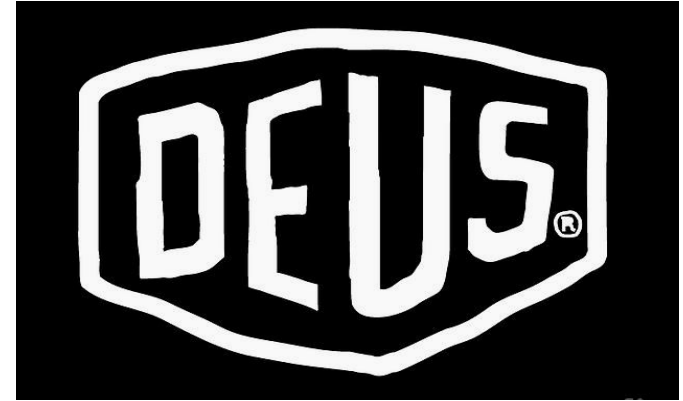
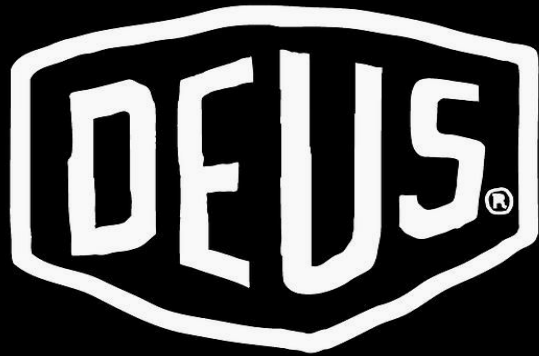




DEUS Co-branding assignment

George Legget

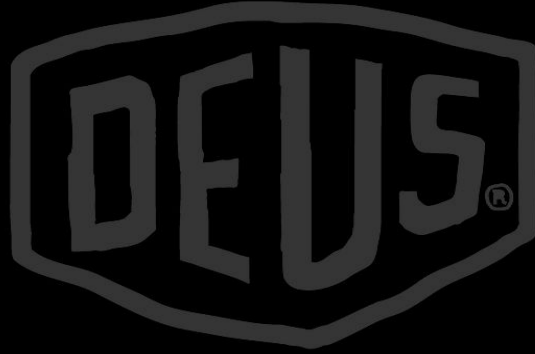


Mission statement

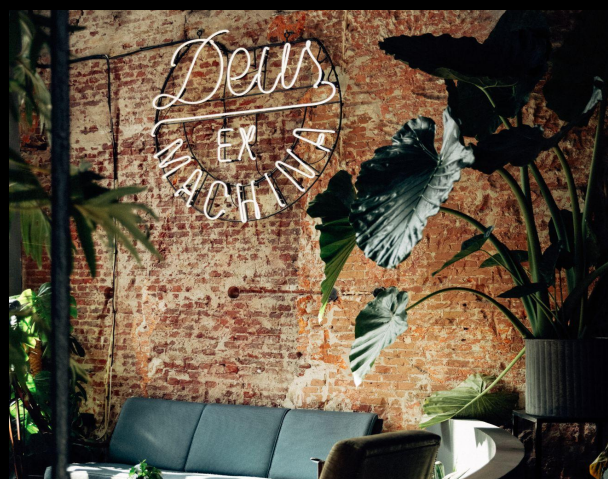
An authentic custom vehicle for the artistic enthusiast who desires a unique yet futuristic vehicle to explore their passions

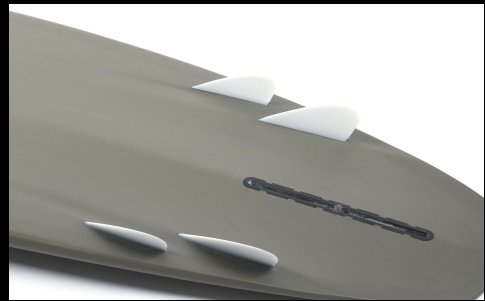
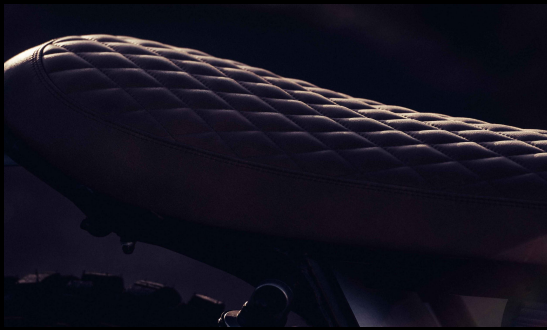
Branding

