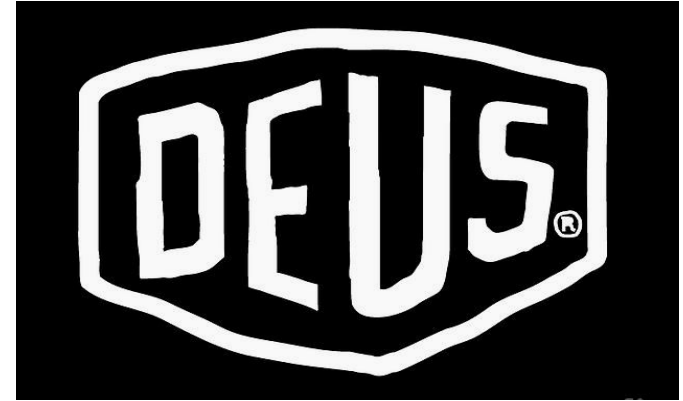
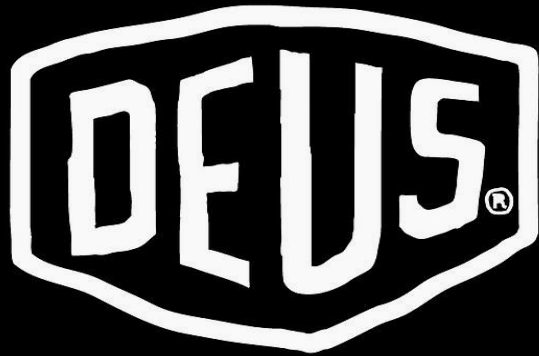




DEUS Co-branding assignment

George Legget

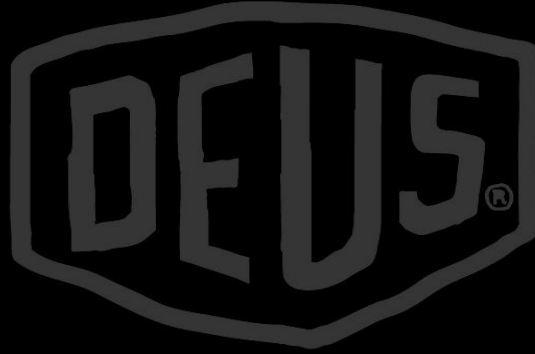


Mission statement

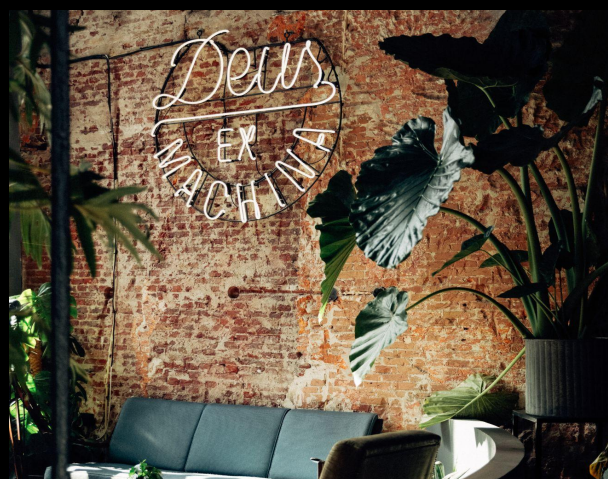
An authentic custom vehicle for the artistic enthusiast who desires a unique yet futuristic vehicle to explore their passions

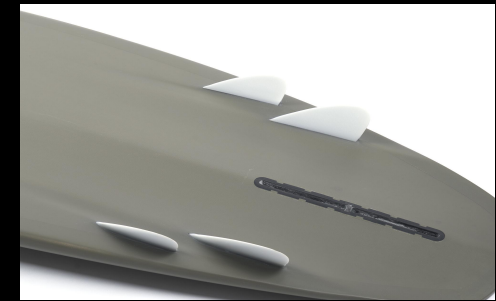
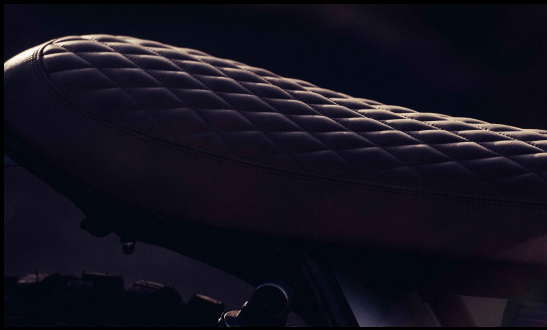
Branding

