

Rd

r o u g d e s i g n

Replacing an icon

Although it is difficult to replace an icon, I believe it is necessary for Volkswagen South Africa to design a true and genuine VW bakkie. The major reasons being:

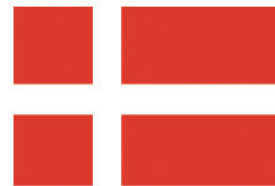
- 1 South Africa needs cheap vehicles.
- 2 Some of VW's biggest competitors such as Opel and Ford have modern, but simple half ton bakkies.
- 3 The South African bakkie culture, allowing for transport of people and materials.
- 4 Volkswagen means "people's car" in German. If Volkswagen has to live up to its image of making a car for the people, it is my opinion Volkswagen needs to deliver what the people would like to have.
- 5 Volkswagen needs a car that can be repaired in the rural areas and in the bush.



South African
Market



German
Brand
Quality

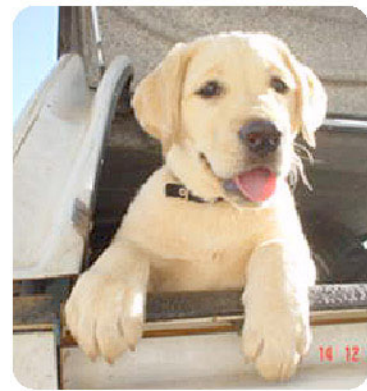


Danish
Design
Practicality

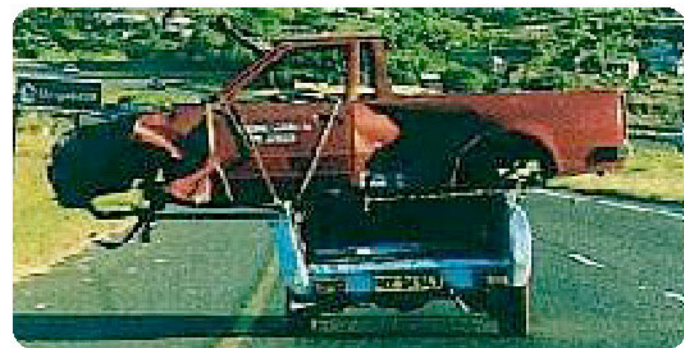


British
Supported

Bakkie culture in South Africa



The bakkie is used for transport of all kinds of goods and it is amazing to see what can be stowed and transported on a bakkie. A bakkie is a lifestyle for South Africans, just as much as fast and luxurious cars are.



Finding a typical user of a bakkie is very hard, since a bakkie is used for many different purposes. A bakkie is not a 4x4, it is a vehicle that can transport things or people from A to B. When transporting people the individuals are usually placed on the truck body.




BY POPULAR DEMAND!
MADAM & EVE'S
SOUTH AFRICAN
CULTURE
EXPLAINED
 FOR OUR
 INTERNATIONAL
 READERS

LESSON NR 9: THE BLACK GUYS ON THE BACK OF THE TRUCK...

LOTS OF PEOPLE ASK US ABOUT BLACK GUYS RIDING ON THE BACK OF TRUCKS. --WHO ARE THEY? WHAT DO THEY DO?




OBVIOUSLY, THEIR JOB IS TO ENTERTAIN BORED WHITE DRIVERS WITH FEATS OF GYMNASTICS DURING RUSH HOUR.



MOM!

I CAN'T HELP IT. THOSE FOREIGN READERS WILL BELIEVE ANYTHING!



The old A1 bakkie is an old fashioned design, but it does look classic compared with its competitors, and stands out from the crowd.

Opel Corsa Utility



Ford Bantam



Nissan 1400



According to the sales statistics VWSA has 20.9% of the passenger market YTD Sept 04 (17.8% Volkswagen; 3.1% Audi). These are broken down as follows:

- 34.9% Citi Golf
- 23.8% Polo
- 18.4% Polo Classic
- 7.0% Jetta
- 5.9% Golf 4
- 5.2% Golf 5
- 1.1% Touareg
- 1.1% Touran
- 1.0% Caravelle
- 0.9% Passat

Volkswagen's main competitors are Opel, Nissan, Toyota and Ford. Opel has just released an Opel Corsa Utility, which has a lot of American GM design input.

According to the South African car webpage www.wheels24.co.za the top 3 selling Light Commercial Vehicles in 2003 were:

- Half Ton Pick-Up
- 1 Opel Corsa Utility
- 2 Ford Bantam (Fiesta based)
- 3 VW A1 Caddy (renamed Pickup)





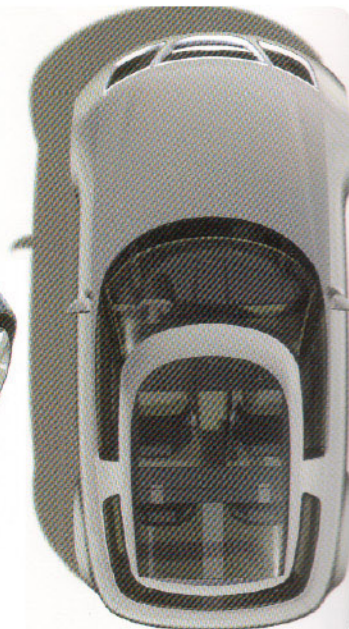
Chevrolet SSR. Multi use design



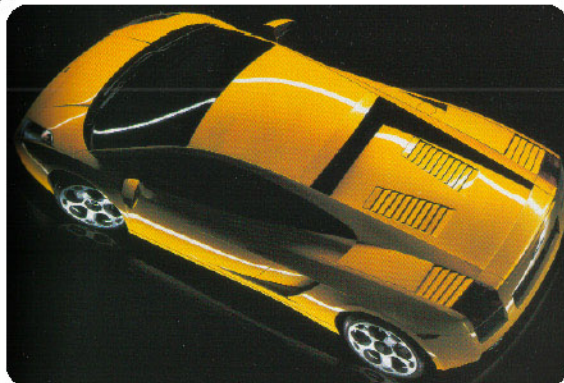
Hyundai Clix - buttresses and compact practicality



Fab 1. Thunderbirds. "Transformer" car.