- *Classic industrial style*

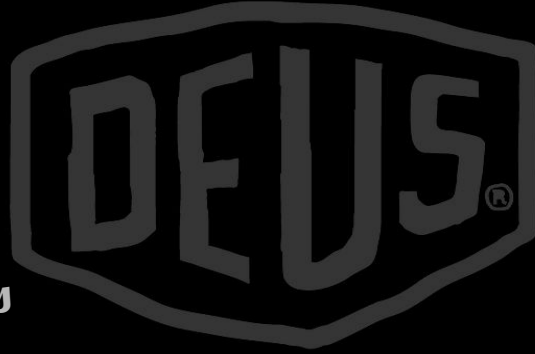


- *Post-modern activities - surfing, music, art, fashion, coffee, architecture, film, travel*
- *Authenticity - a vehicle for passion, not practicalities*





Vehicle functions



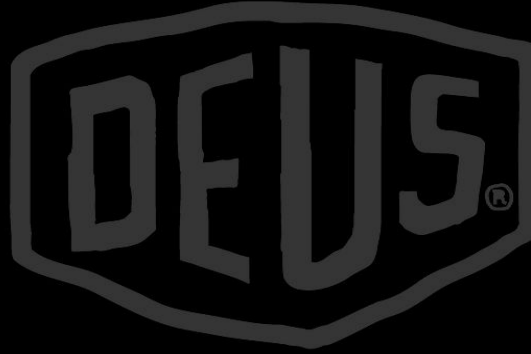
- *Utility for customer hobbies*

- *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



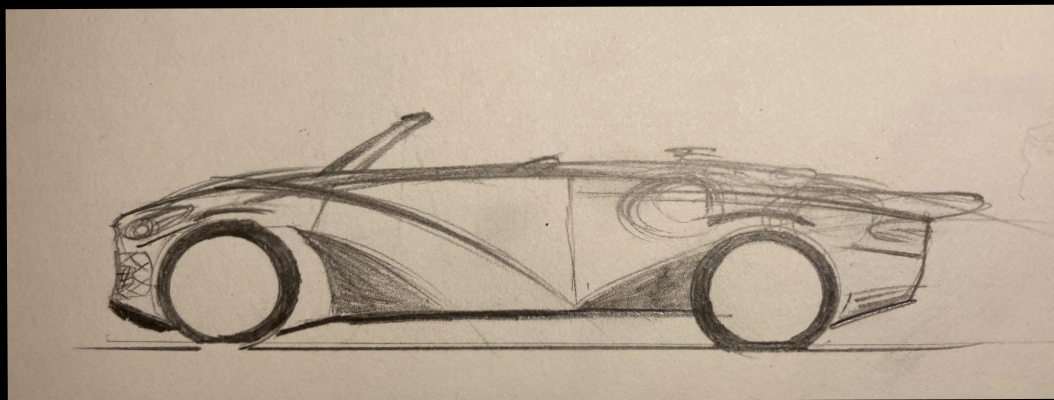
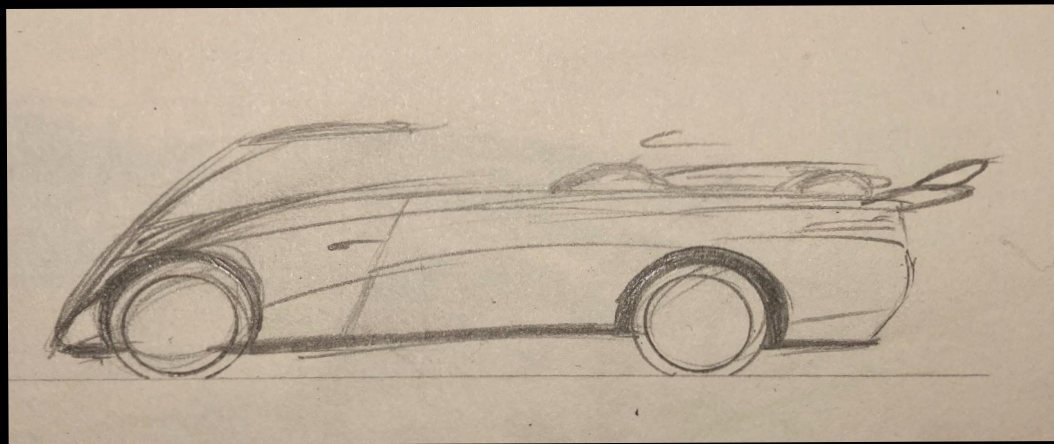
User profile



