ArtCenter

ACX

Tesla Cybertruck Redesign Assignment

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TESLA

DESIGN CRITIQUE

- Wedge shape body profile - highly unconventional
- Rear sail-plane forms structural rigidity of car
- Body-on-frame construction not desirable for tesla battery electric vehicle

Graffiti marketing font highlights rebellious unconventional design philosophy

Very long wheelbase and high ride height make vehicle hard to maneouver in city streets or urban environments where it is likely to be driven

Thick pillars (A/B/C) offer poor front and rear visibility

Rear tailgate is too high to be practical for loading

Electric powertrain allows for very low frontal area and for cab to be pushed forward

Flat sharp panels accentuate rugged style and are very simple for tooling/stamping processes so much cheaper than complex geometries However they do not have good Noise/Vibration/Hardness and aerodynamic properties

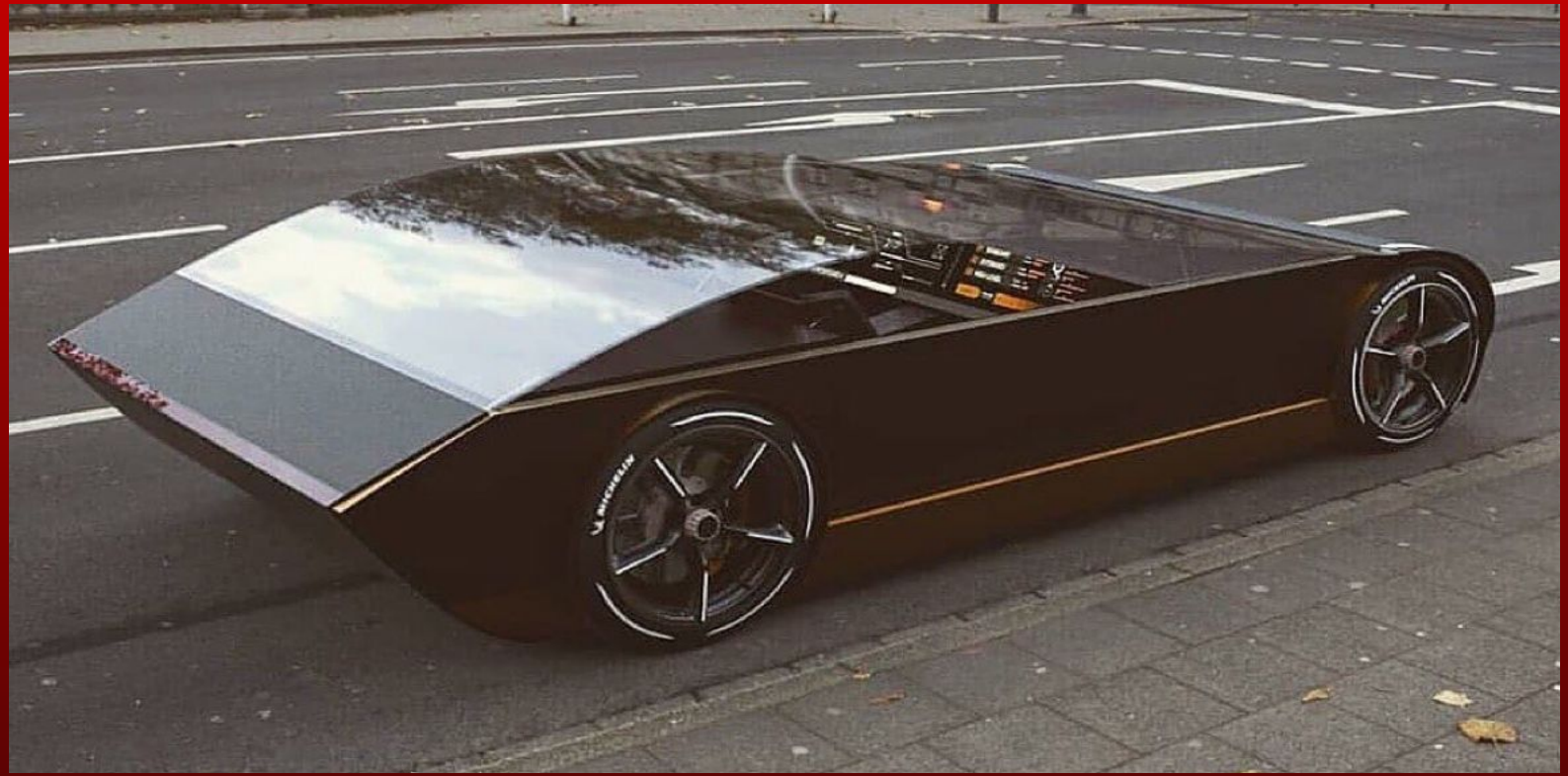
Sail plane design offers very poor side loading accessibility to the truck bay, an important feature for work trucks

