIGH POWER OUTPUT



Rimac C2



Pininfarina Battista



AMG One

TRACK



McLaren Elva

Ferrari Monza

ROAD



AM Speedster

SUFFICIENT POWER OUTPUT

DIRECTION A

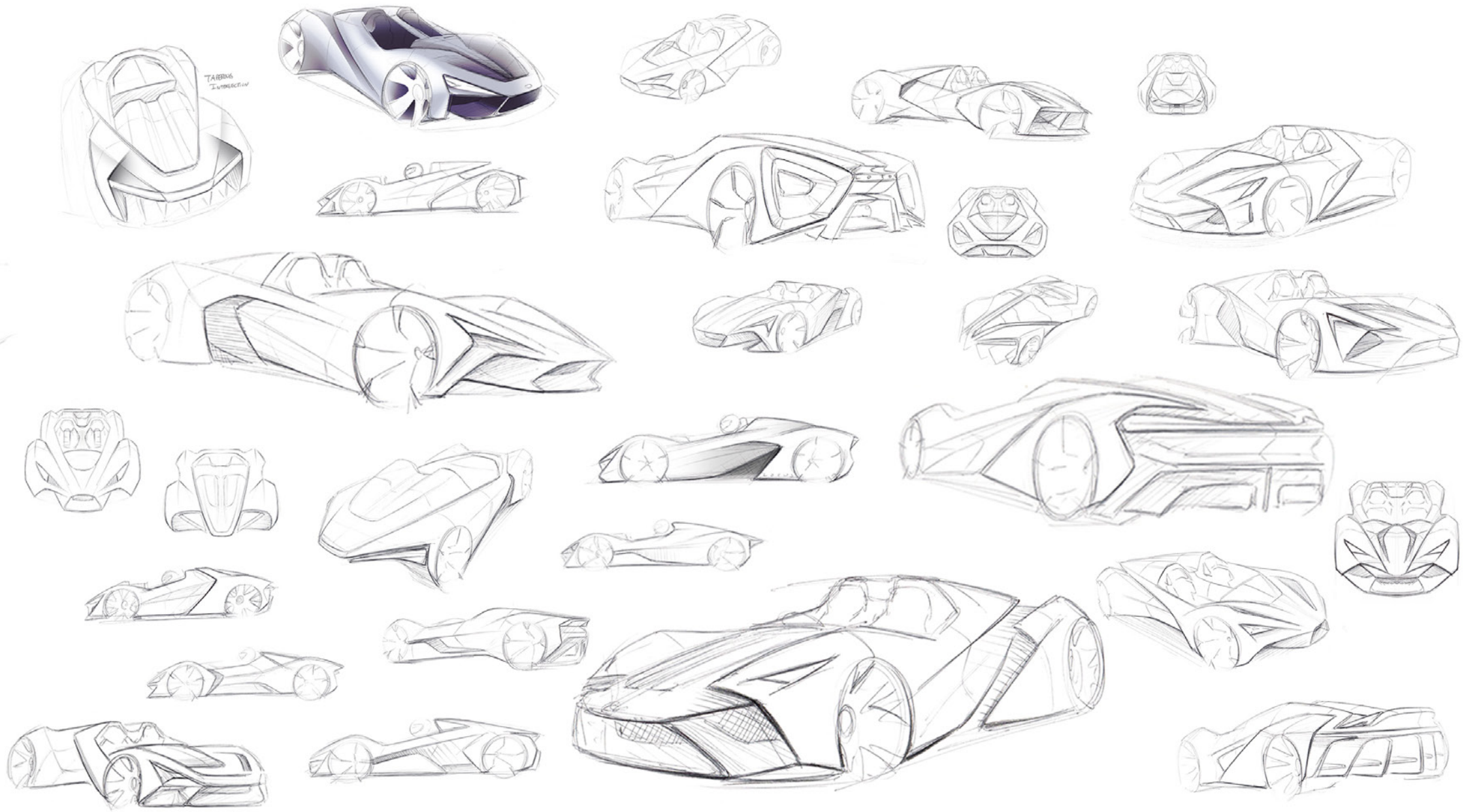
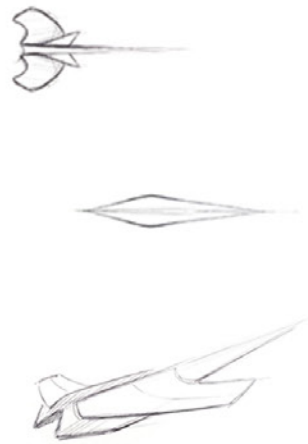
Layered Integration