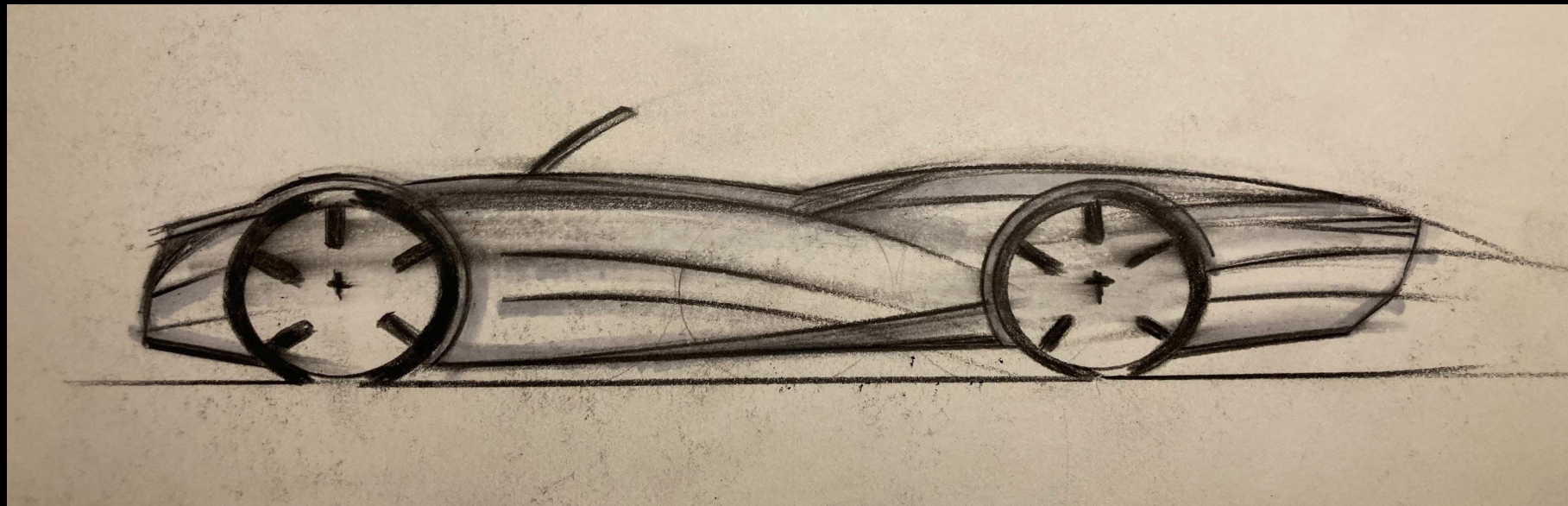
User profile



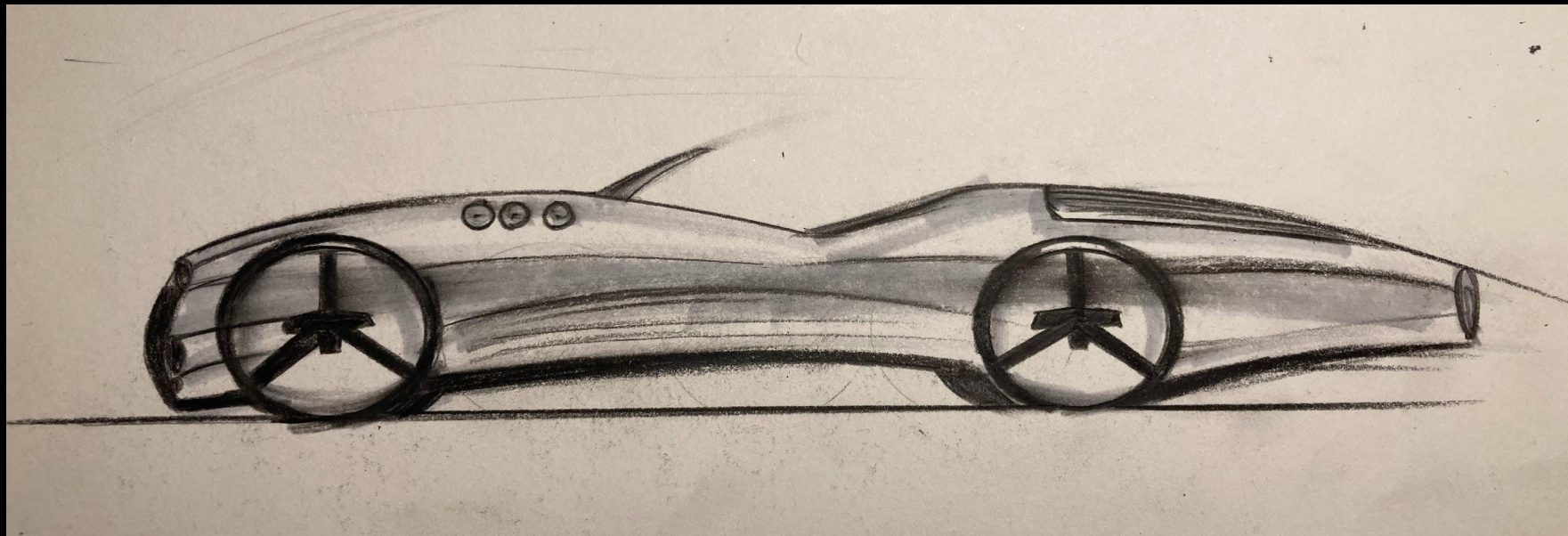
Concept Development