Saab 9X - buttresses, shape of the round front and elegant simplicity



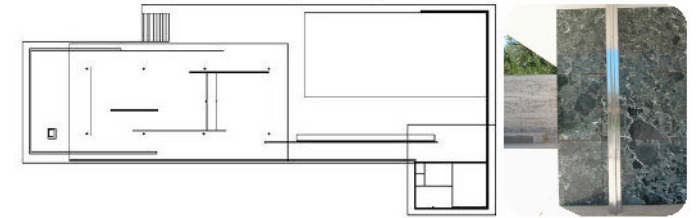
Lamborghini Gallardo - buttresses



*Small
Simple
Compact
Easy to use*



Kansai International Airport • Renzo Piano & Noriaki Okabe • Osaka • Japan



The use of walls



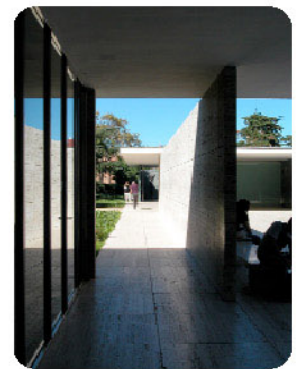
*Novel
Wind braking walls
Unusual interior*



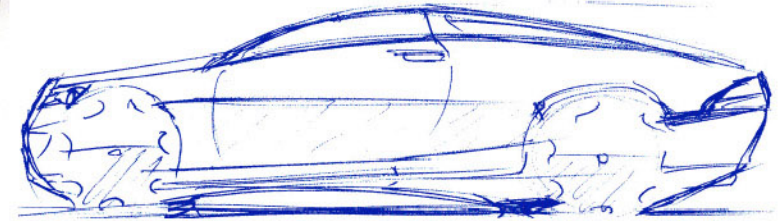
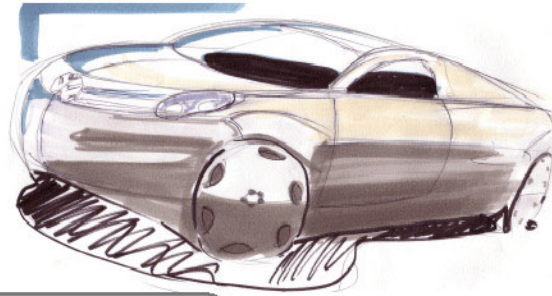
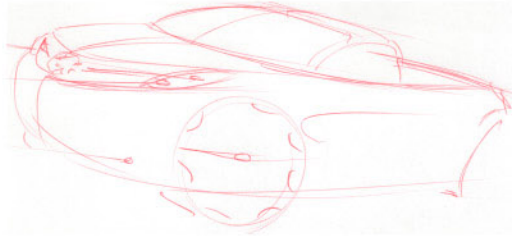
With dramatic transitions between large, open galleries and small, intimate rooms with odd angles traditional square galleries.



Arken museum of modern art • Søren Robert Lund • Copenhagen • Denmark



Barcelona Pavilion • Ludwig Mies van der Rohe • Barcelona • Spain



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Untitled Document

http://www.r-design.dk/schools/latransportdesign/finalyear/questionnaire/

Rd
rough design

Questionnaire


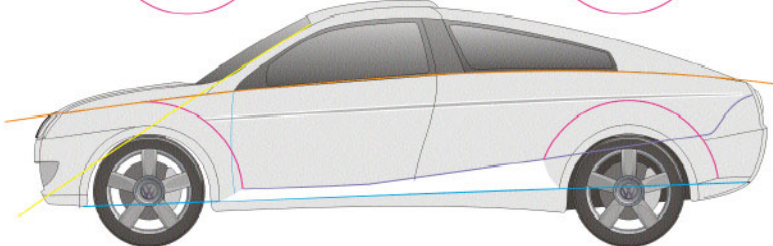
As a part of my final year project I need to do a questionnaire on my design. The aim is to generate a research group of ordinary people. Therefore I would be pleased if you could fill out this form and submit at the end.

I could do what many of my course mates have done by asking people around the clay room while we all have been working hard.

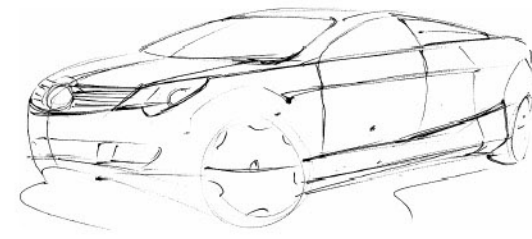
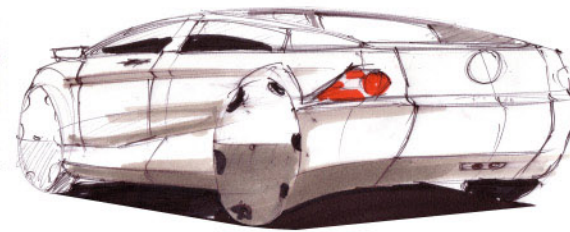
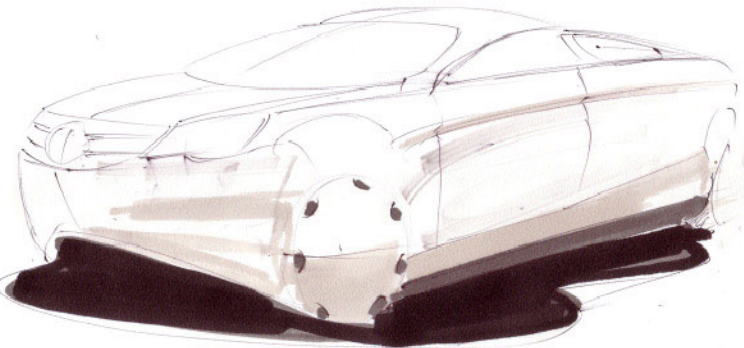
Instead I have chosen the modern way of communication and made an interactive questionnaire.