- *Classic industrial style*

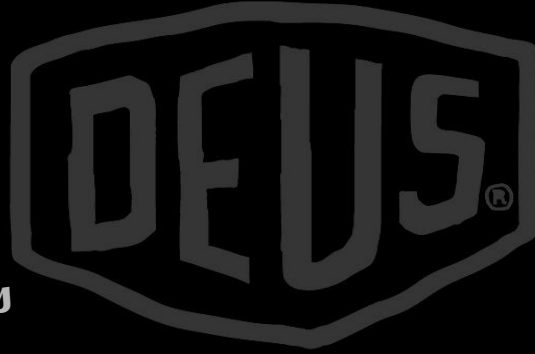


- *Post-modern activities - surfing, music, art, fashion, coffee, architecture, film, travel*
- *Authenticity - a vehicle for passion, not practicalities*





Vehicle functions



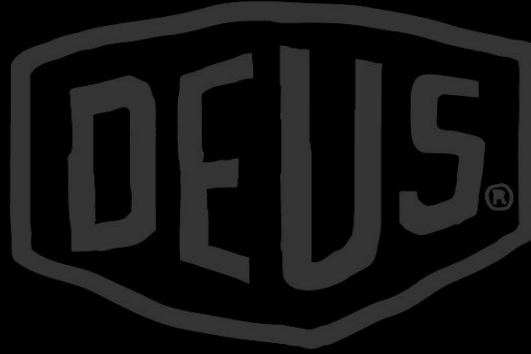
- *Utility for customer hobbies*

- *Surf rack*
- *Motorcycle transport and restoration*

- *Style for customer interests*

- *Art galleries*
- *Museums*
- *Industrial fashion*

Vehicle Attributes



- *Individualism and unique style*
- *Sunday driver*
- *Dimensions:*
 - *Wheelbase: 3009 mm*
 - *5040 mm L x 1899 mm W x 1480 mm H*
- *Performance:*
 - *2 seater with performance ability*
 - *GM LS3 6.2 L V8 - 425 hp, 550 Nm, 6 speed manual*