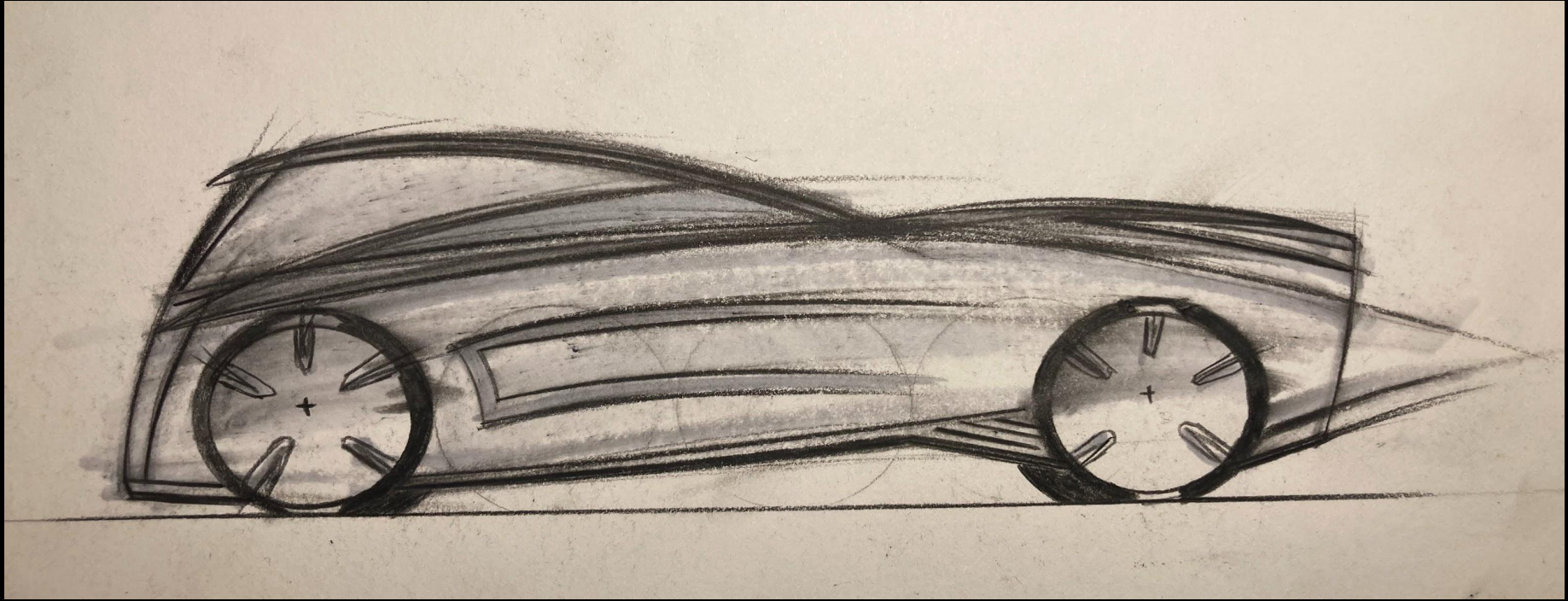
Concept Development



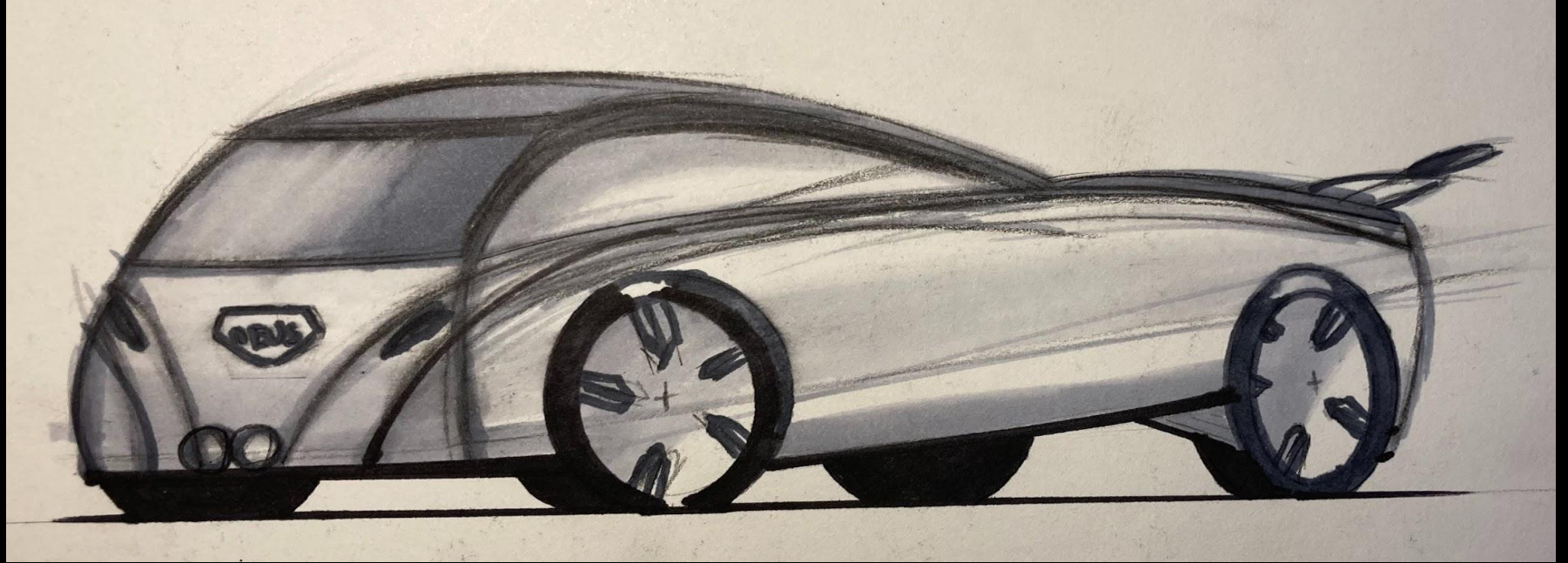
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