



BMW Halo Car Assignment

George Legget

BMW Halo Car

A return to
“The Ultimate Driving Machine”



Vision

A ***bold*** and ***dynamic*** super car

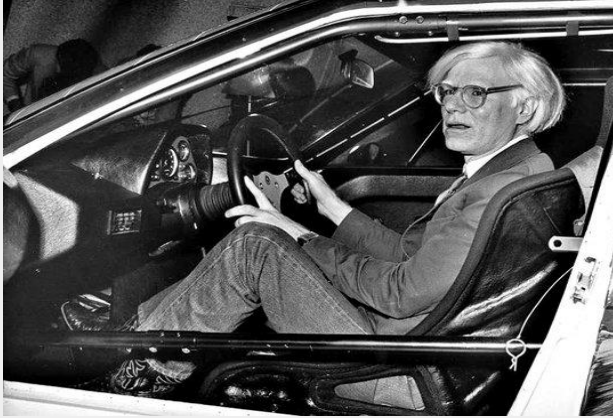
The ***ultimate driving machine*** of the ***future***

for the ***bold*** and ***dynamic*** individual

Lineage - 328 & 507



Lineage - BMW Art Cars



Lineage - 2002 & M1



Lineage - Z8



Lineage - i8



Future parallel models - i4



Bold grille



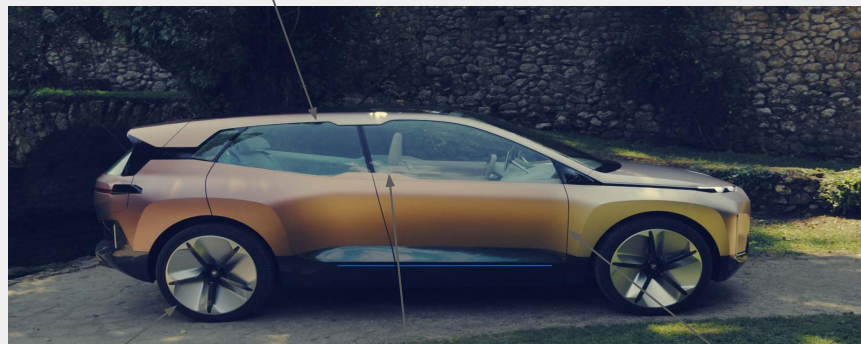
Signature roof line

Electric architecture



Narrow headlights

Aero wheels



Large DLO

Modern door cut

Benchmarking



Benchmarking



Critiques

2020 BMW M8



Classic but not bold
or futuristic lines

Wide body and
wheel arches

Wrap-around rear headlights
Brand signature shape

Integrated exhausts
in tailgate

Over-designed rear tailgate,
too many surfaces

Hood line is too high

Front grille and ducts
are too complicated,
large and gaping

Powertrain and design
direction is not futuristic
does not display
leadership of BMW brand