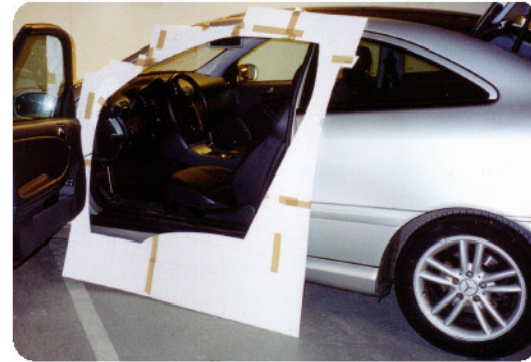
- Questionnaire 3.1
April the 6th
- Questionnaire 3
March the 25th
- Questionnaire 2
Results from questionnaire 1
March the 4th
- Questionnaire 1
February the 11th

Using my homepage, I created a questionnaire related to my design which was used on a worldwide research group of ordinary people. This helped me to develop my design.

I took reference from the new VW design language, here compared with the 2004 Concept C, also used on the new Polo and Passat.



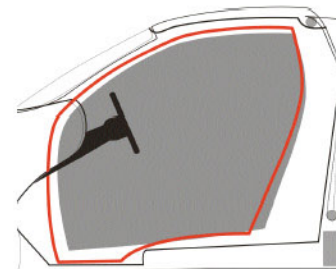
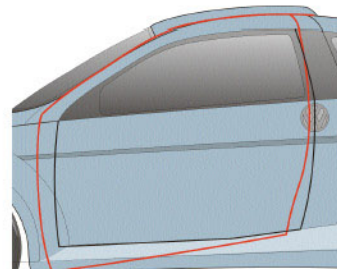


The door windcord line on my design was initially very wide. I discovered this when I compared it with a Mercedes C coupe. My car is not a sports car and does not have rear seats, therefore the door does not need to be particularly wide. I also looked at the 5 door VW Polo as another comparison. I therefore made my door smaller and changed the bottom of the panel as well. It is now slightly larger than a 5 door Polo's.

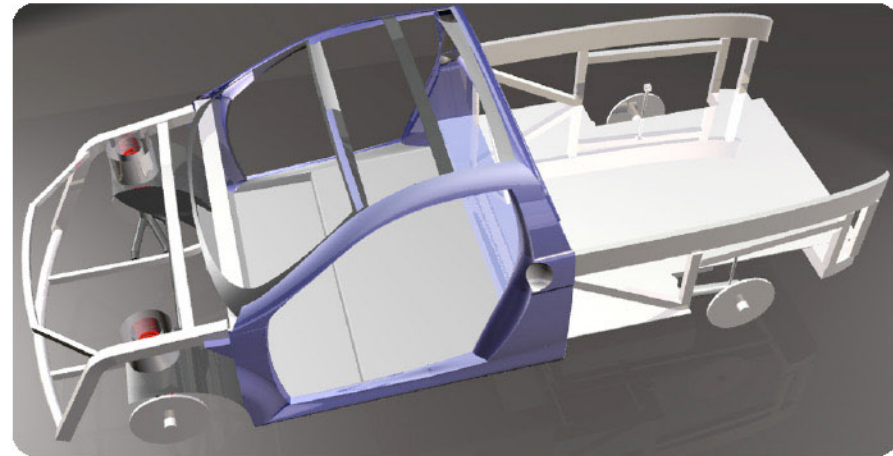
My initial door design was also very low. Since I changed my design at the end of February I raised the lower door line by about 10 cm. Which again made my door smaller and lighter.

The inside door baseline was initially on two levels, with a step. My theory was that you do not need the space where the seat is to move your feet into. But by looking at the pictures I took, I could see that the user of the car would clip their heels on the upper step. I therefore changed the lower line to be in one constant line but still going up at the end.

*Taping up a full scale side view on a wall I could see how tall the car was. It was important for me to experiment with the height of the flat bed.
I am 177 cm / 5'8 feet tall.*

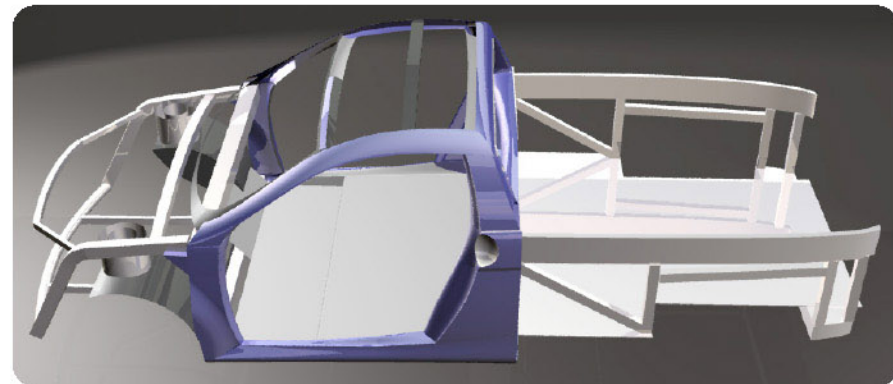
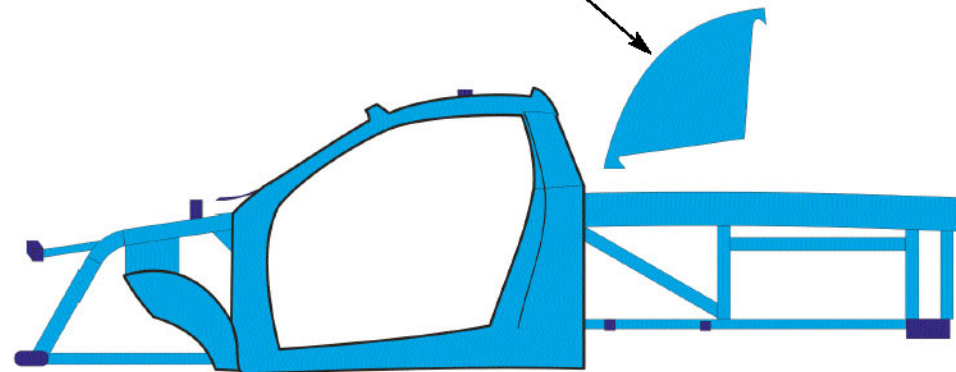
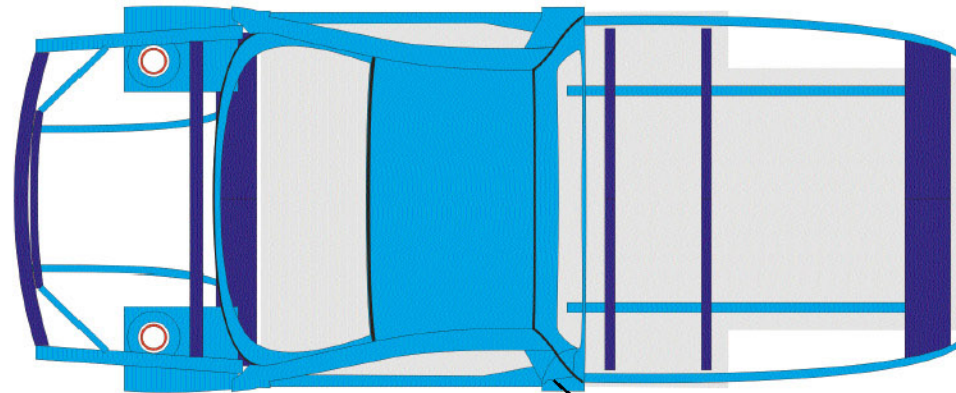
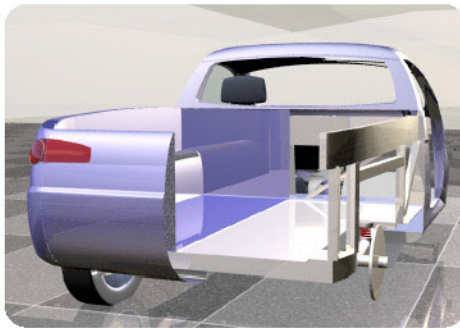
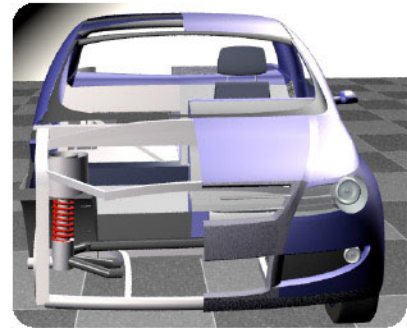