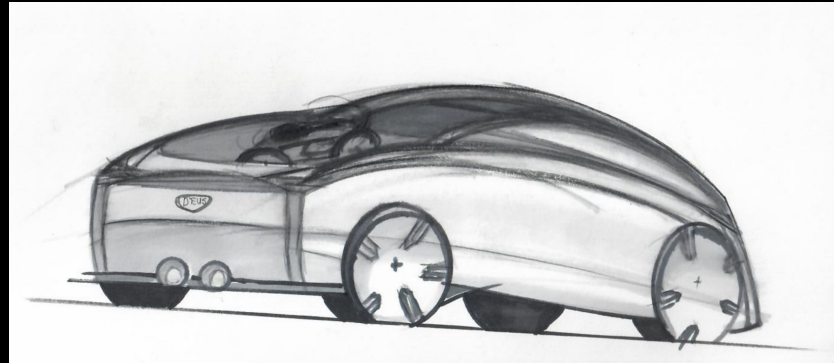
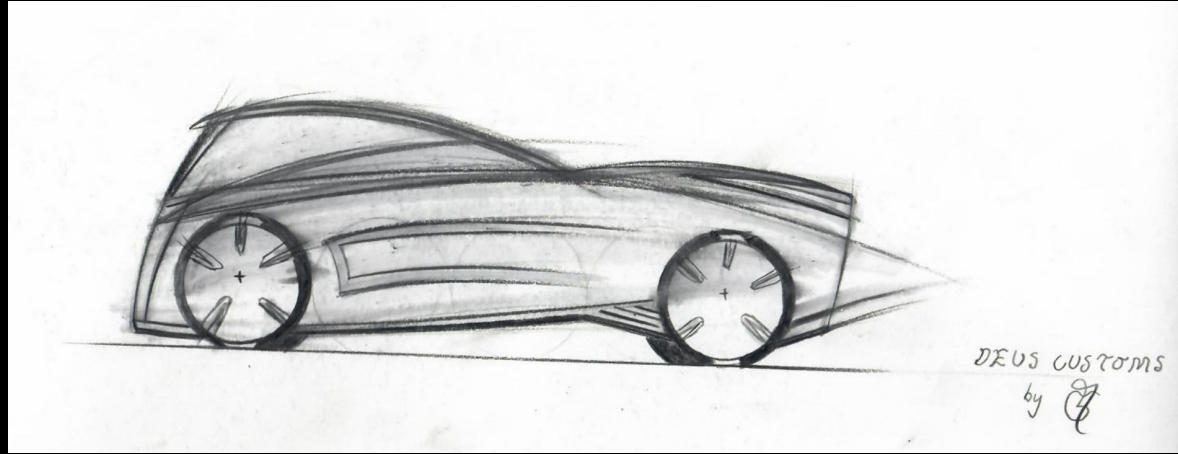
Concept Development