Aerodynamic - Sophisticated

Big Surf Form



HARD EDGE



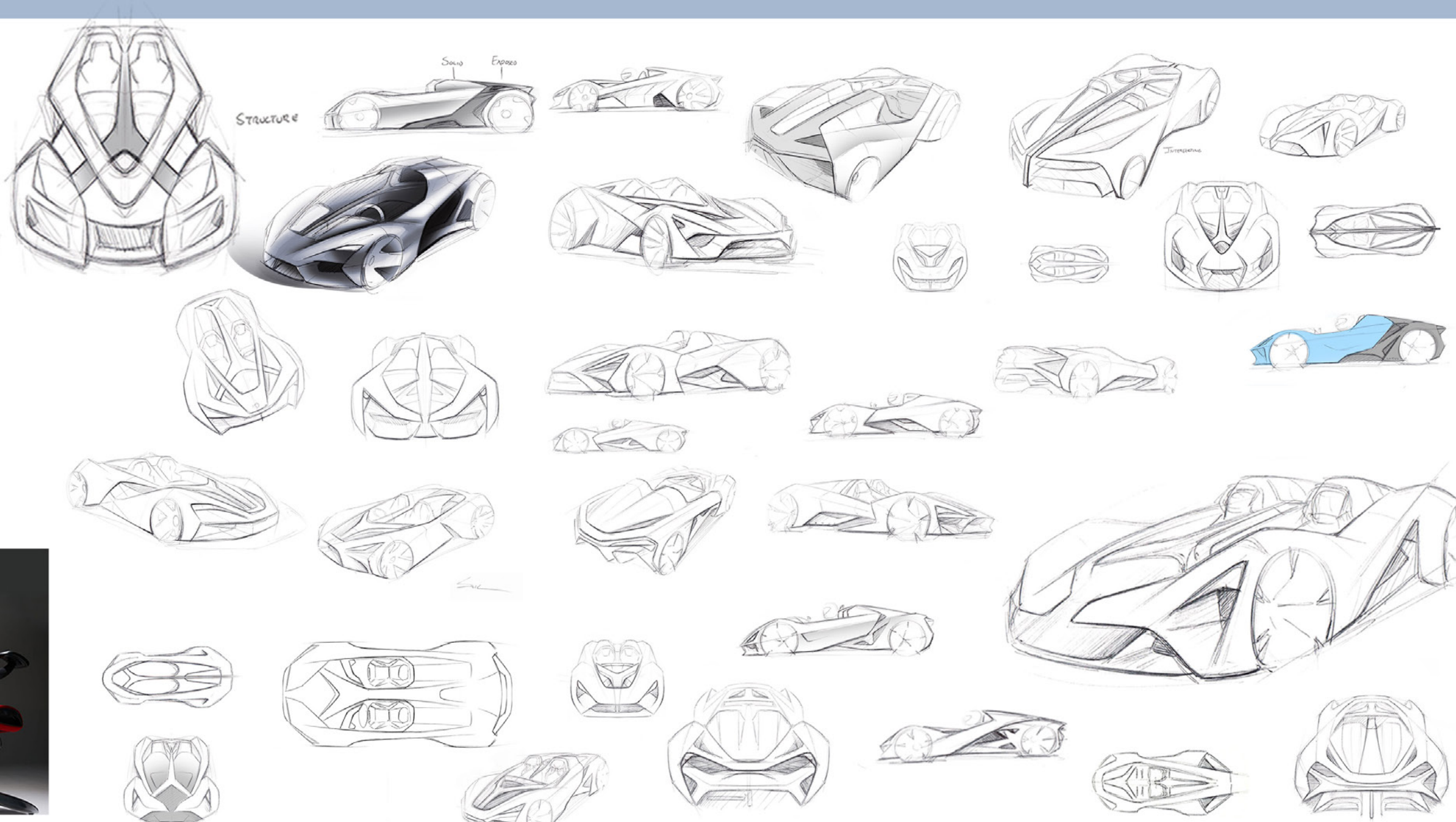
Philosophy Applied



DIRECTION B

Skeletal Unity

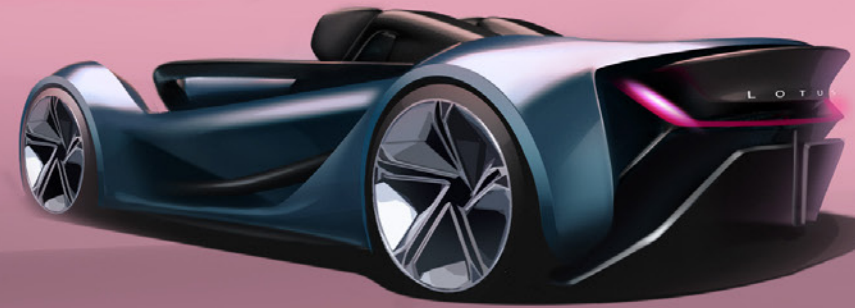