Traditional grand tourer/cabriolet proportions
Car looks overweight overall

Dimensions (L x W x H):
5100 mm L
1960 mm W
1420 mm H

Engine: 4.4 L twin turbo V8
Power: 600 HP

Top Speed: 190 mph/317 kph
Acceleration (0 - 60 mph): 3.5 seconds
Price: \$130k

Critiques

2020 Lamborghini Huracan

Distinctive nose and lighting profile

Aggressive grille design
But still functional

Sweeping front profile and windshield angle

Iconic super car and historic style air intake

Design is intentional and aggressive

Low slung driver position

Mid-engine proportions

Repetition of triangular shape profile

Low profile and sporty wheels

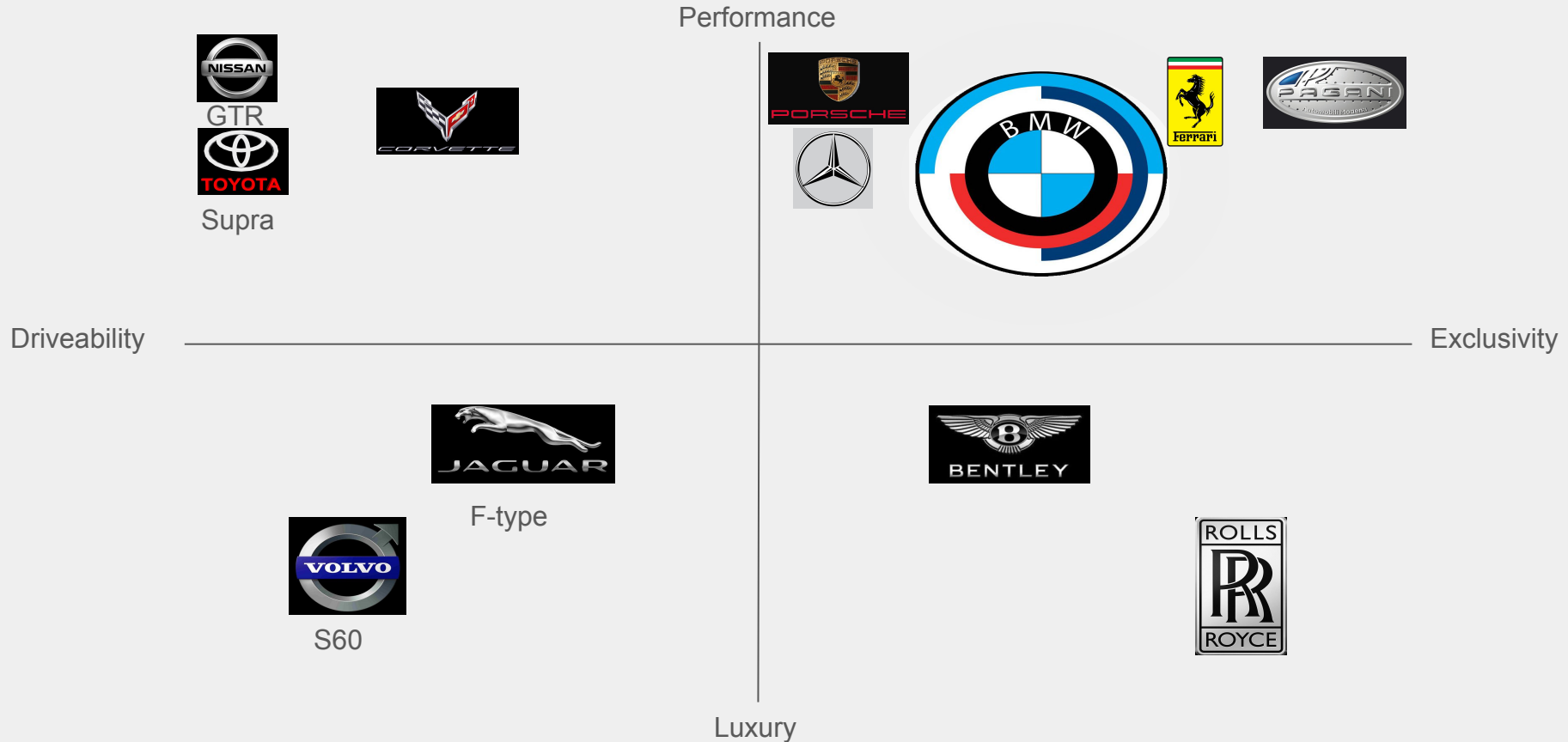


Dimensions (L x W x H):
4520 mm L
1930 mm W
1170 mm H

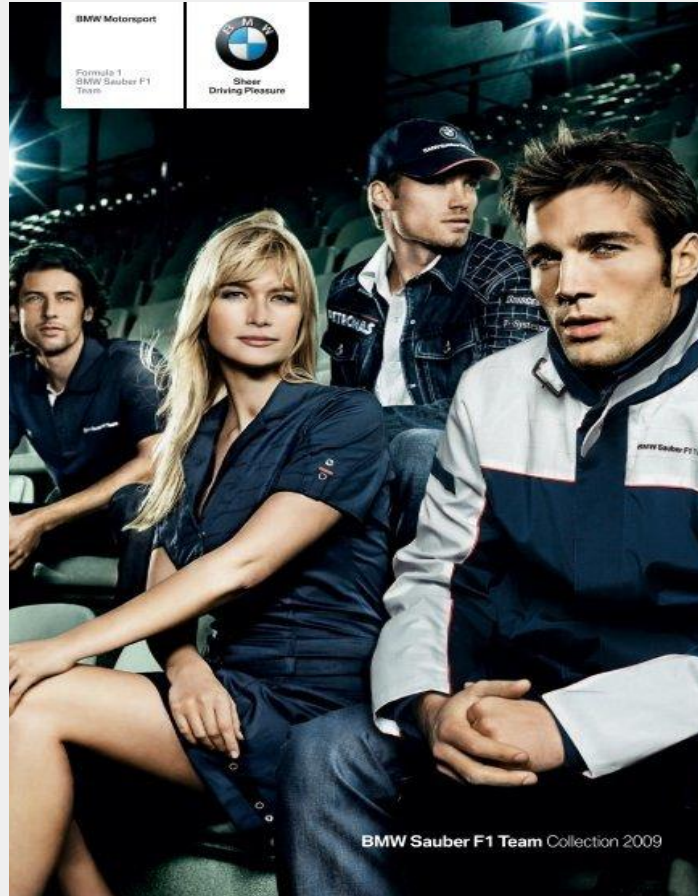
Engine: 5.2 L V10
Power: 631 HP

Top Speed: 202 mph/336 kph
Acceleration (0 - 60 mph): 3.4 seconds
Price: \$210k

Market Segment Positioning



Consumer profile

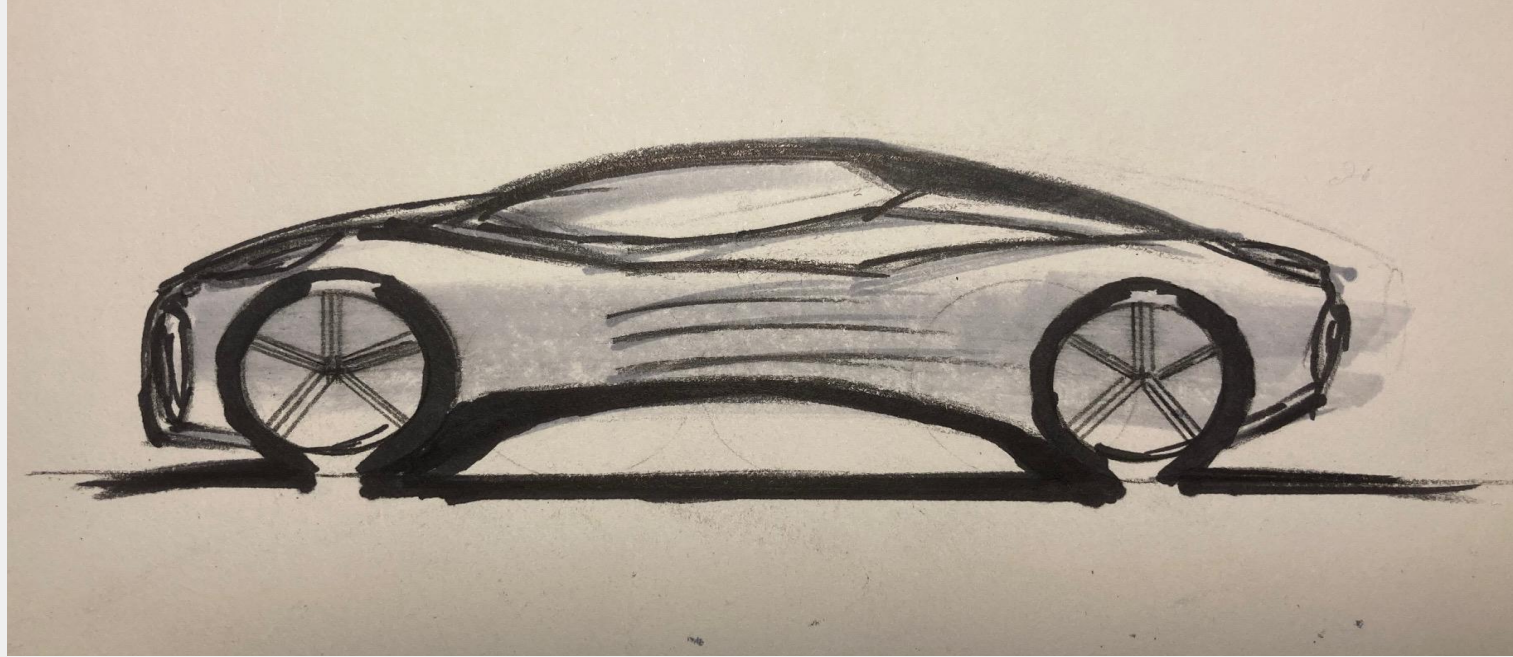


- Style & performance driven
- Mid 30's
- Actor, model, musician, artist, race driver, Entrepreneur - a bold and dynamic individual
- Salary ~ US\$1 Mill

