FOUR PASSANGER ELECTRIC CAR EXTERIOR STYLING DESIGN
BASED ON CITY CAR

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ABSTRACT

The automobile market is currently headed in the right direction for the type of city car, the small car is considered the most suitable for use in an increasingly dense urban areas. Various technological innovations carried out in order to facilitate the use of a city car in human activities, including the electric car as an alternative fuel solution. But unfortunately, especially the type of electric city car, currently lack of electricity represent the image itself. In addition, the unavailability of small cars suitable for masculine men that fit for a small family of four. The need for a new design to suit the target market is the basis for the development of this exterior design research.

The design is done by a method qualitatively visual data approach by questionnaire to get an overview of consumer desire and deep interviews containing expert opinions about trends of the future car. Then the development of studies performed using precise formulation through analysis of existing literature to determine hardpoint continue to be used and methods of experiment to determine the design concept, especially in the form of display design and exterior styling.

The concept produce exterior styling that shows the identity of an electric car, equipped with futuristic style with a masculine exterior design lining firmly on the side of the car body, especially on the back to make the impression of muscle. Future trend of the car used in facial that uses a headlamp-style front blade shape, the use of frameless type hatchback, and the use of floating rooftop. This car has a variety of models which have adequate impression of a muscle car so that the car can be electrically small but gallant.

Keyword: city car, compact, elektric, exterior design, dashing