OTHER DESIGNS

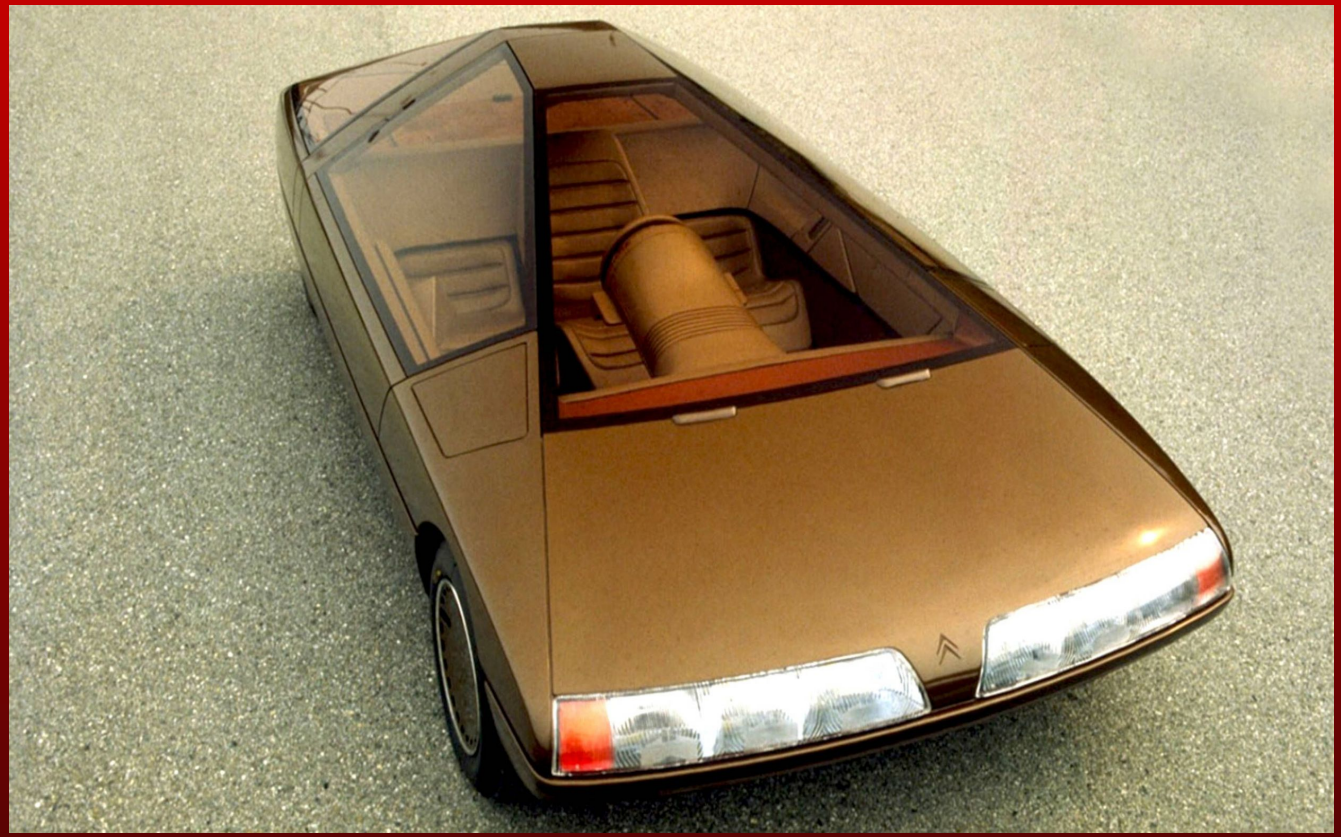
OTHER DESIGNS

OTHER CONCEPTS

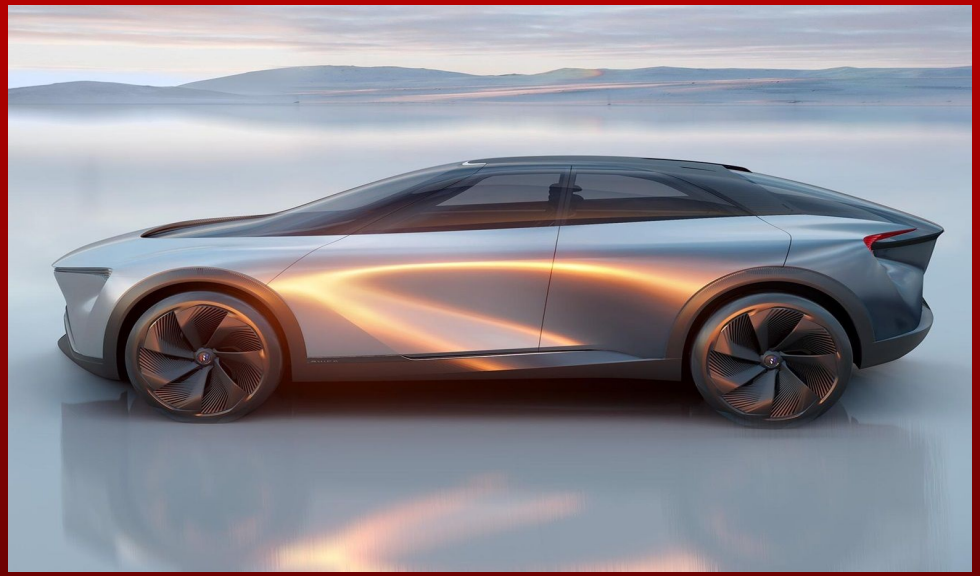