Benchmarking



Benchmarking



Benchmarking



User profile



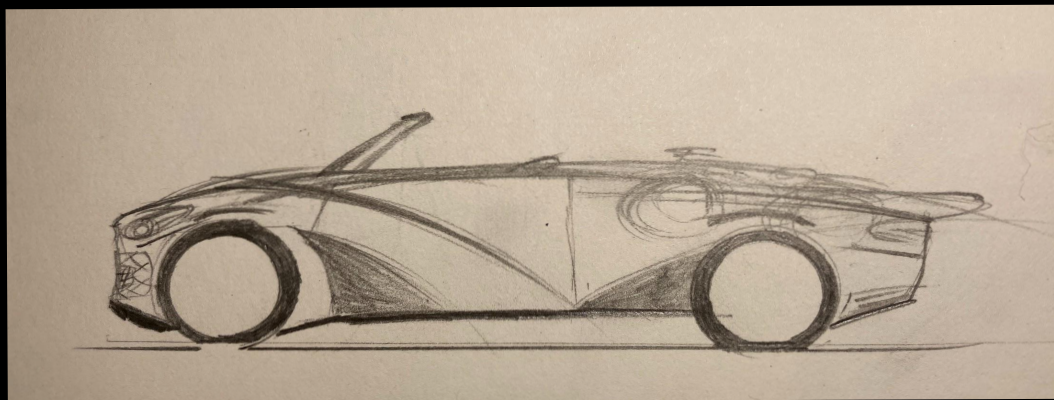
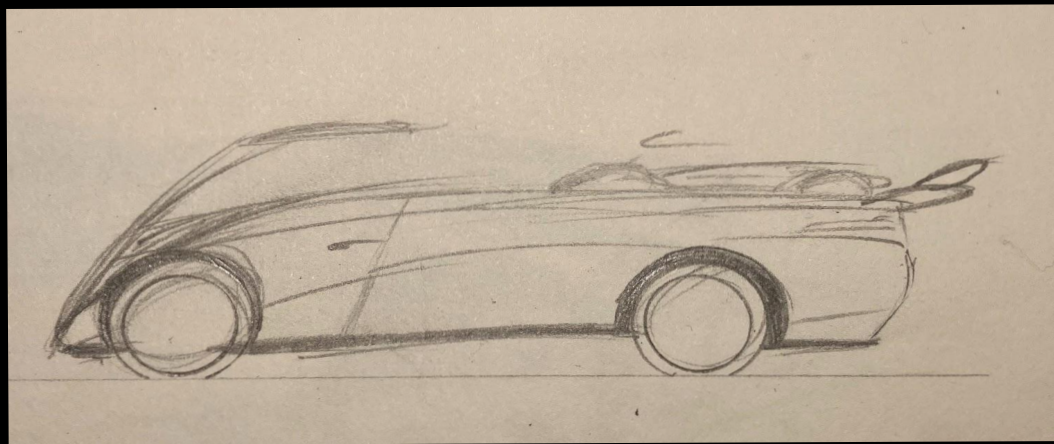
User profile