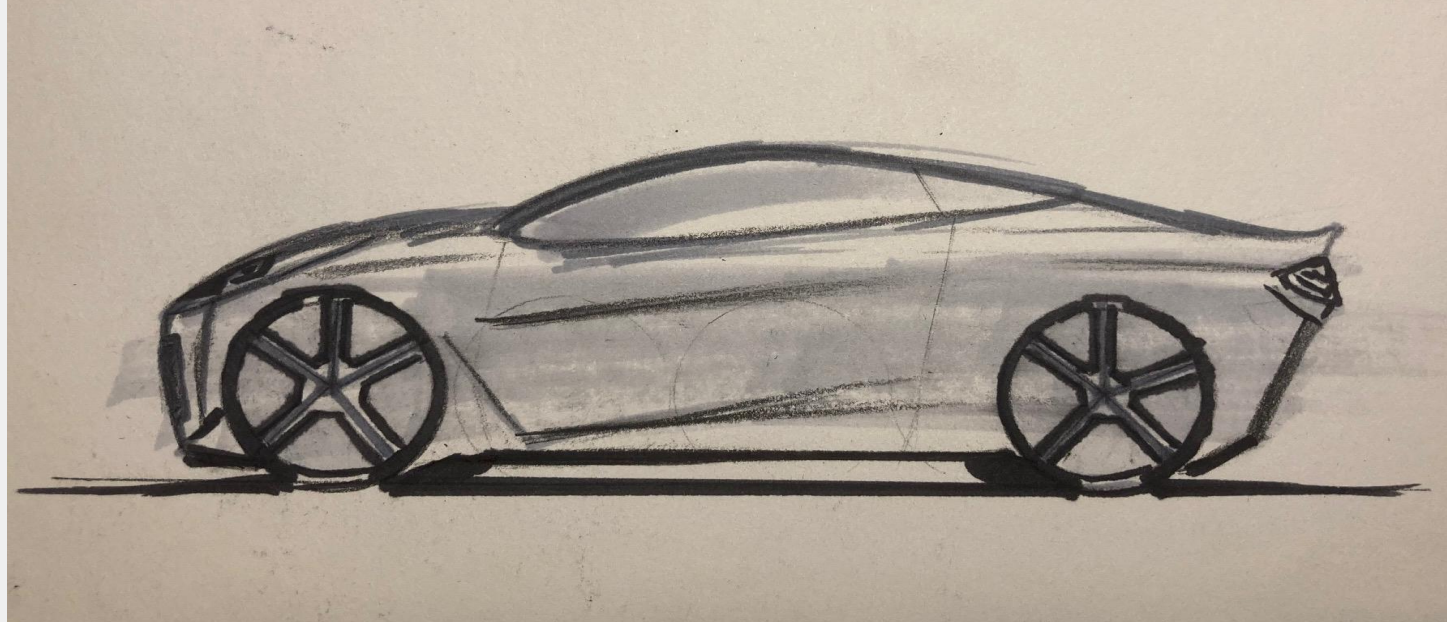
Design Inspiration



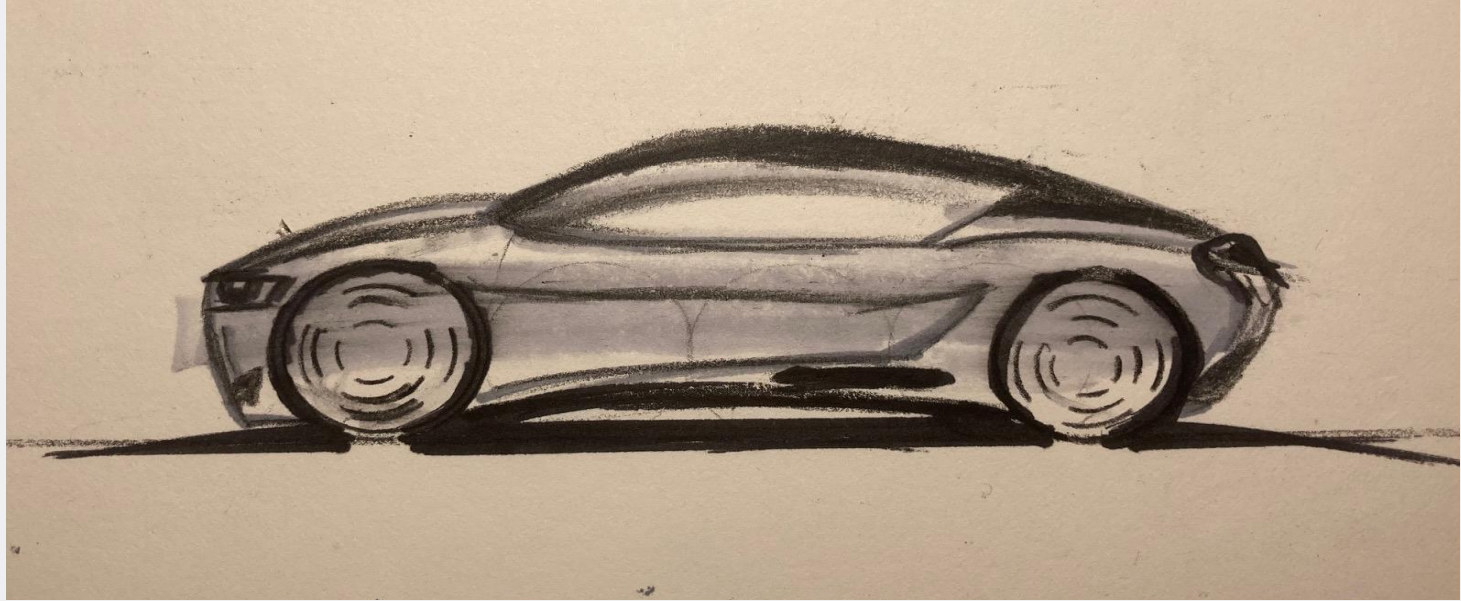
Design ideation