CYBERWAGON



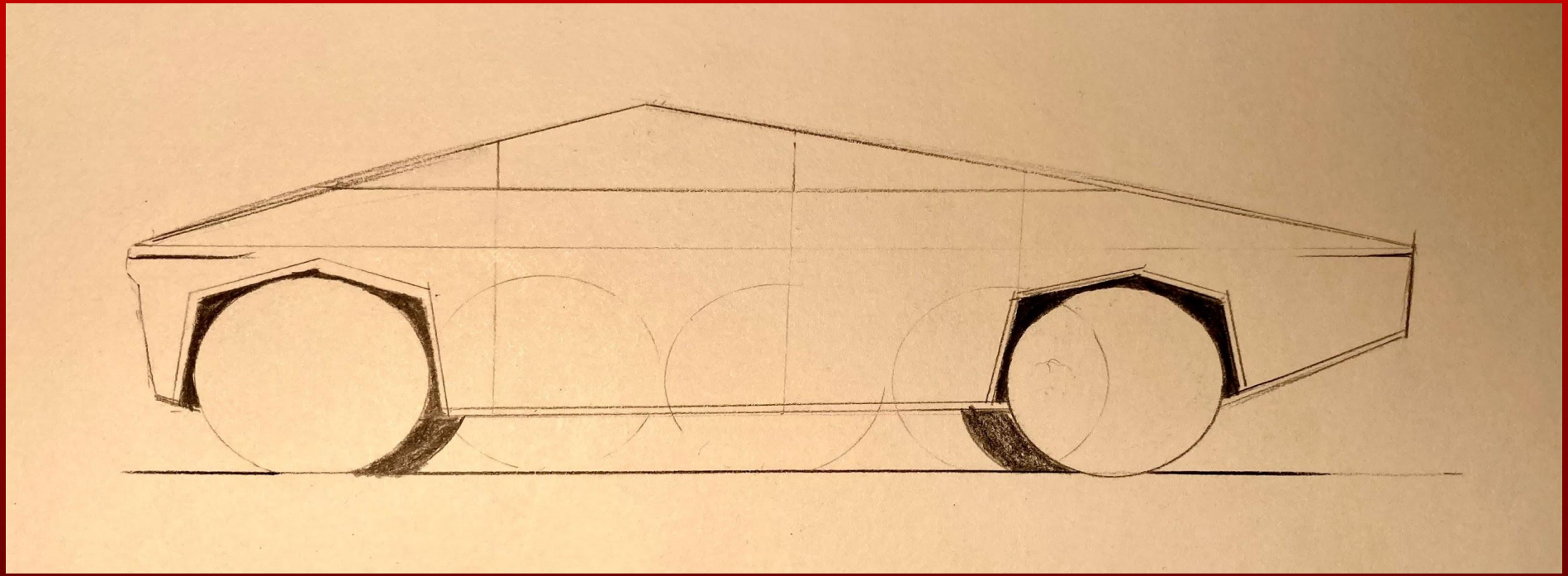
1980S CITROEN KARIN



BUICK ELECTRA CONCEPT