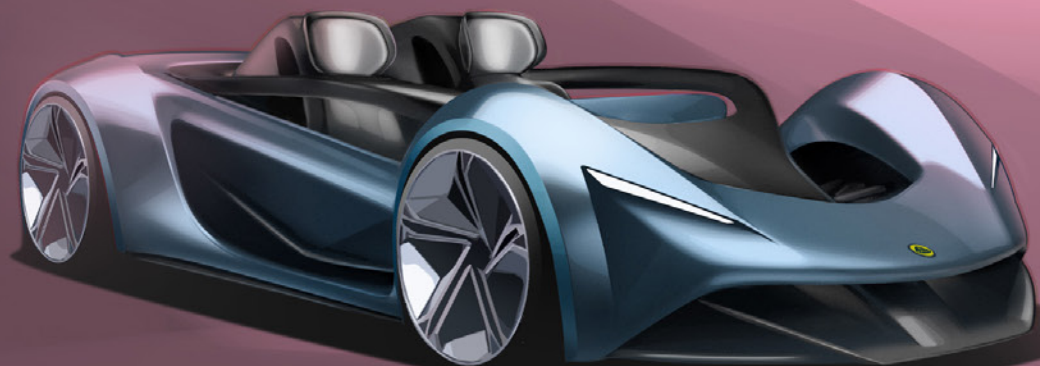
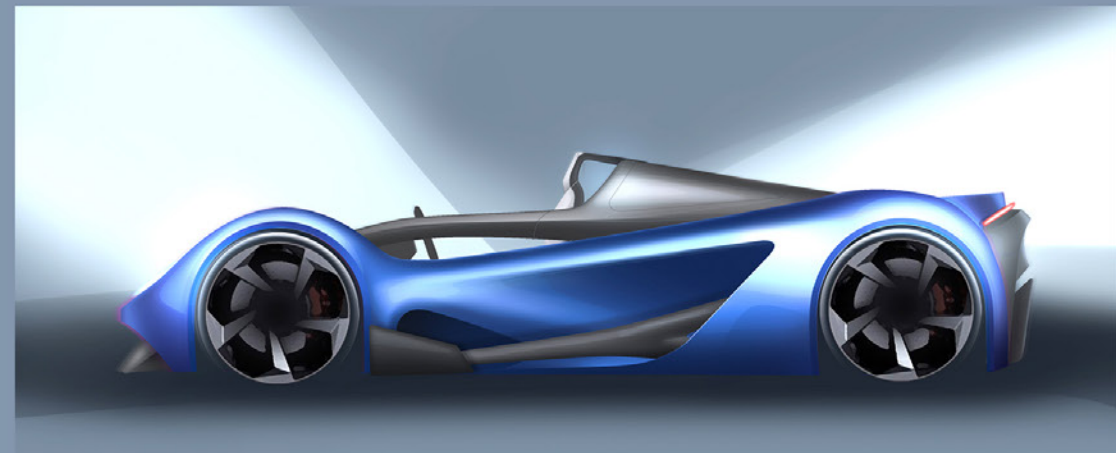
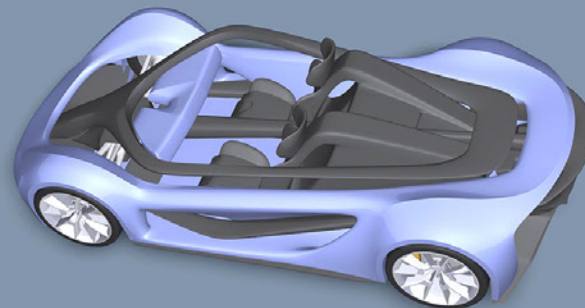
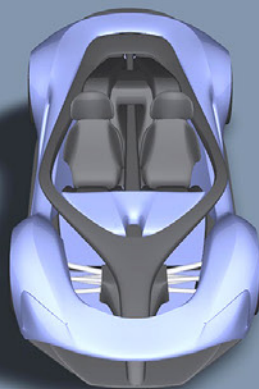
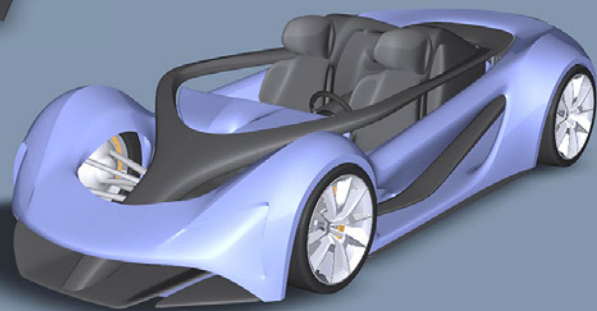