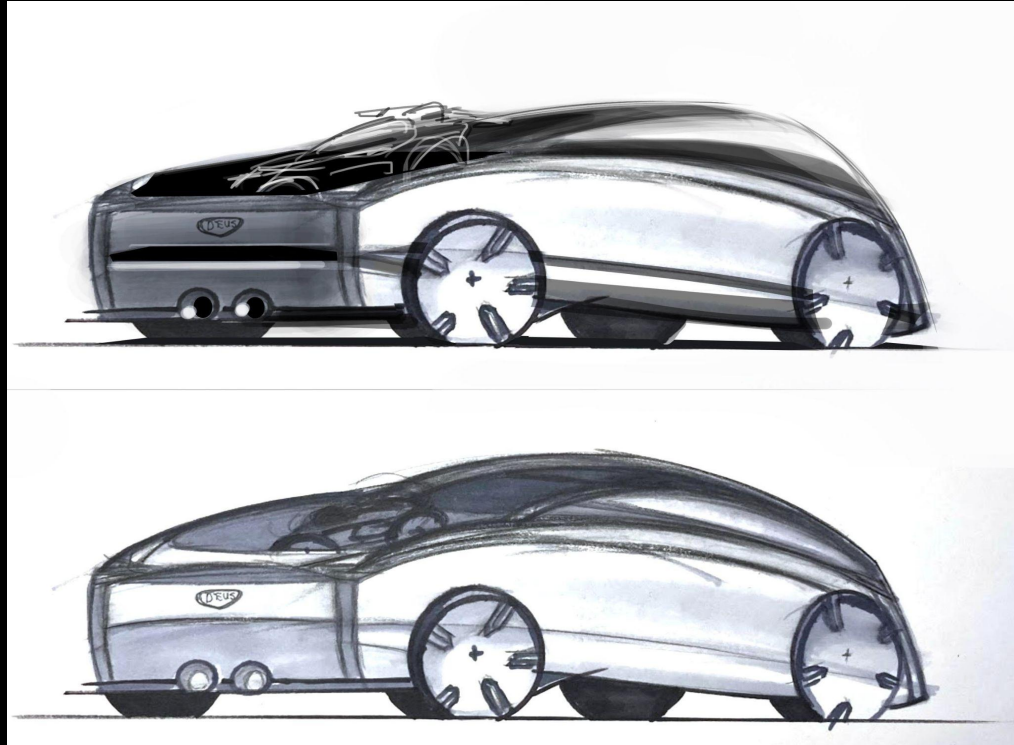
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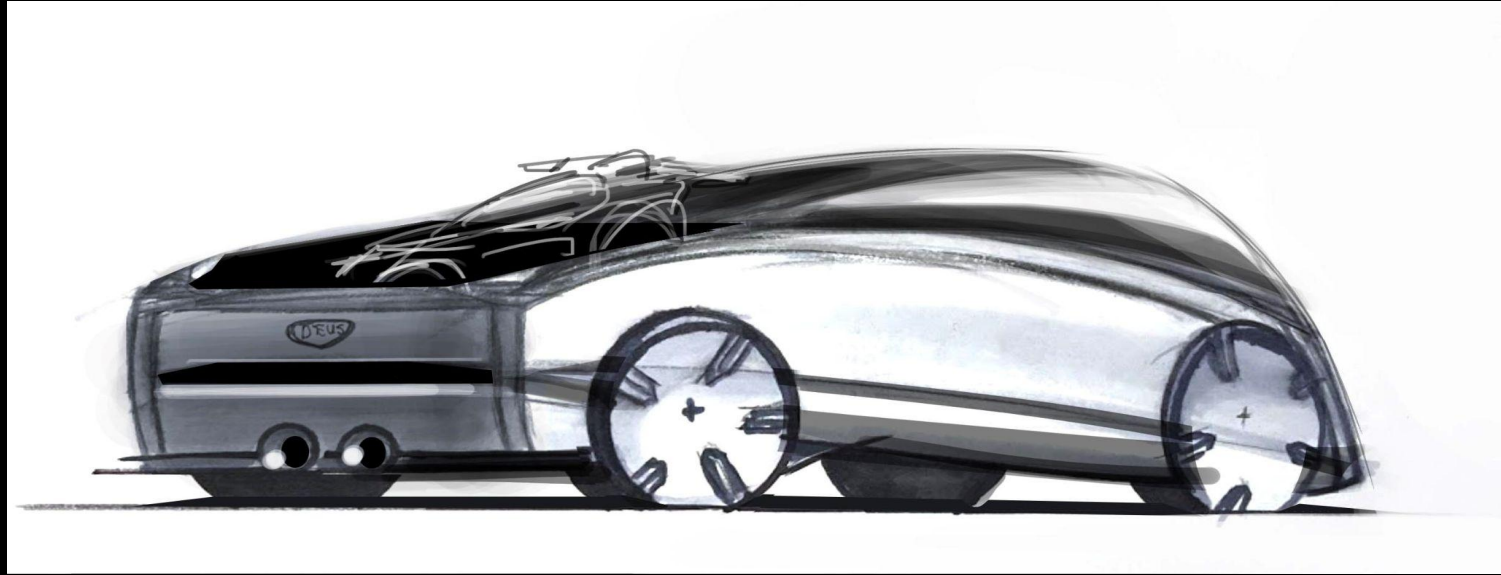
Concept Development