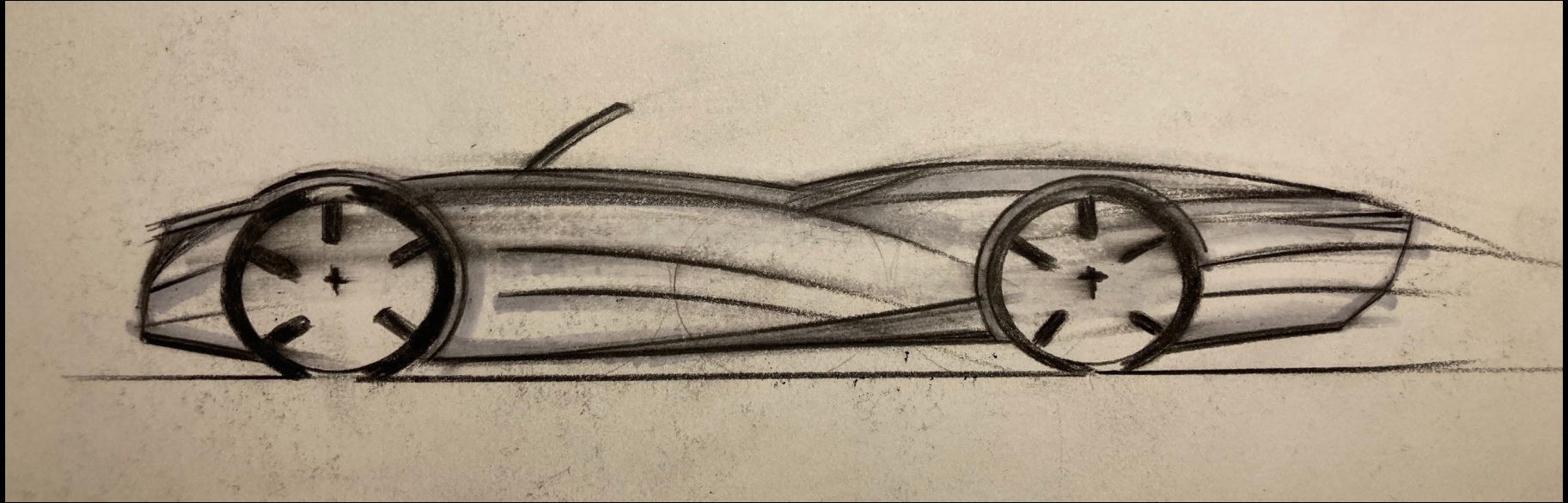
User profile



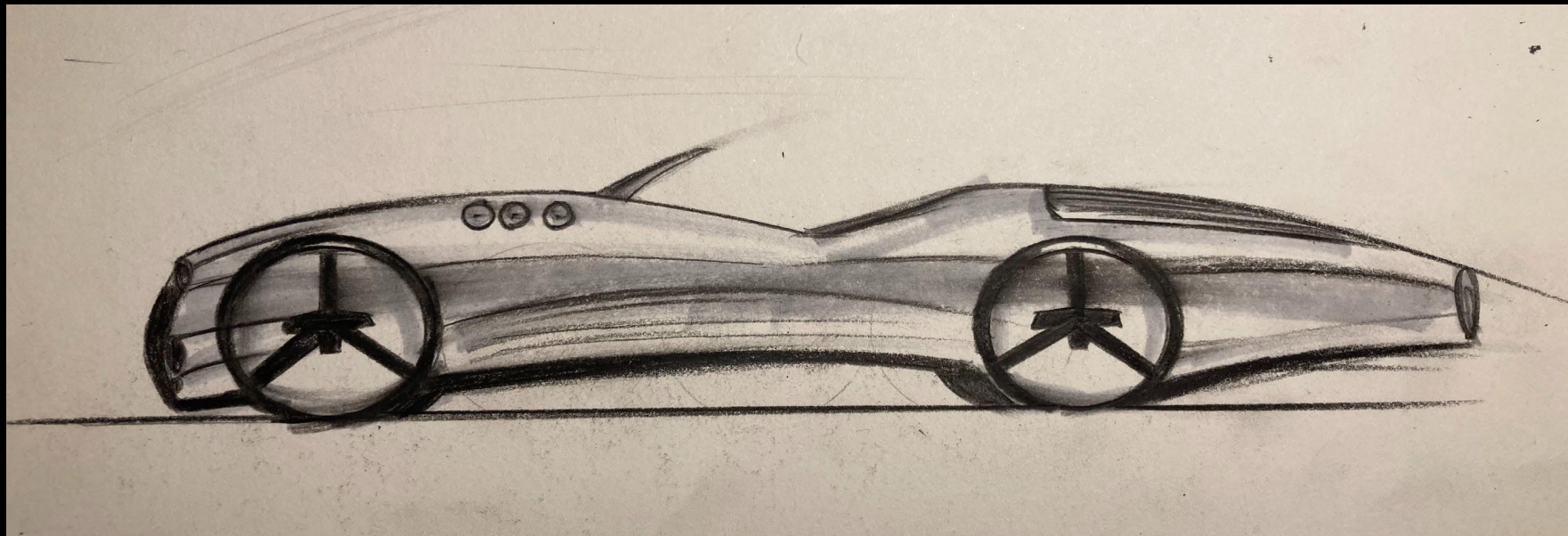
Concept Development



