

Type of Event: Workshop

Name of Event: Workshop- Innovative design of Futuristic Vehicles

Coordinator Name, E-Mail, Number:

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Student Coordinators:

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About the Workshop

Globally, vehicle design is a strategic differentiator to draw customers into a brand. Though car design in India is at a nascent stage, automobile companies in the country are ramping up their design capabilities to suit evolving market and customer lifestyle trends.

Observing trends and customer expectations are a continuous process that will profoundly impact the design and development of cars. Thus, automakers employ trained trend analysts, who are entrusted with the responsibility of assessing socio-economic insights from the market. Trend analysis starts years before a car is developed.

Engineers have observed that the exterior of a car has an instant impact on consumers, a trend that will only grow in the years to come. Hence, visually, it should be powerful enough to draw them to the showroom, be it physical or digital, initiating a buying decision.

Interior design must follow suit in the attraction matrix. But the ergonomics of a car should also balance elements such as space, comfort, convenience, and safety. Consumer trends indicate that comfort of the seat, thigh support and lumbar support, are all related to the comfort and attentiveness of the driver.

Key Takeaways for the participants:

- This workshop will help students, academicians and researchers to develop an understanding on latest technology and its application in the field of design and Automotive aerodynamics

- Students will learn about different parameters used in car's safety, performance and fuel economy.
- Make the participants aware about the exciting opportunities that technology has been creating in the fields of automobiles.
- To enable students and other participants with technical skills for better career options.

Topics for the Workshop

- ENGINE SYSTEM AND COMPONENT DESIGN
- DEVELOPMENT OF HYBRID VEHICLES
- CAD/CAM.
- Automotive aerodynamics
- Automotive Interior / Seating Design
- Design - Failure Mode and Effect
- VEHICLE DYNAMICS
- Vehicle systems simulation,
- Reducing Unemployment through technology

Duration of the workshop: 1 day

Registration deadlines:

Participation Certificate to be Given