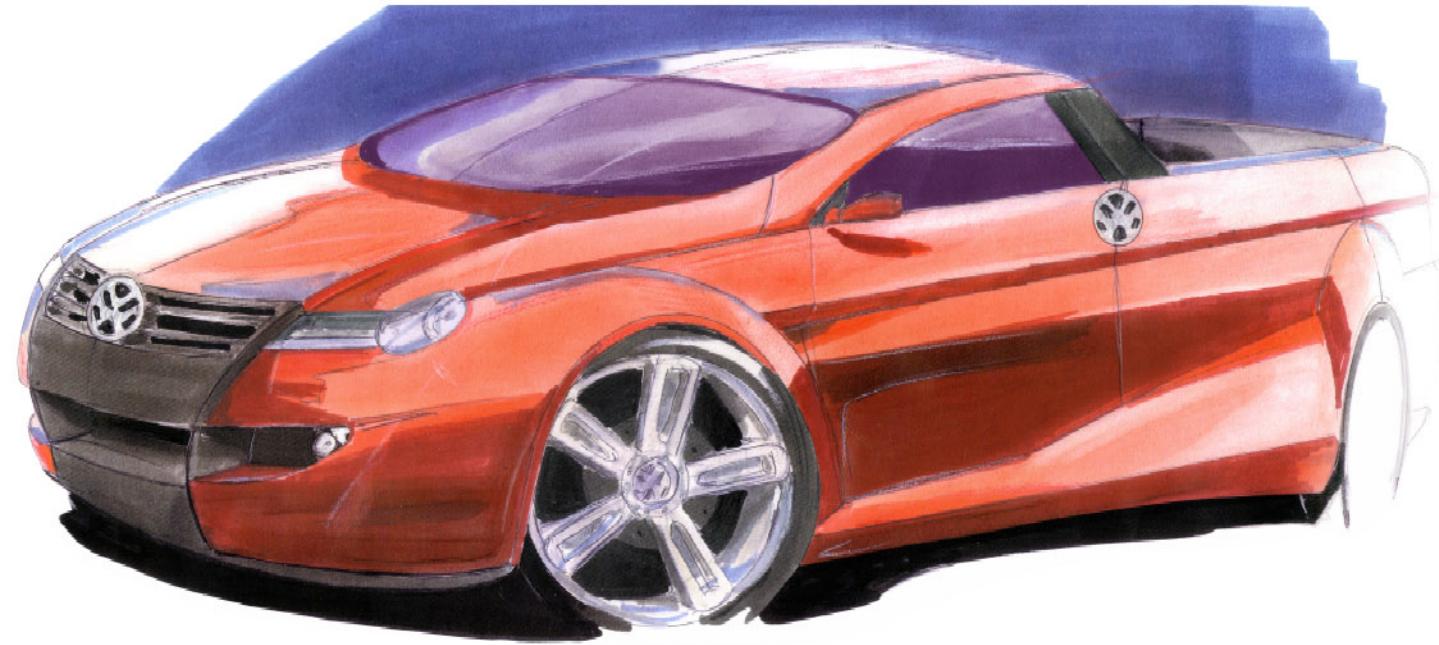
The red lines are the first door lines. The inside door line is the grey area