DESIGN DEVELOPMENT



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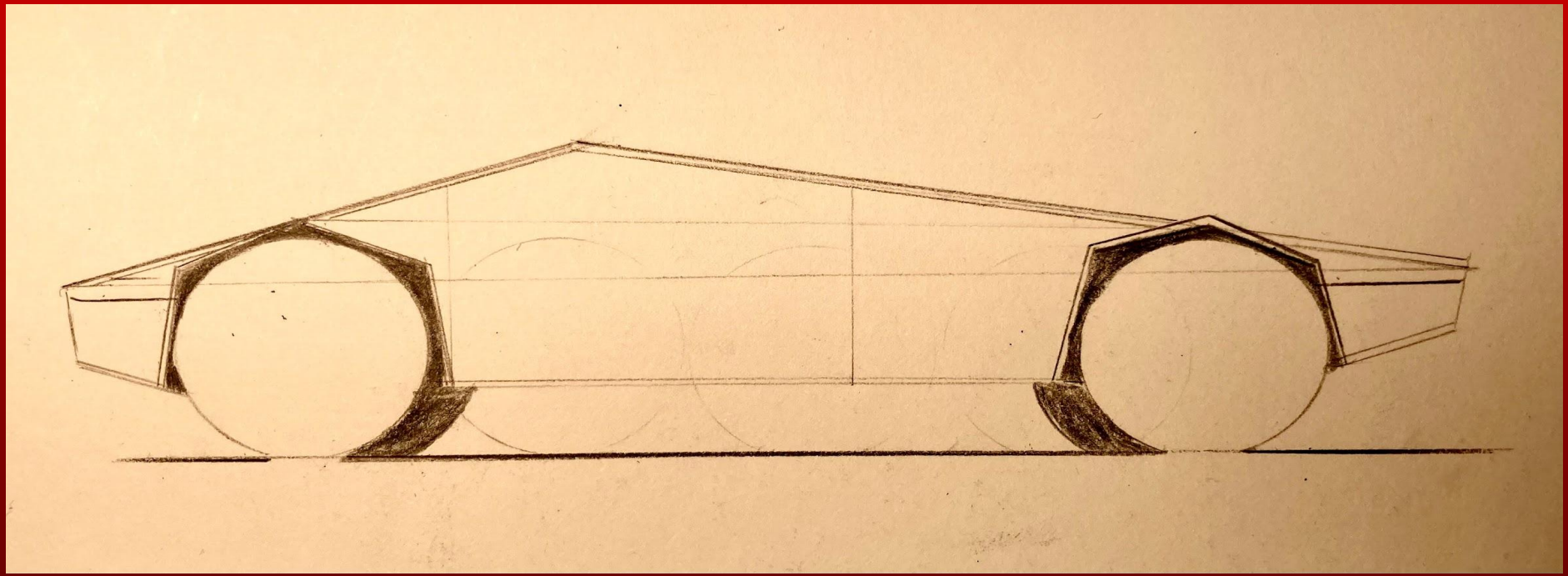

