



# INDUSTRY LEADING AUTOMOTIVE MANUFACTURER

## CUSTOMER CHALLENGE

This well-known automotive manufacturer was challenged to grow market share in some new key automotive class categories. Historically, the design process has led to some vehicles taking longer to design than expected, with internal design reviews delaying expected product release dates. As well as speed to market the aesthetic look and feel of the vehicle was critical to the brand.

## PROJECT GOALS

The customer's target was to release the new vehicle by a non-negotiable deadline. They also wanted to design an aesthetically pleasing vehicle platform that would allow for more options in the future.

## SOLUTION

Man and Machine helped this client to implement a full solution including Class A design, colour, trim design and refinement, as well as helping to speed up the design review process with live real time visualisations. Man and Machine trained, supported and managed the assets of this customer.

## BUSINESS OUTCOMES

The customer was able to successfully meet and exceed the initial release date deadline. This meant they had the opportunity to plan and build marketing information ahead of schedule. They are now able to effectively design, review and change all elements of both the exterior and interior for any future new vehicles.

## CONCLUSION

Man and Machine helped this client to meet and exceed all business outcomes using the Autodesk Industrial Design and Visualisation tools. They exceeded all initial project goals and are now considering expanding the team into new markets.