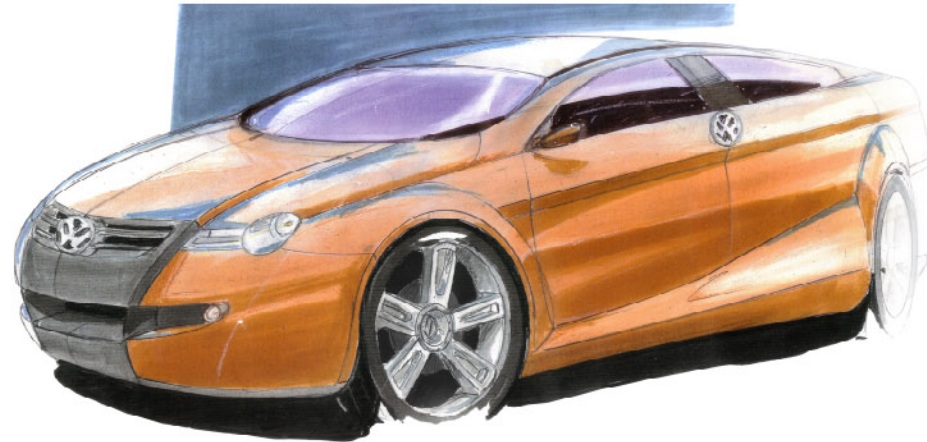
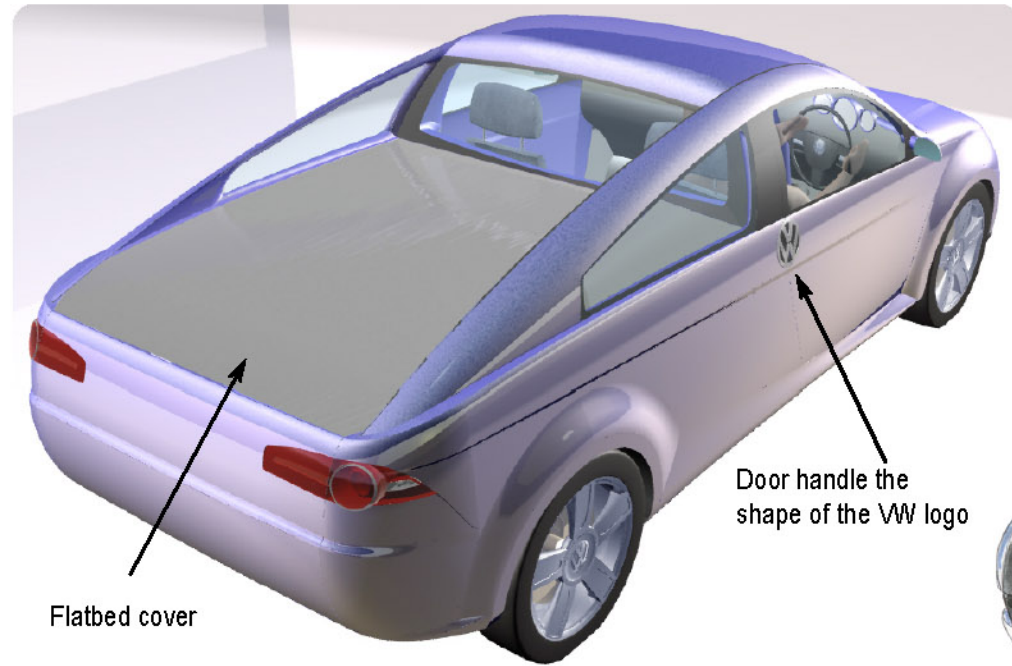


I chose a composite chassis construction. Using a steel monocoque for the cabin area for strength, and bonded aluminium for the flatbed and front areas. Plastic body panels are used front and rear for lightness, ease of replacement and low impact damage resistance.

I have used independent front suspension and trailing arm rear suspension which would be sourced from the VW parts bin. The engine is a low tech VW petrol unit able to be repaired by non-specialist mechanics.



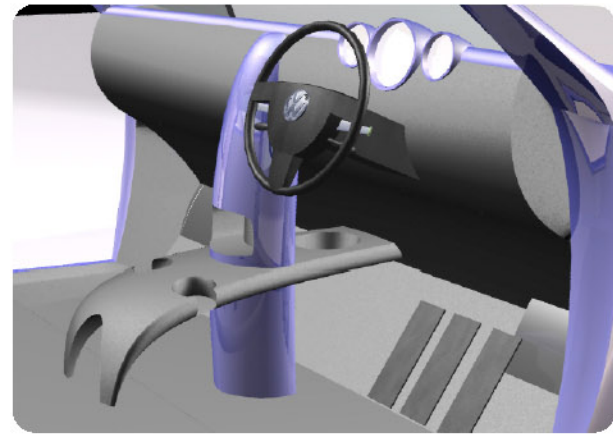




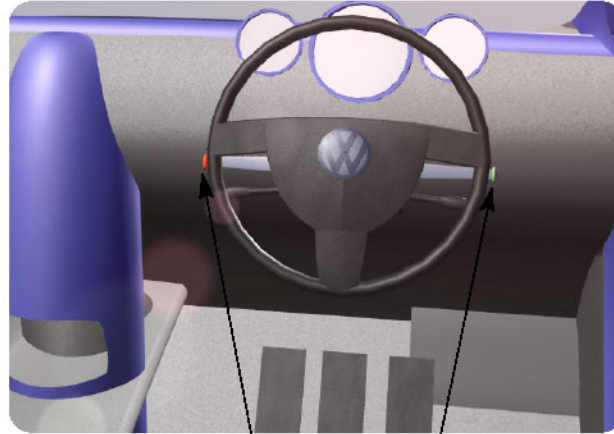
The buttresses can be taken off, attached with small latches -
two sitting in the cabin and two on the flatbed sides.
You click them on and off inside of the flatbed

Rear door handle works like the Golf A5.

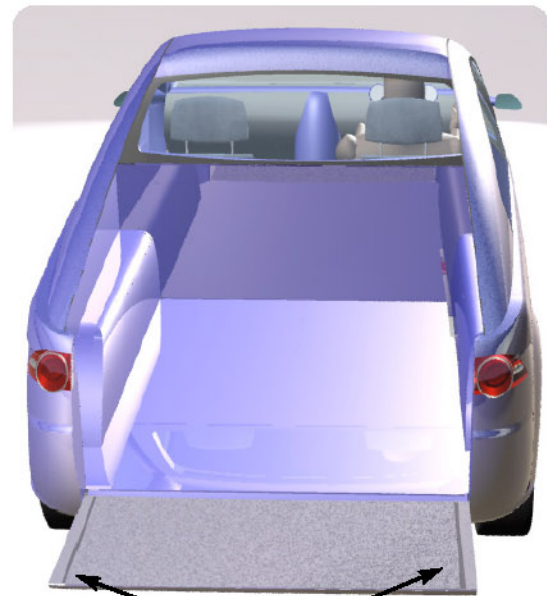
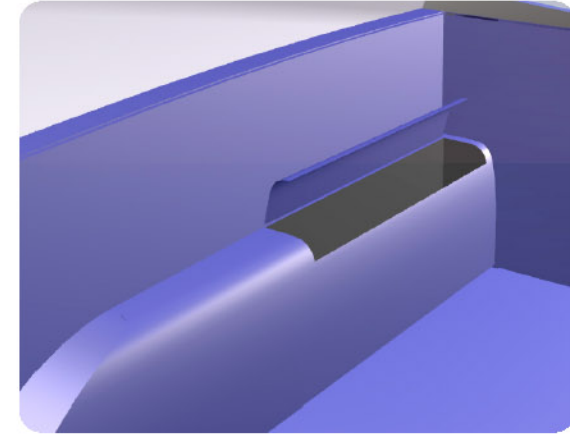