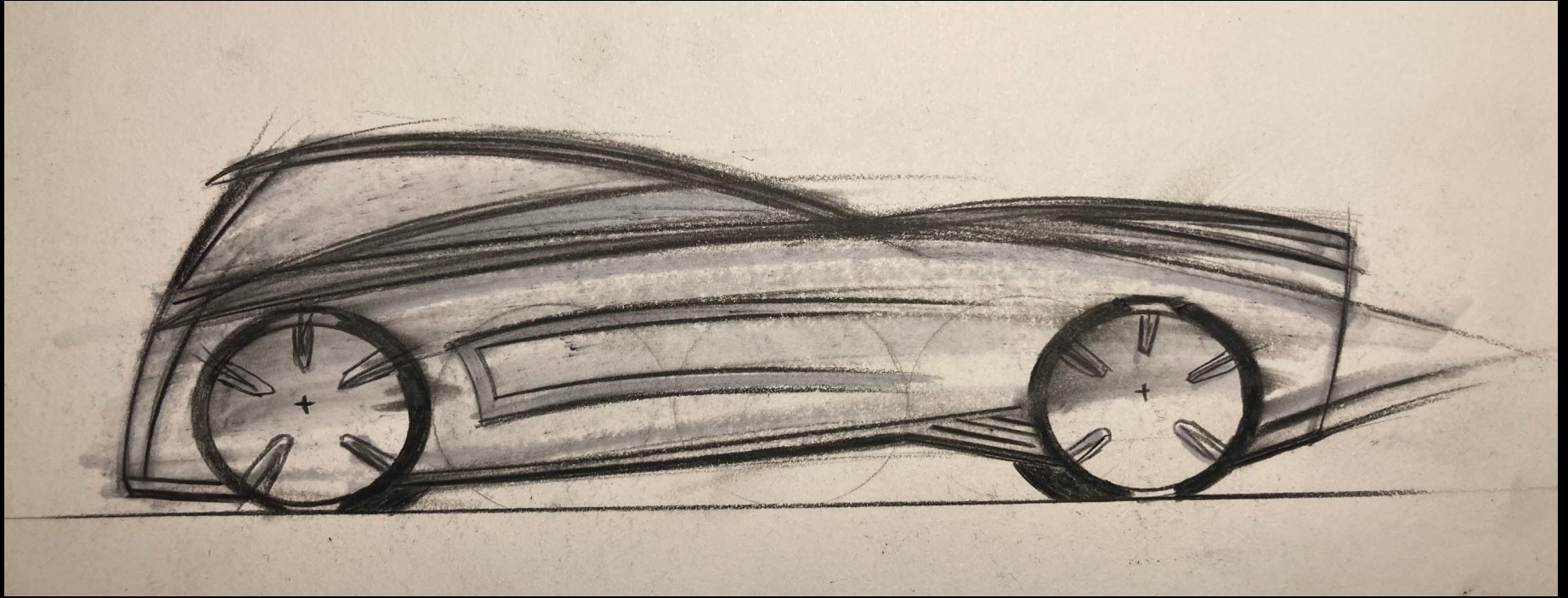
Concept Development



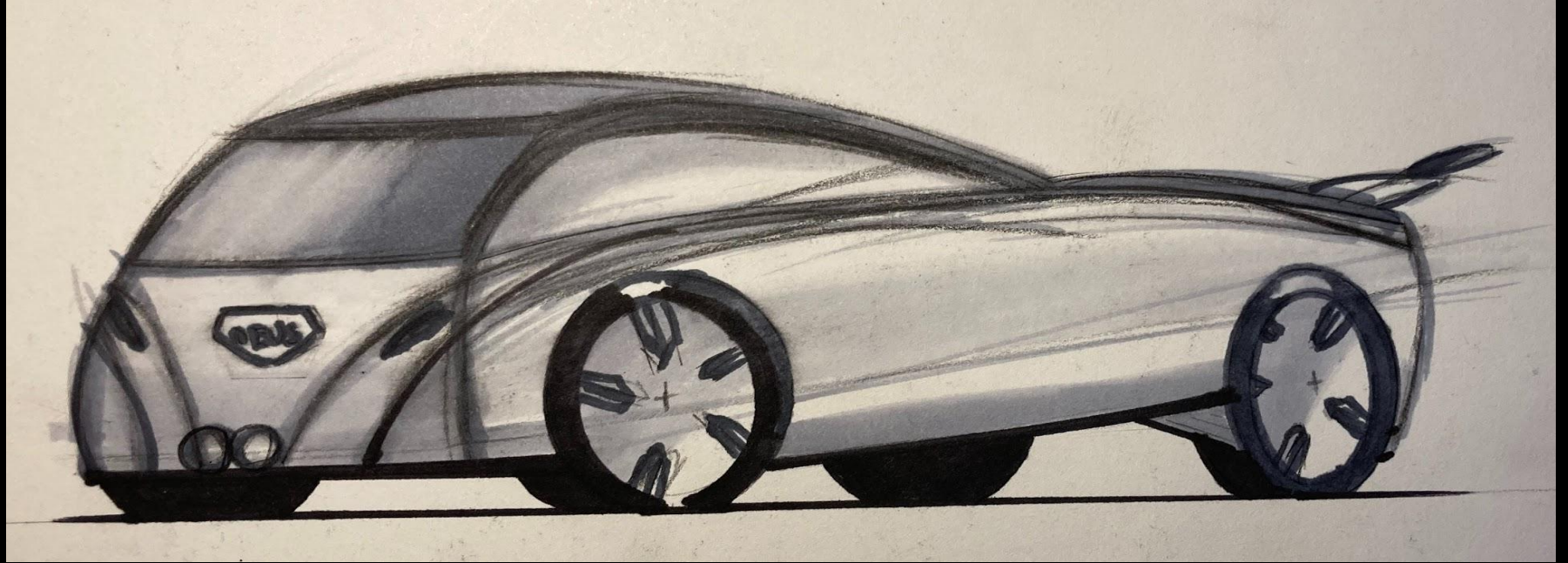
Concept Development



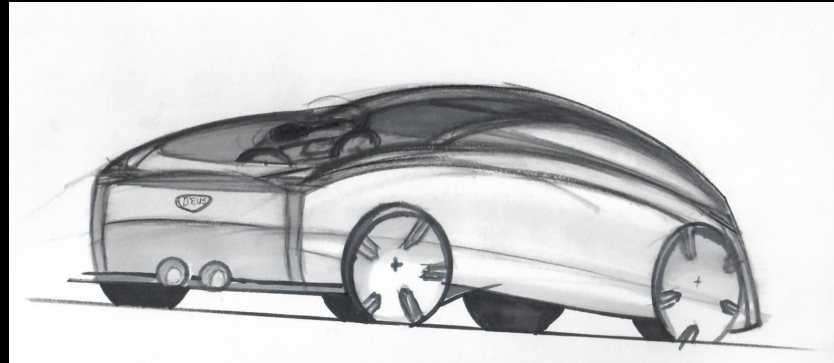