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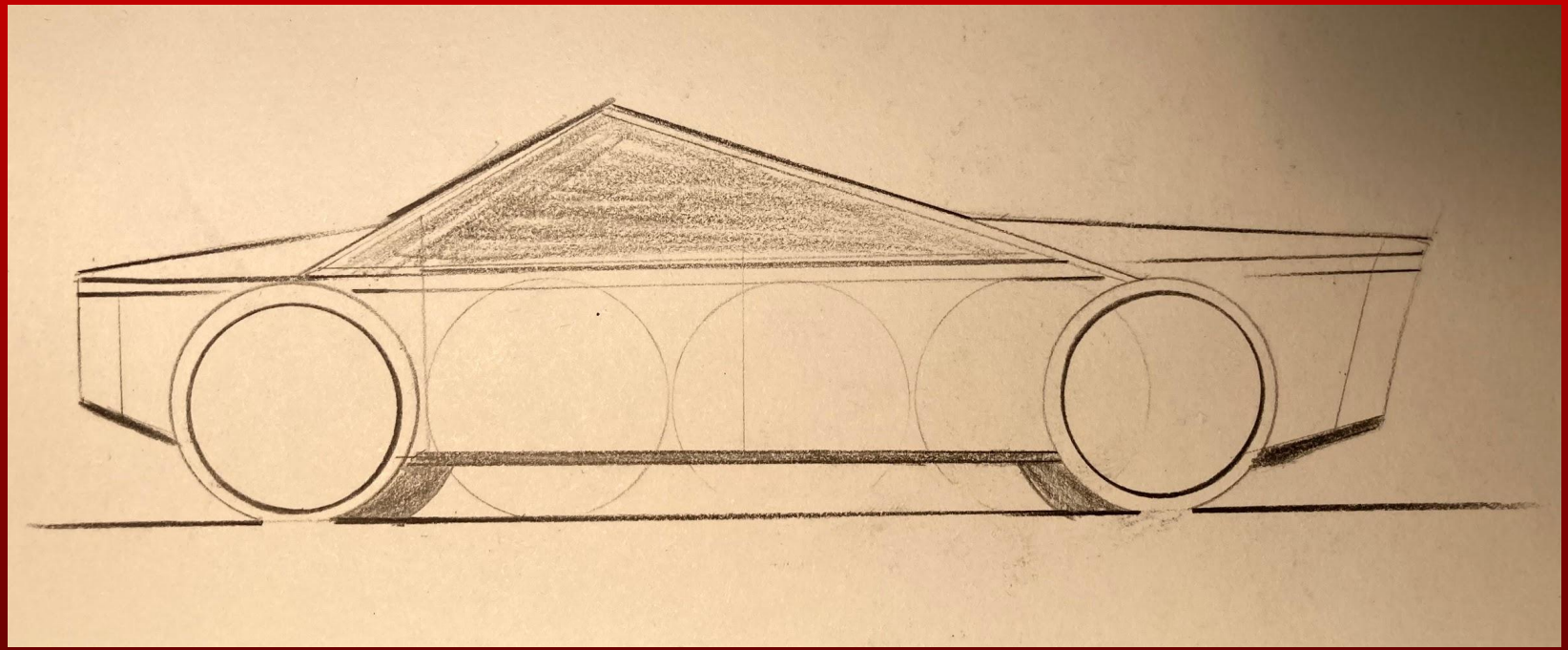