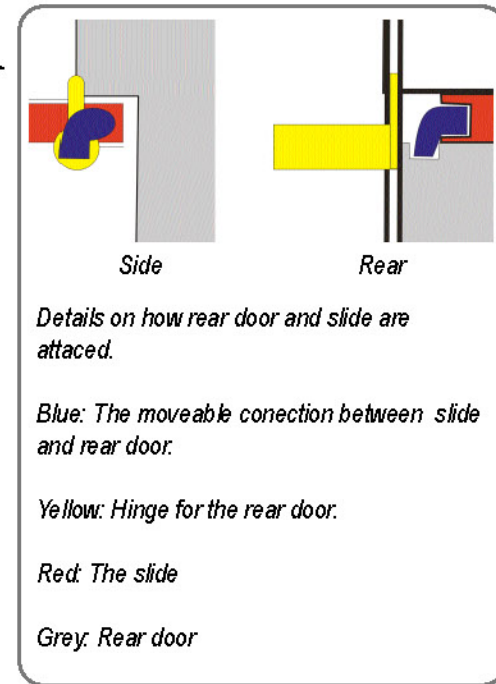
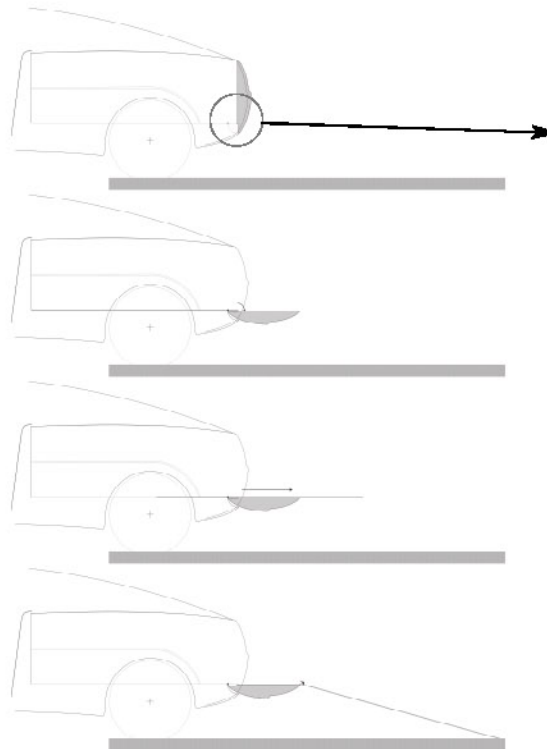
Easy to clean: Floor and dashboard are in the same washable plastic material



The gearchange is on the steering wheel. This makes it feel a bit more sporty and frees up more space between the seats



Tracks to the slide



Info: People Size

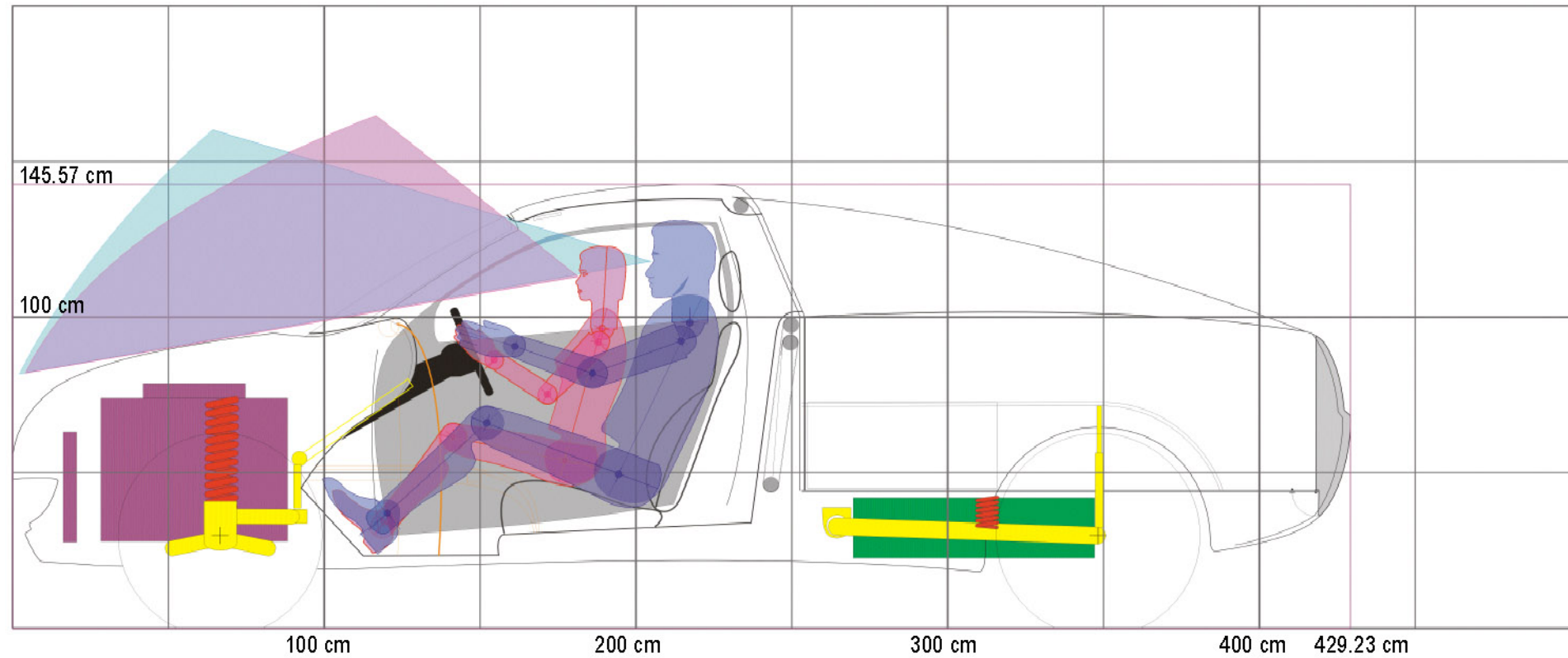
UK female 3th%ile 1500 mm
 UK male 97th%ile 1887 mm