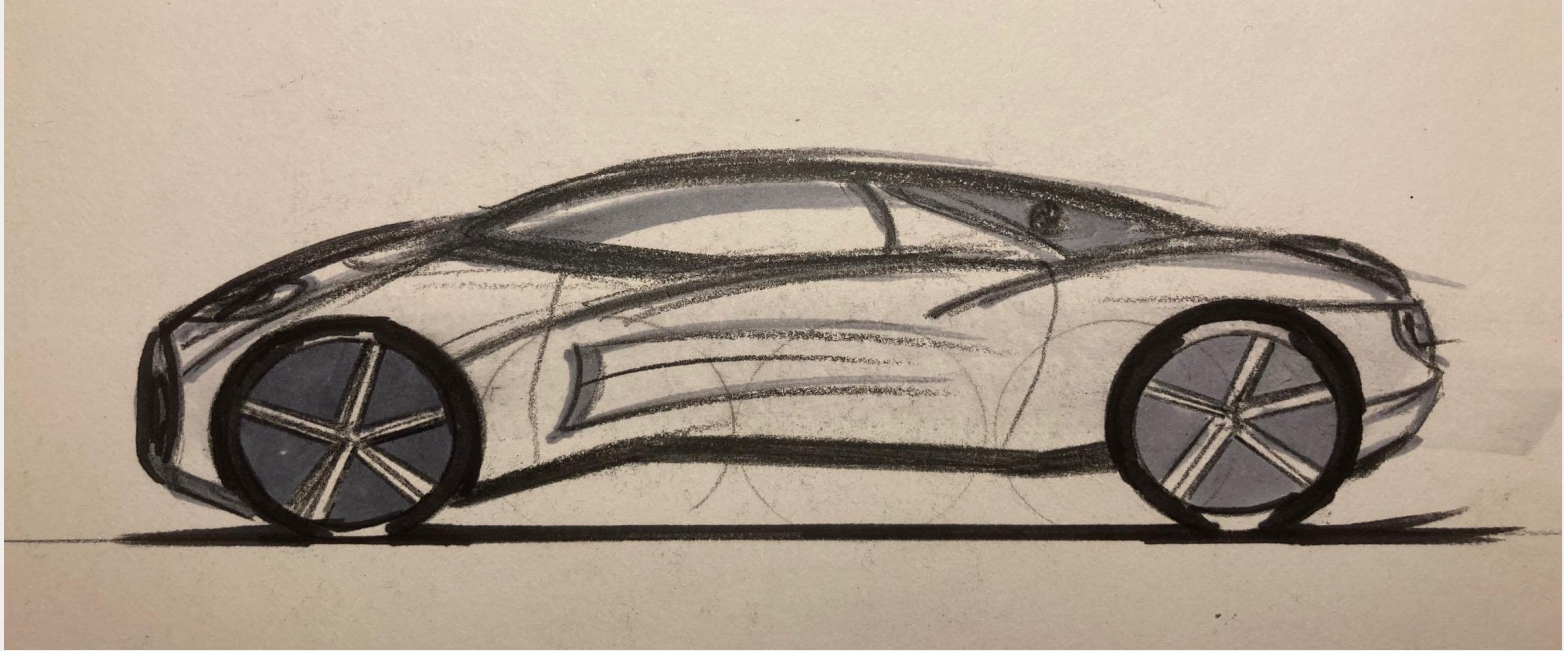
Design ideation



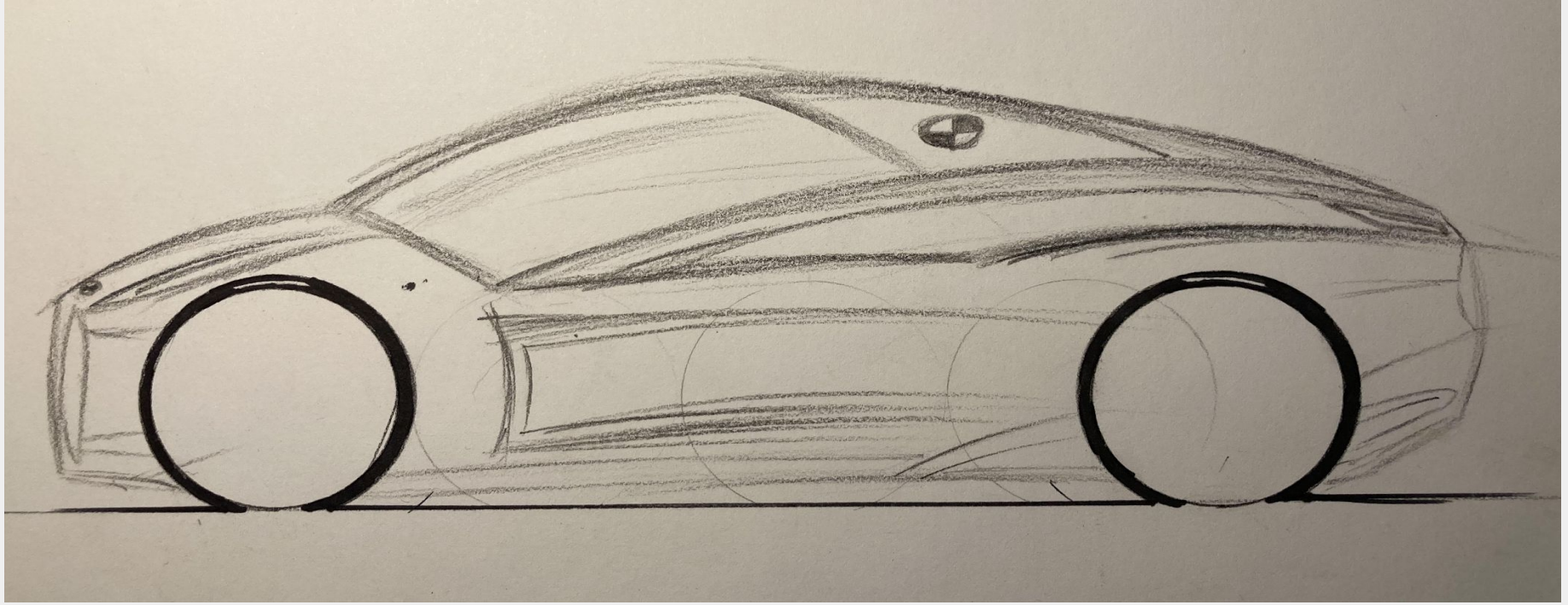
Design ideation



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