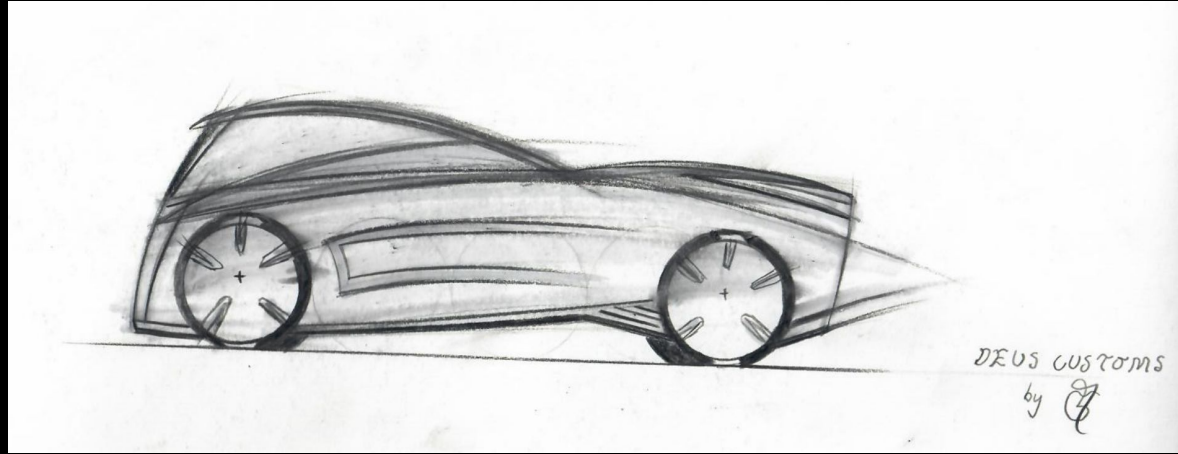
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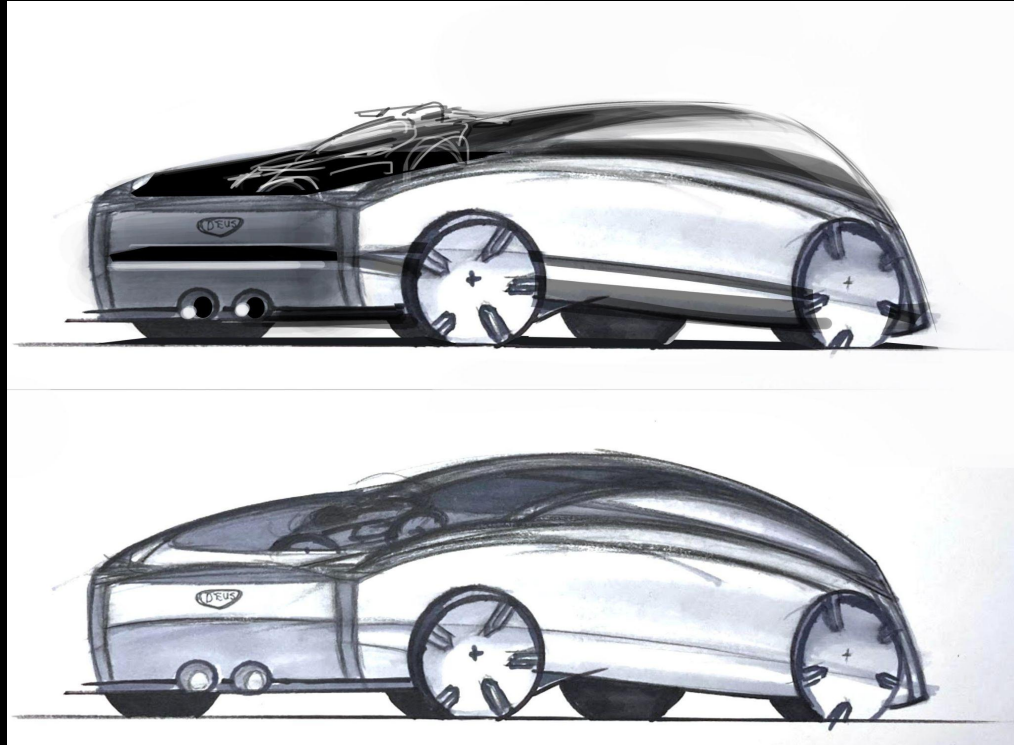