The door windcord line
 Engine
 Fuel tank
 Springs
 Suspension



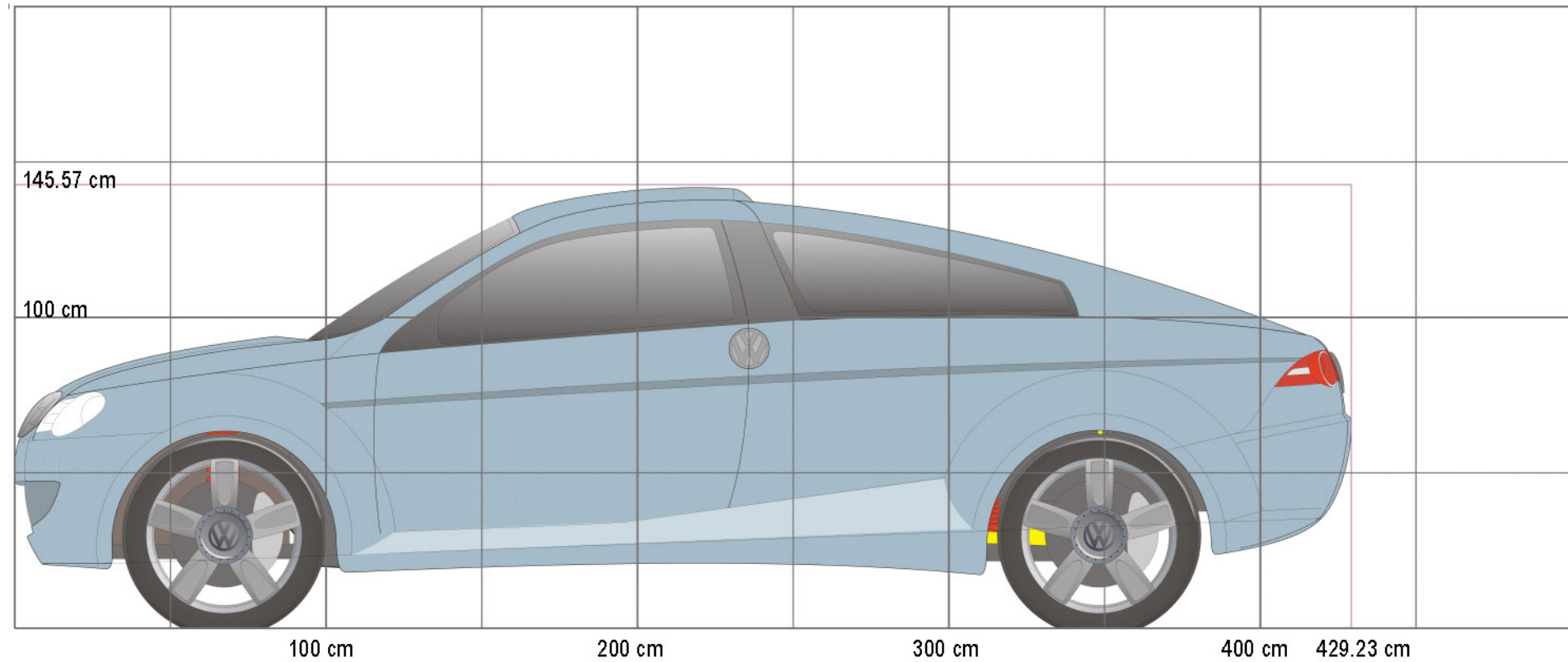
Measurements of the car

Height 145.57 cm
 Length 429.23 cm
 Width 168.38 cm



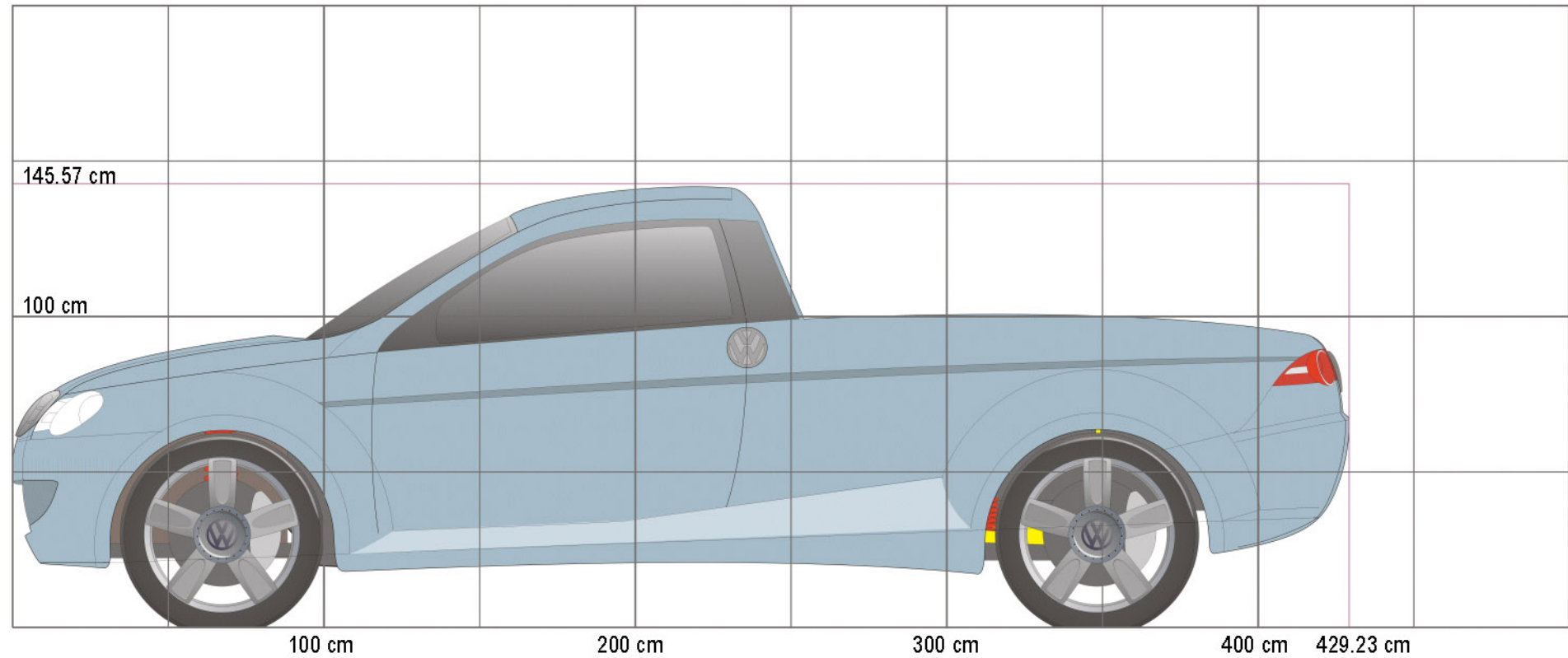
Measurements of the car

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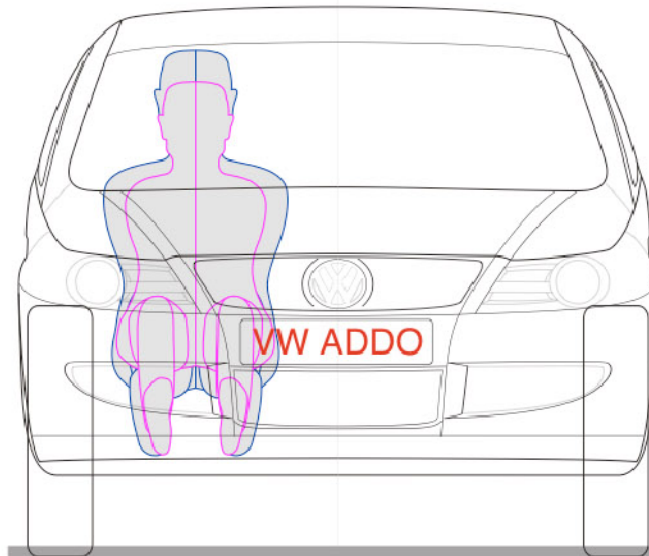
Measurements of the car

Height 145.57 cm
Length 429.23 cm
Width 168.38 cm



Measurements of the car

Height 145.57 cm
Length 429.23 cm
Width 168.38 cm