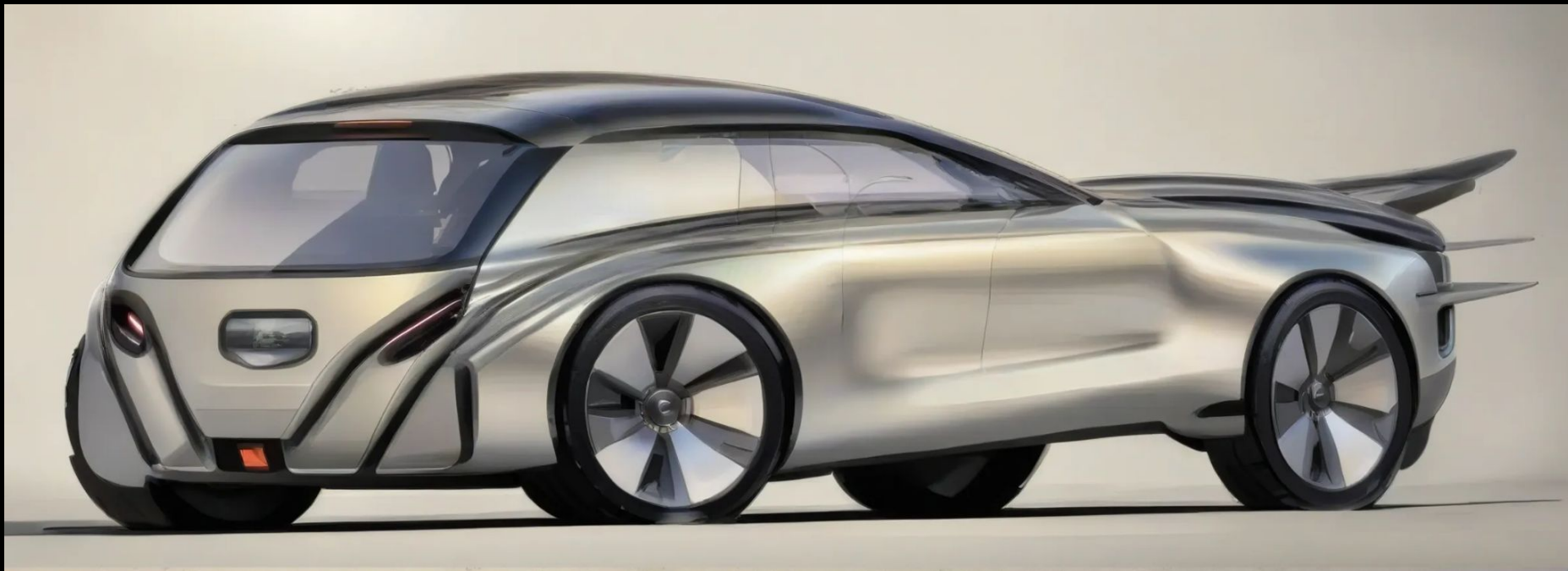
Renderings



Renderings



Renderings



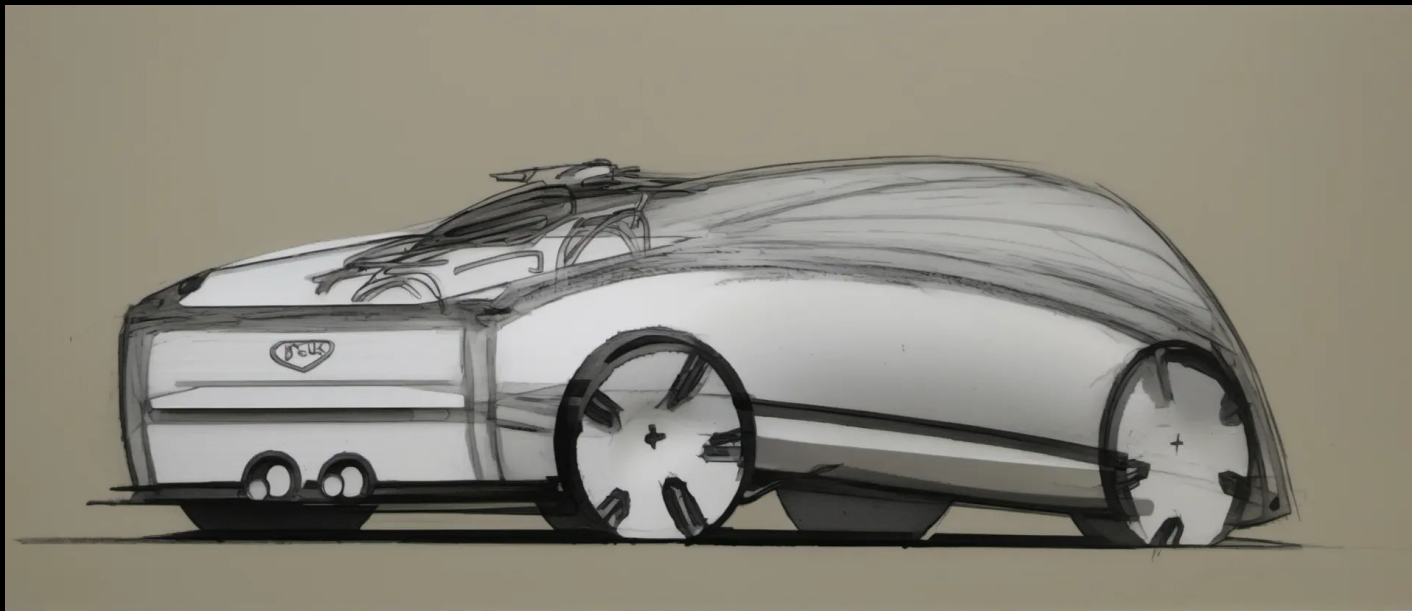
Rendered with Vizcom AI

Renderings