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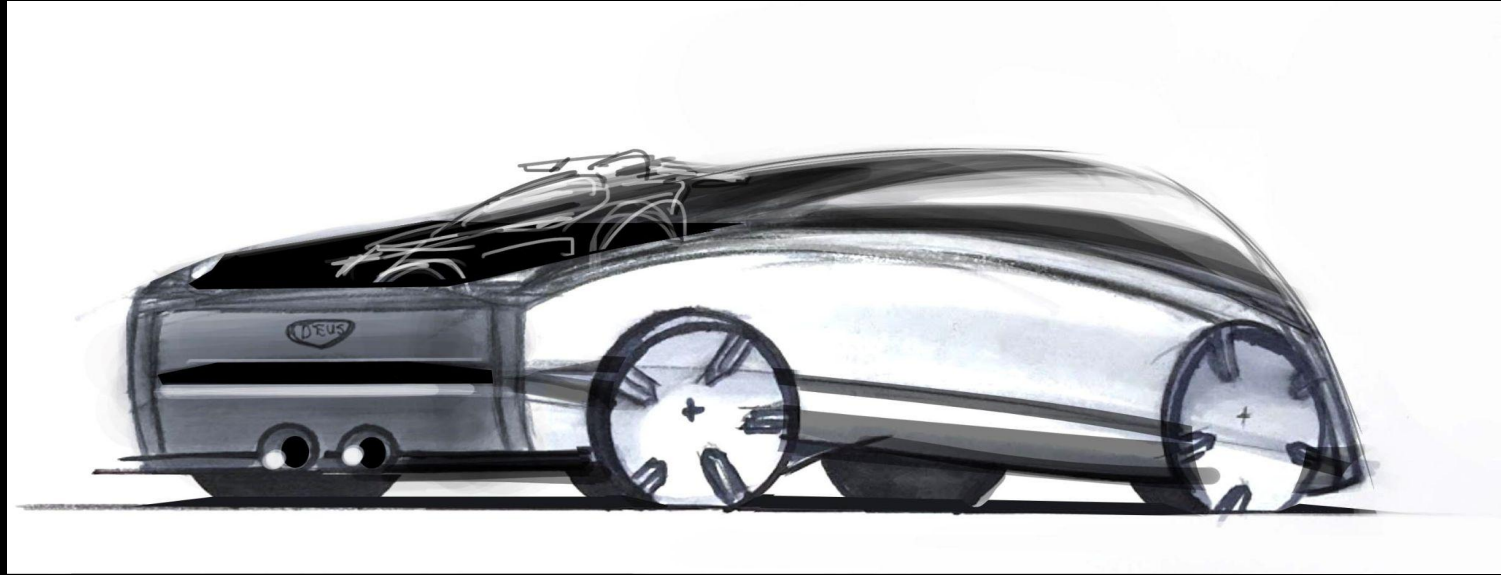
Concept Development