Side view Package drawing

Info: People Size

UK female 3th%ile 1500 mm
UK male 97th%ile 1887 mm

The door windcord line
Fuel tank
Springs
Suspension

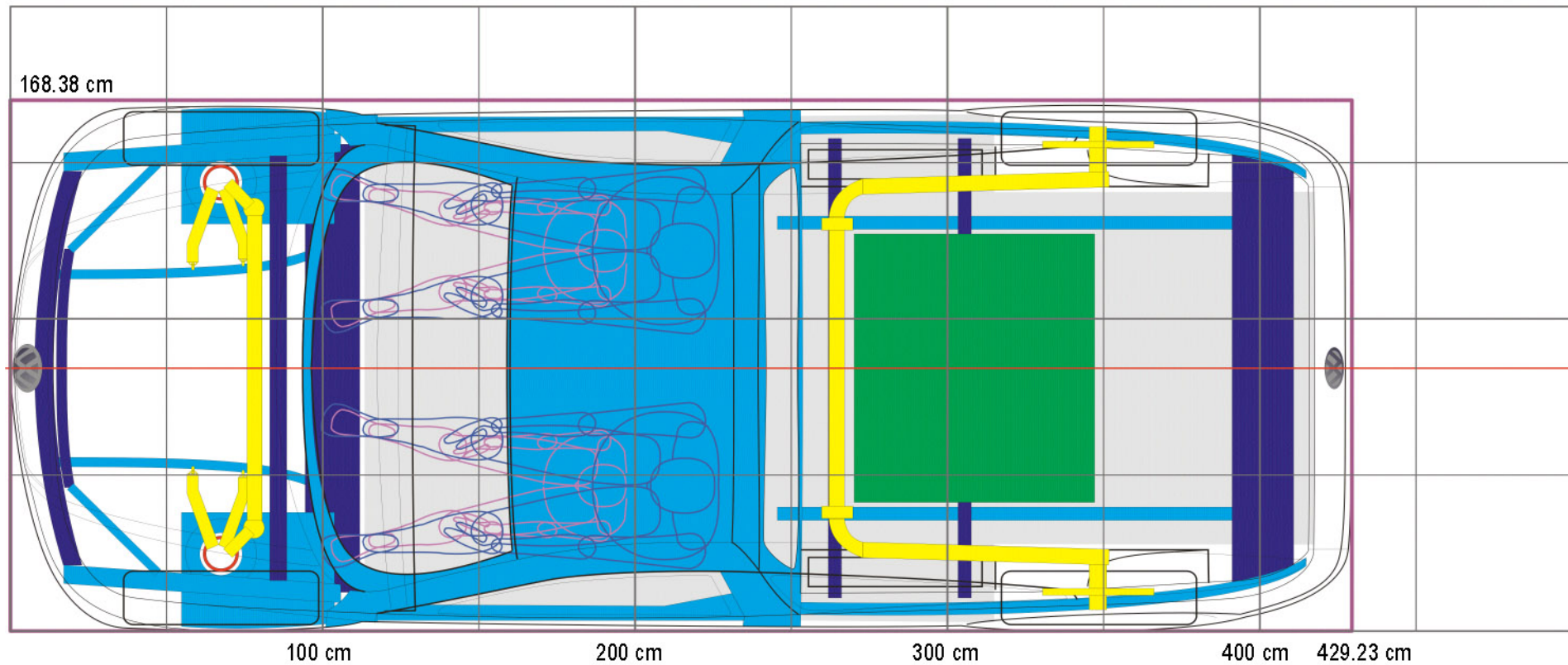


Measurements of the car

Height 145.57 cm
Length 429.23 cm
Width 168.38 cm

Top view with: Chassis - Body - Manikin's -
Fuel tank - Springs - Suspension.

More separated top views will be available
in a detailed printed package drawing folder.



Any questions?

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