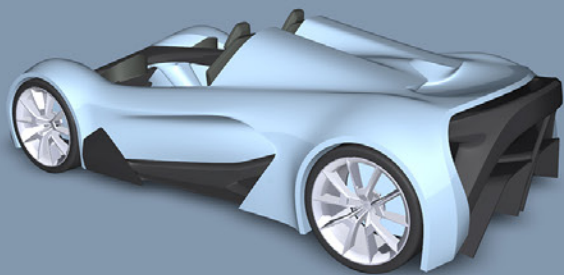
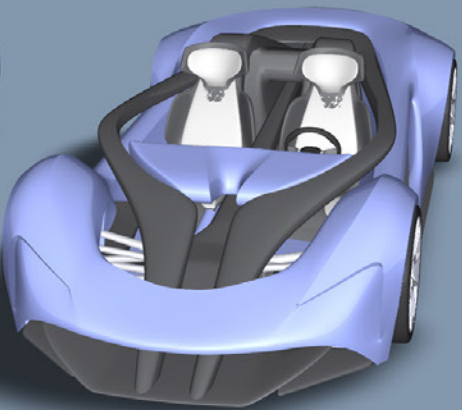
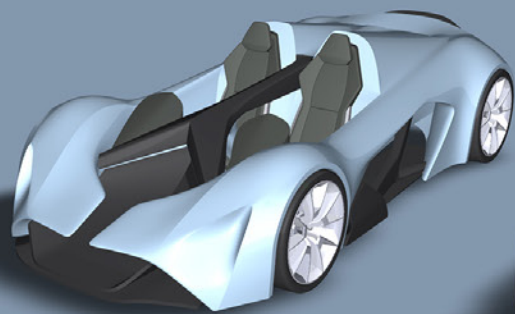
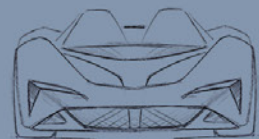
Structured - Lightness - Efficient