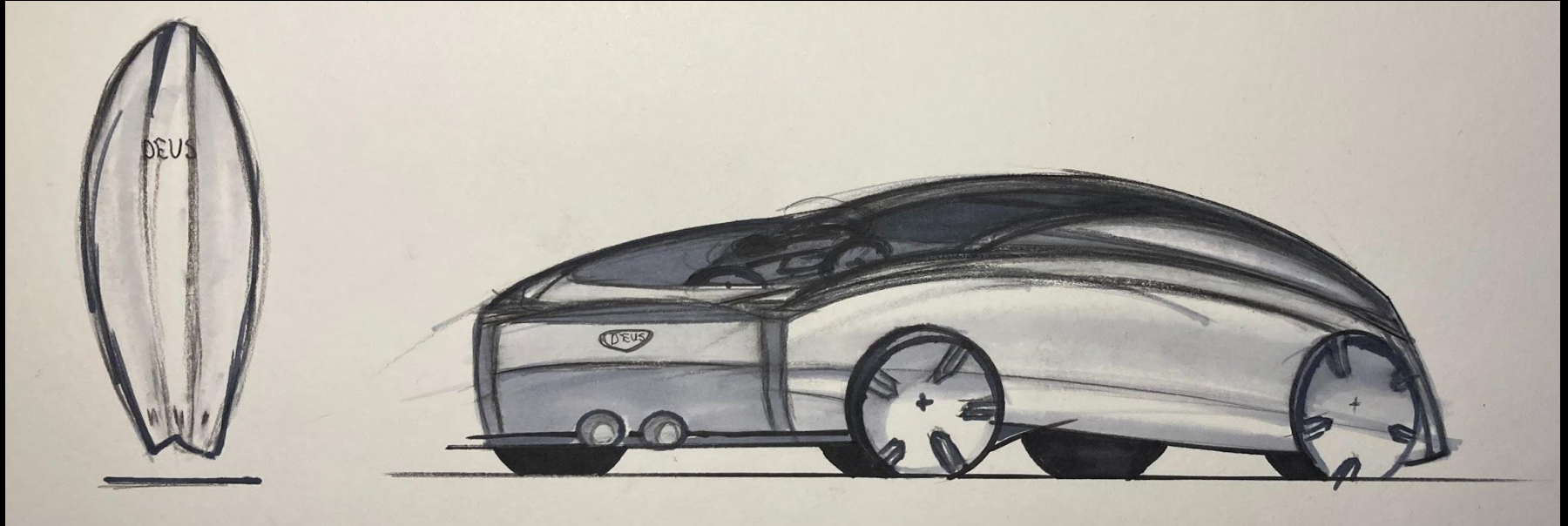
Rendered with Vizcom AI

Renderings



Rendered with Vizcom AI

Product Concept



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