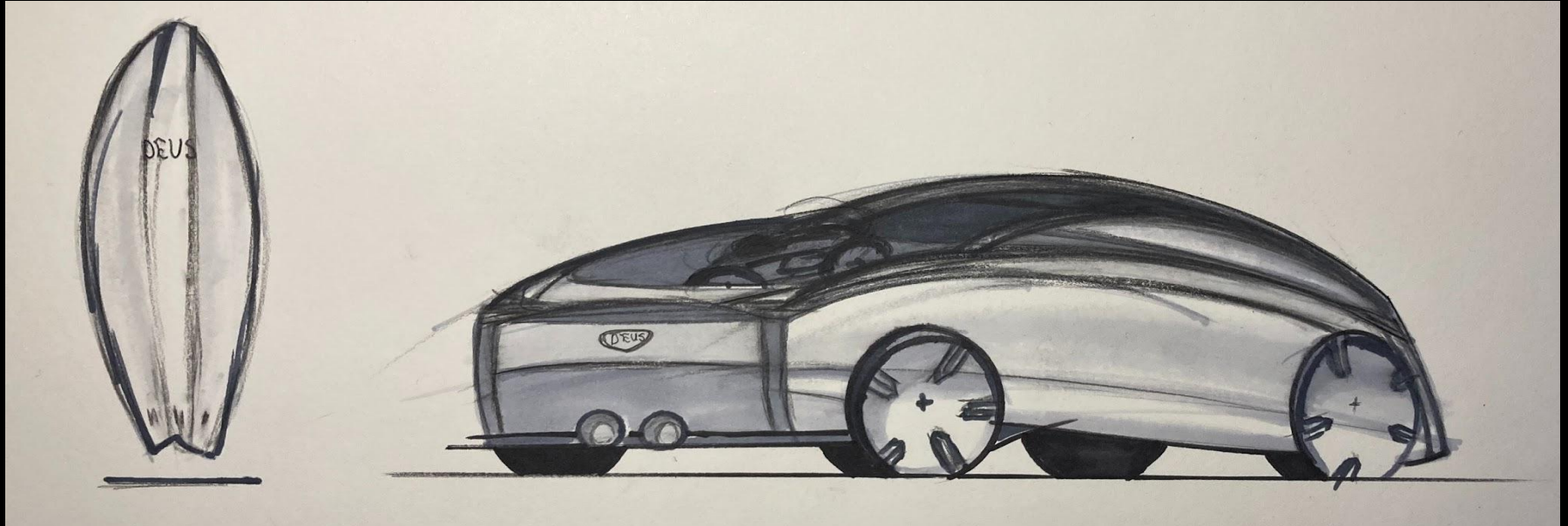
Renderings



Renderings



Product Concept



An authentic custom vehicle for the artistic enthusiast who desires a unique yet futuristic vehicle to explore their passions