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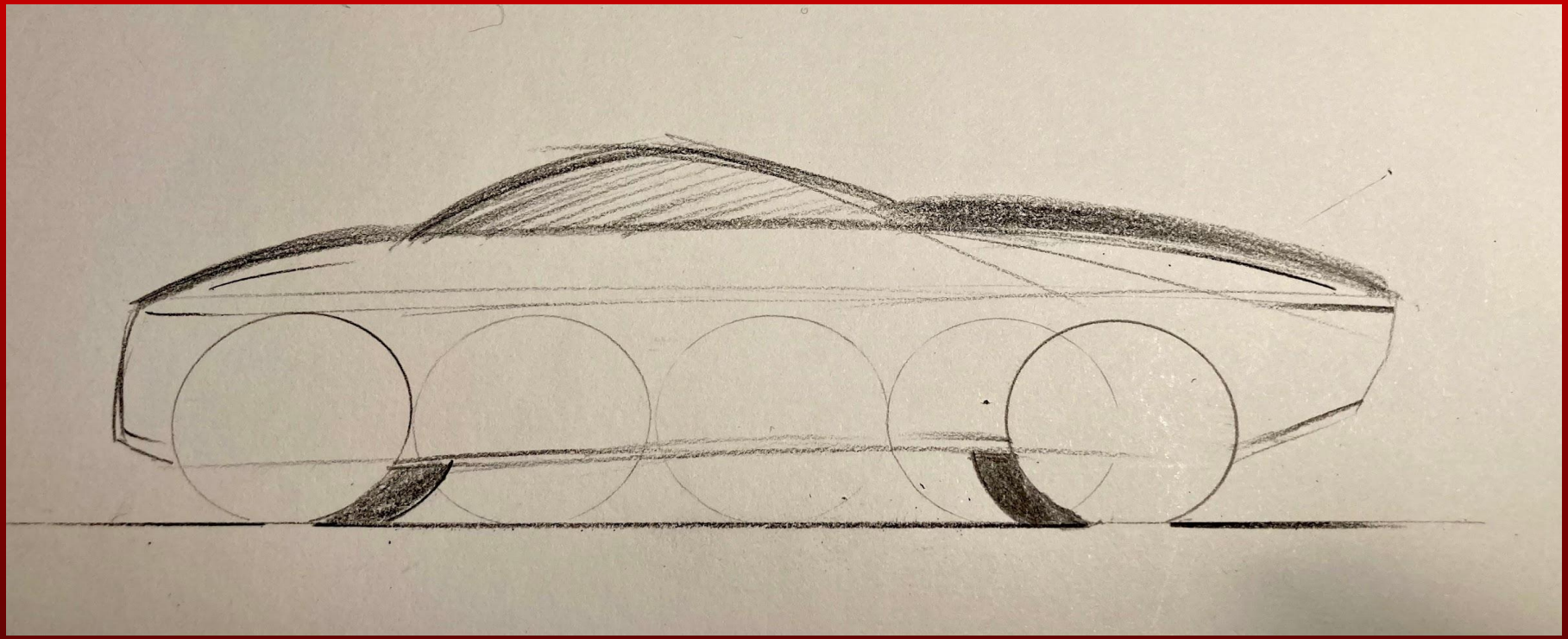

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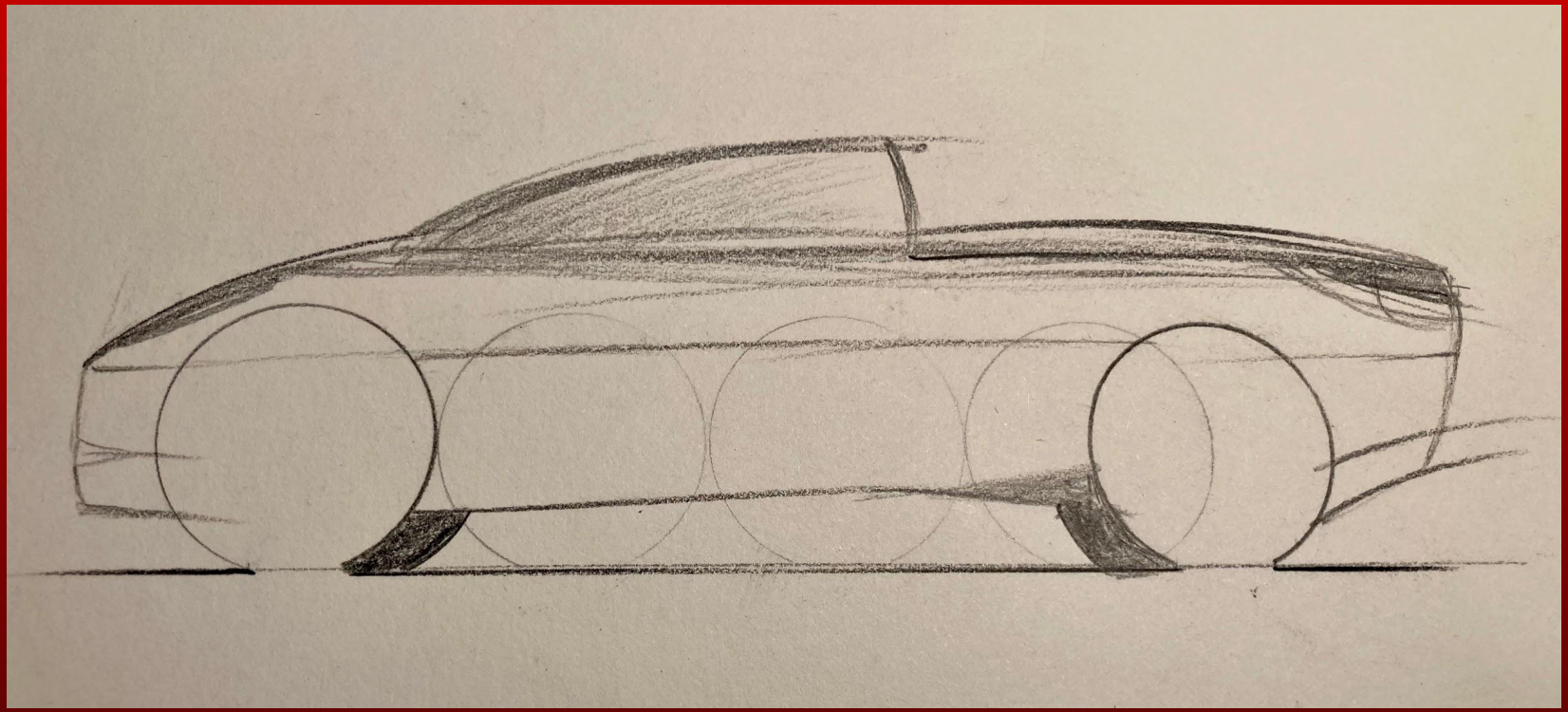