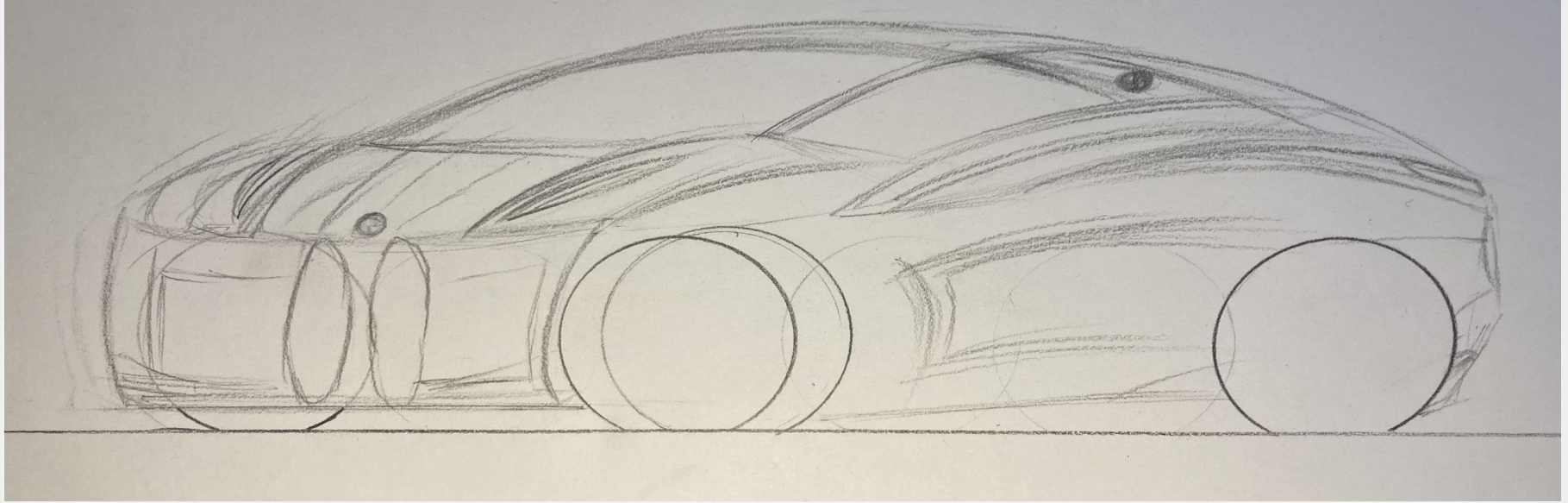
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