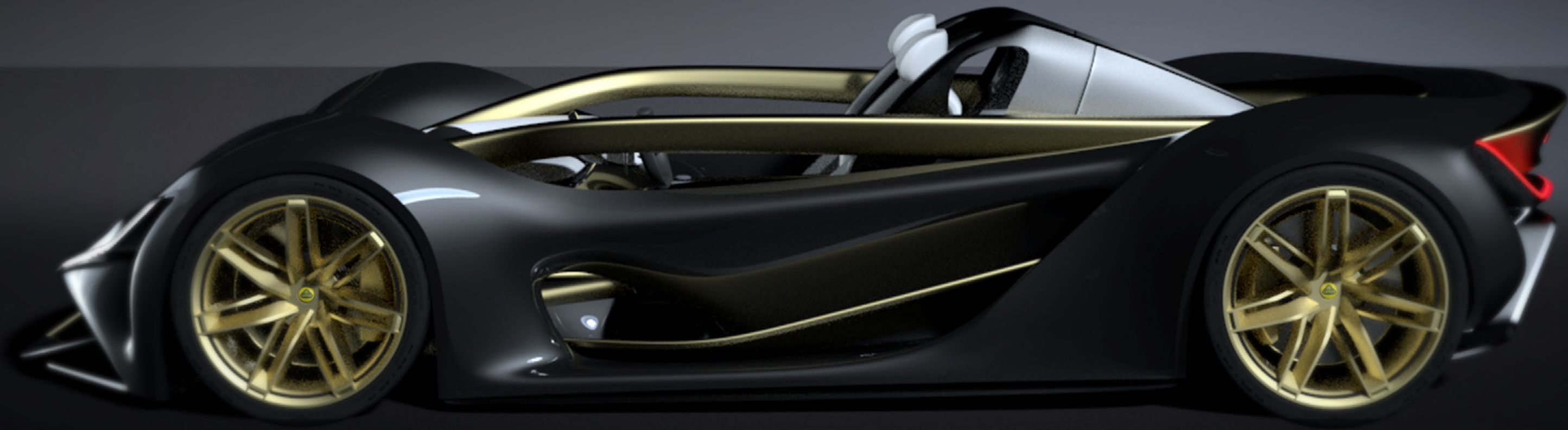
Philosophy Applied



DIRECTION B
REFINEMENT