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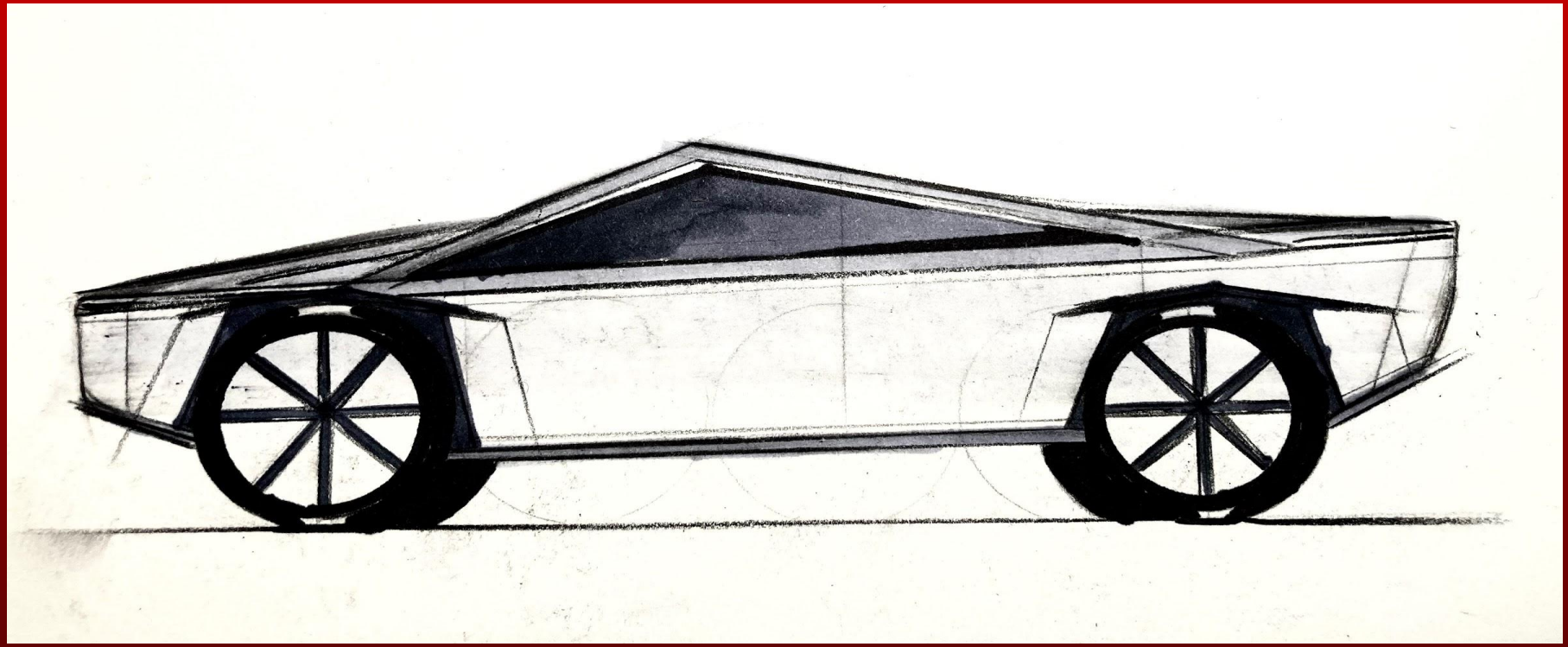