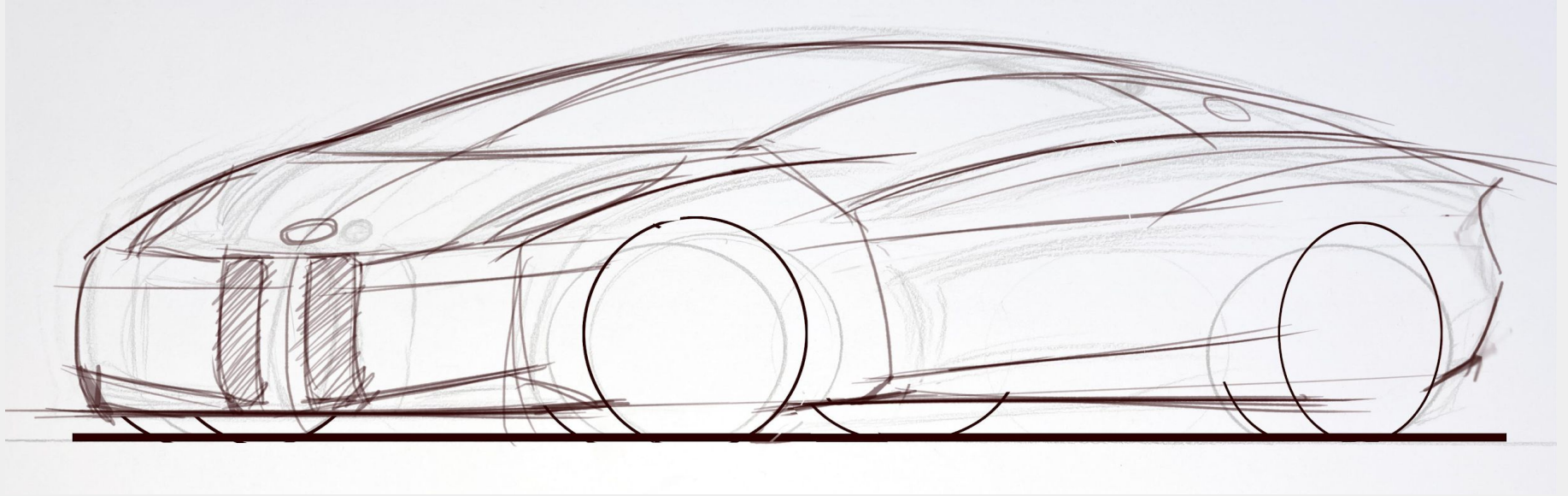
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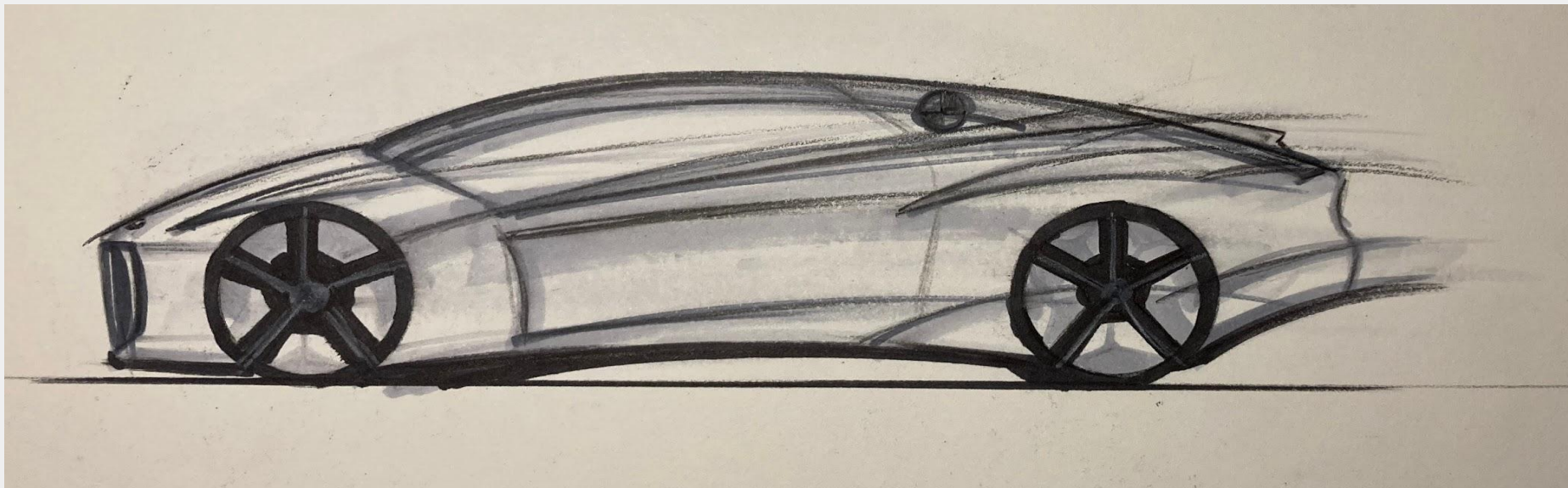
Design ideation



