EXTERIOR STYLING DEVELOPMENT OF SUZUKI GRAND VITARA FOR INDONESIAN MARKET YEAR 2015

Student Name       : Danny Anggawan N
NRP                : 3407100035
Majors             : Desain Produk Industri, FTSP-ITS
Counsellor        : Ir. Baroto Tavip Indroajarwo, MSi.

ABSTRACT

Suzuki with a long history in Indonesia required to continue to innovate, urban SUV Suzuki Grand Vitara has been stepped on third generation should do a refresher of the technical and styling to suit the current needs considering the age of its design cycle has been stepped on seventh in year. The study of proportion and analysis of the shape will be the main analysis because of the type of car can be distinguished from the shape, size, and proportion. In order to compete with current styling needs must also be aware that there are emerging trends in design. Direction of development will follow or against the trend of mainstream styling, depending on the needs of marketing and the history of the existing. Interviews with stakeholders is important to know the direction of further design development, in this case is Martin T. Teiseran as an automotive analyst and Bambang Indarto as Research and Development staff at PT. Indomobil Suzuki Motor. Approach via the aesthetic rules in designing the forms required to get good exterior styling.

Define the concept of the exterior styling is the next step to produce a product that has differences than competitors as well as compared to predecessor. The boxy shape concept of early generations were maintained, but still got the effect of current design trends are likely to adapt attractive and dynamic form. Besides urban SUV market is a market dominated by compact-sized vehicles, and thumb impression. The concept is to offer urban design, compact, attractive, boxy and unisex that tend to masculine. The result of this design task are presentation of the concept by presentation picture in rendered digital modeling perspective front view, rear view, exterior and interior cutaway drawings, cutaway drawings of front seat, rear seat, dashboard, trunk and also operational drawings. Engineering drawing of the car's design in overall measured dimension drawings, measured dimension drawings of exterior and interior components, cutaway drawing and also explode view drawing all in 1:10 scale. Presentation form of the model car in 1:10 scale.

Kata Kunci : Boxy-attractive Design, Exterior Styling, Proportion, Urban SUV