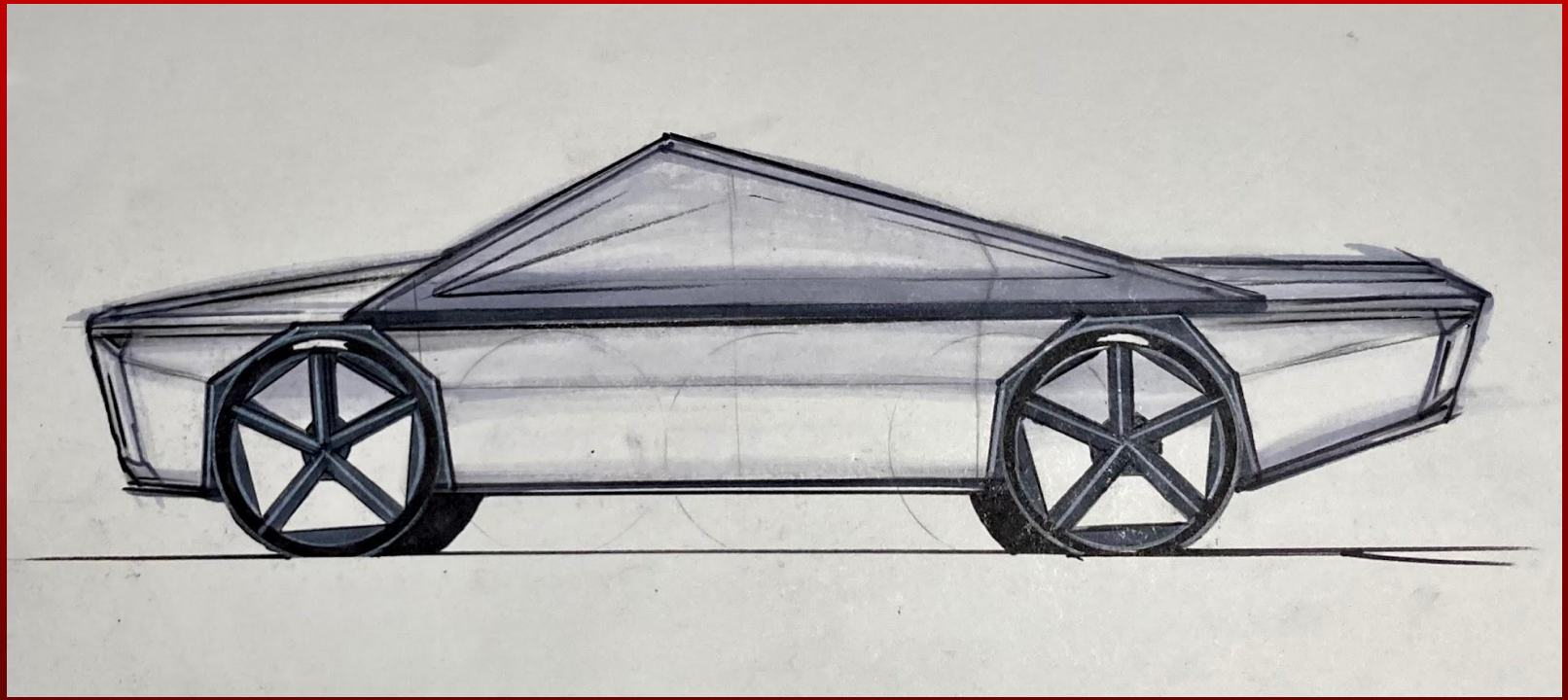


FINAL RENDERS



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