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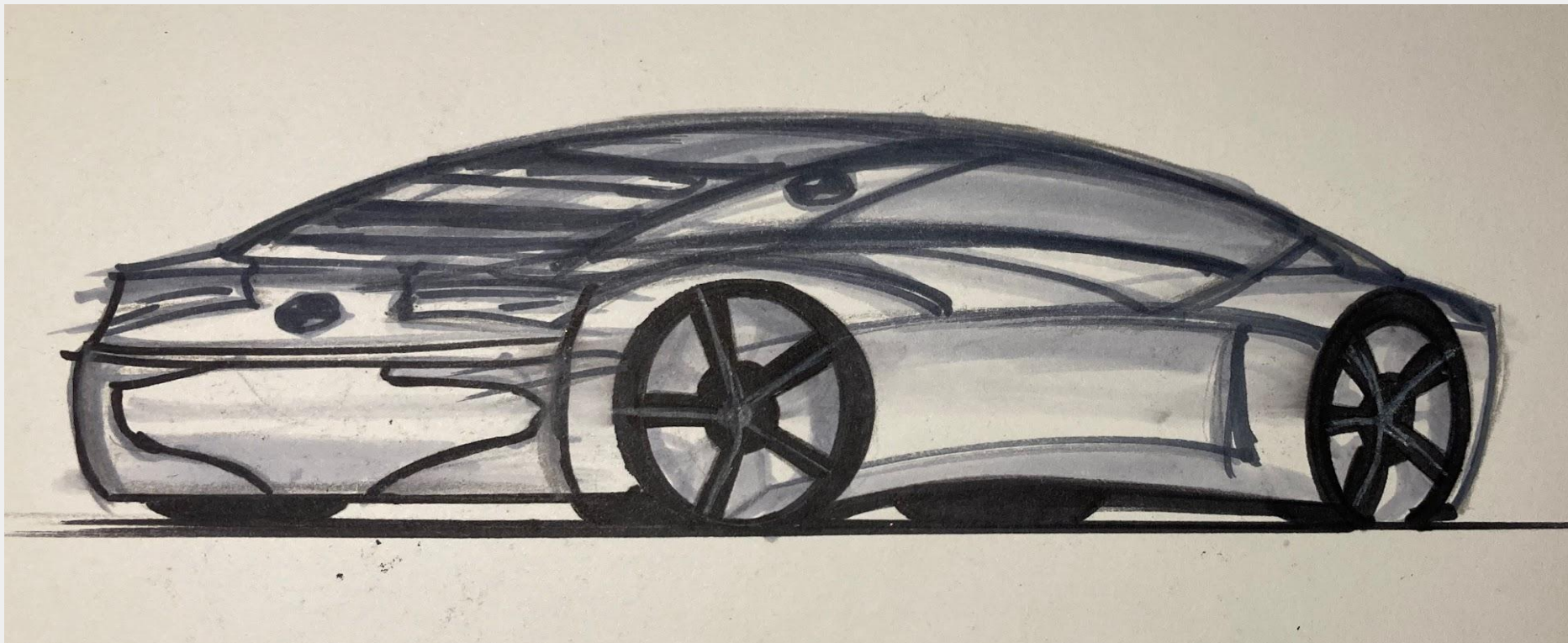
Final Renders - the BMW i9



Final Renders - the BMW i9

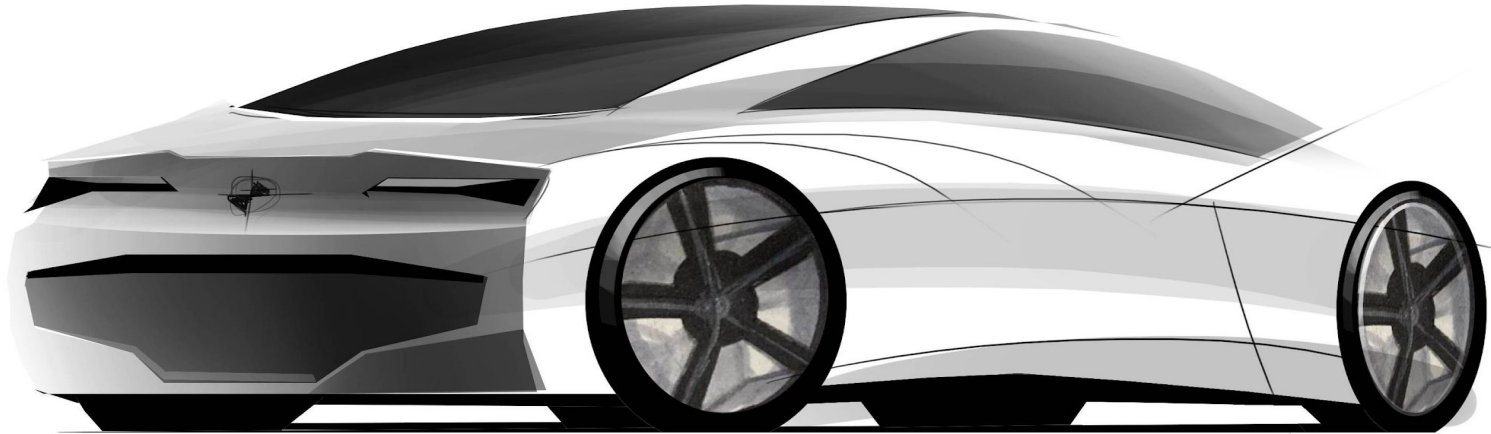


Final Renders - the BMW i9



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(With photoshop editing assistance from instructor Mark Clarke)



BMW i9

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