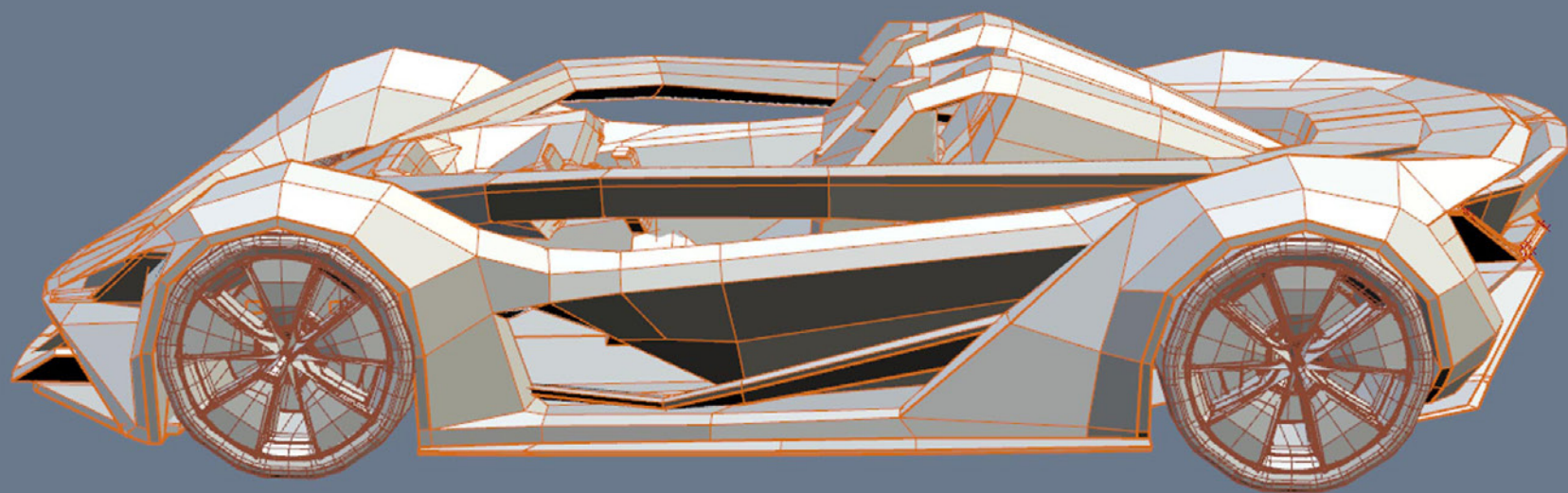
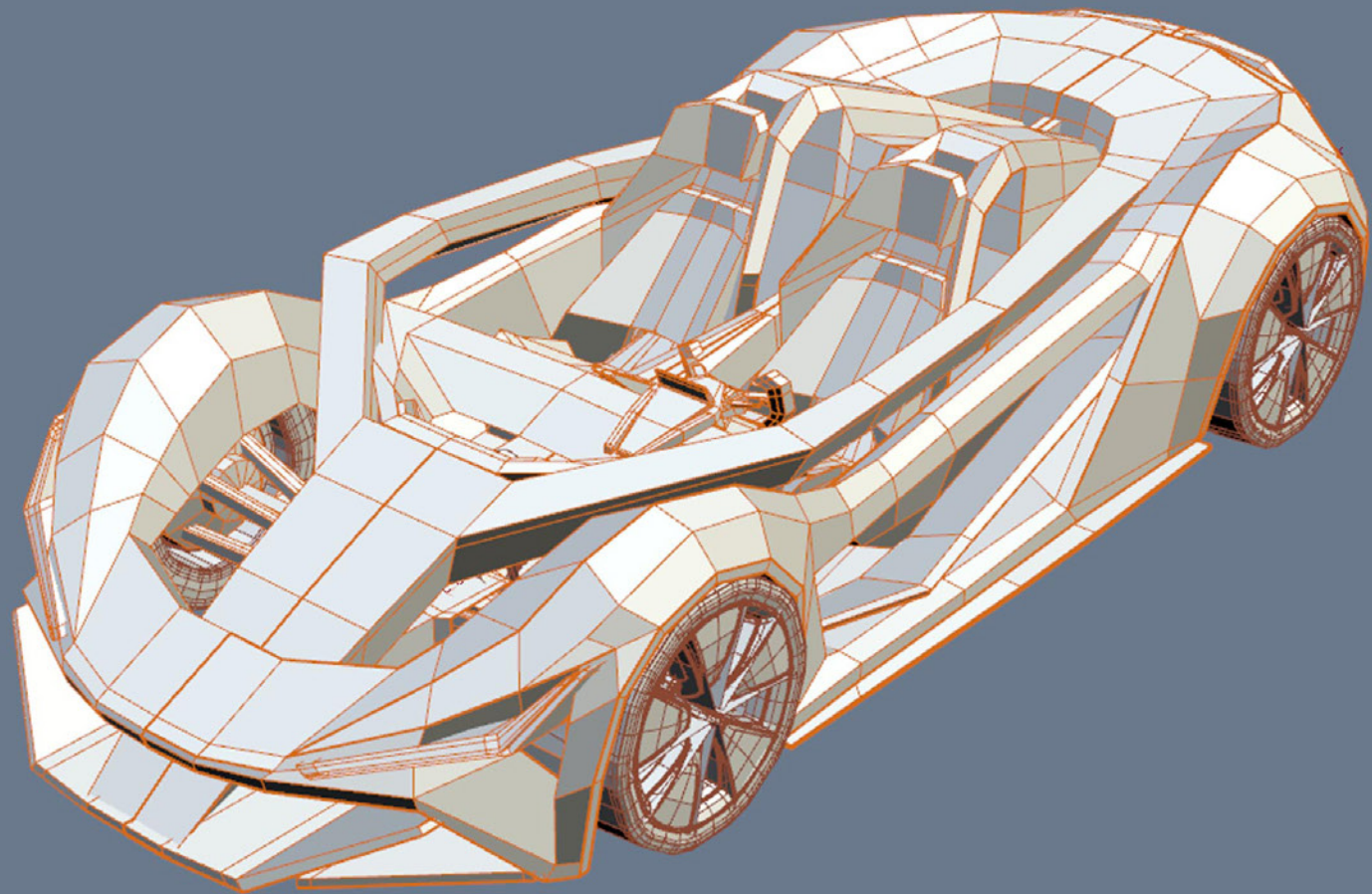
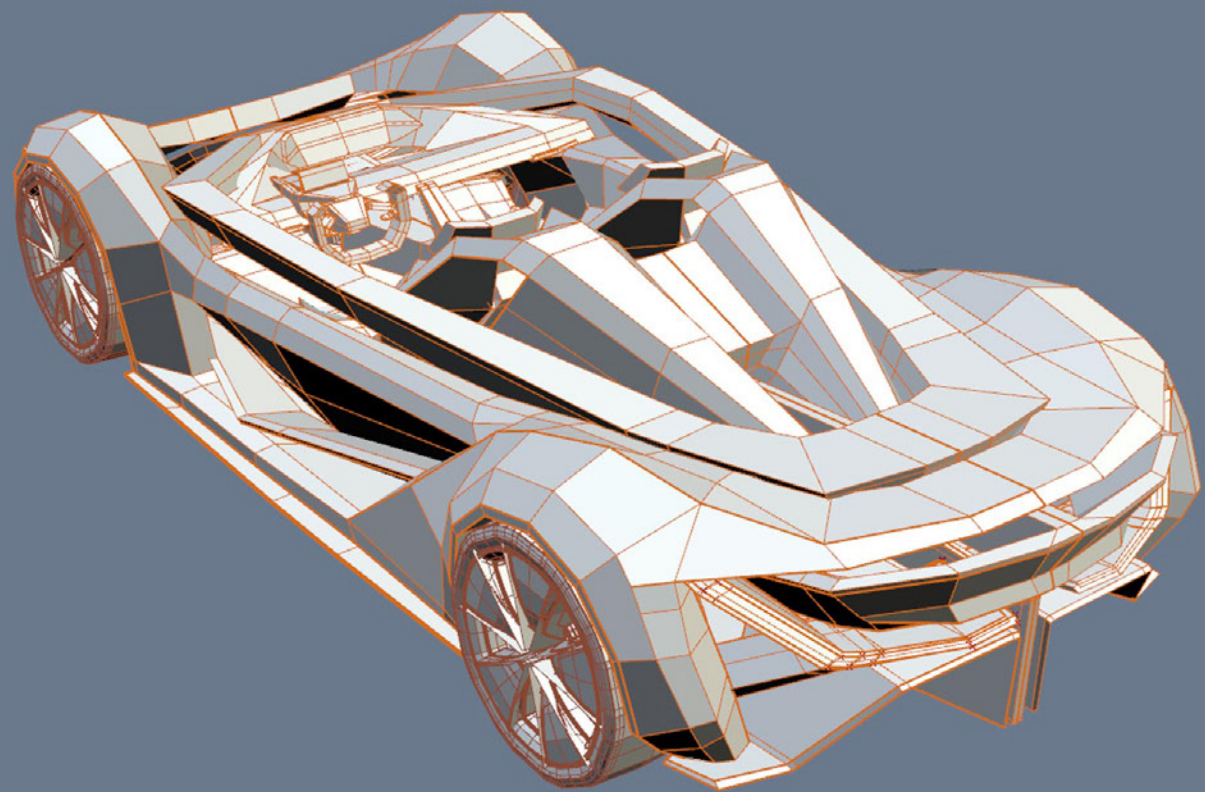








LOTUS



T h a n k y o u f o r v i e w i n g