

Electric Vehicle System Integration and Architecture Workshop

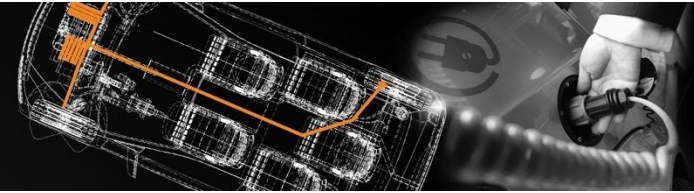
Customized Design of Electric Vehicles

Berlin, 30 June 2011

Micha Lesemann

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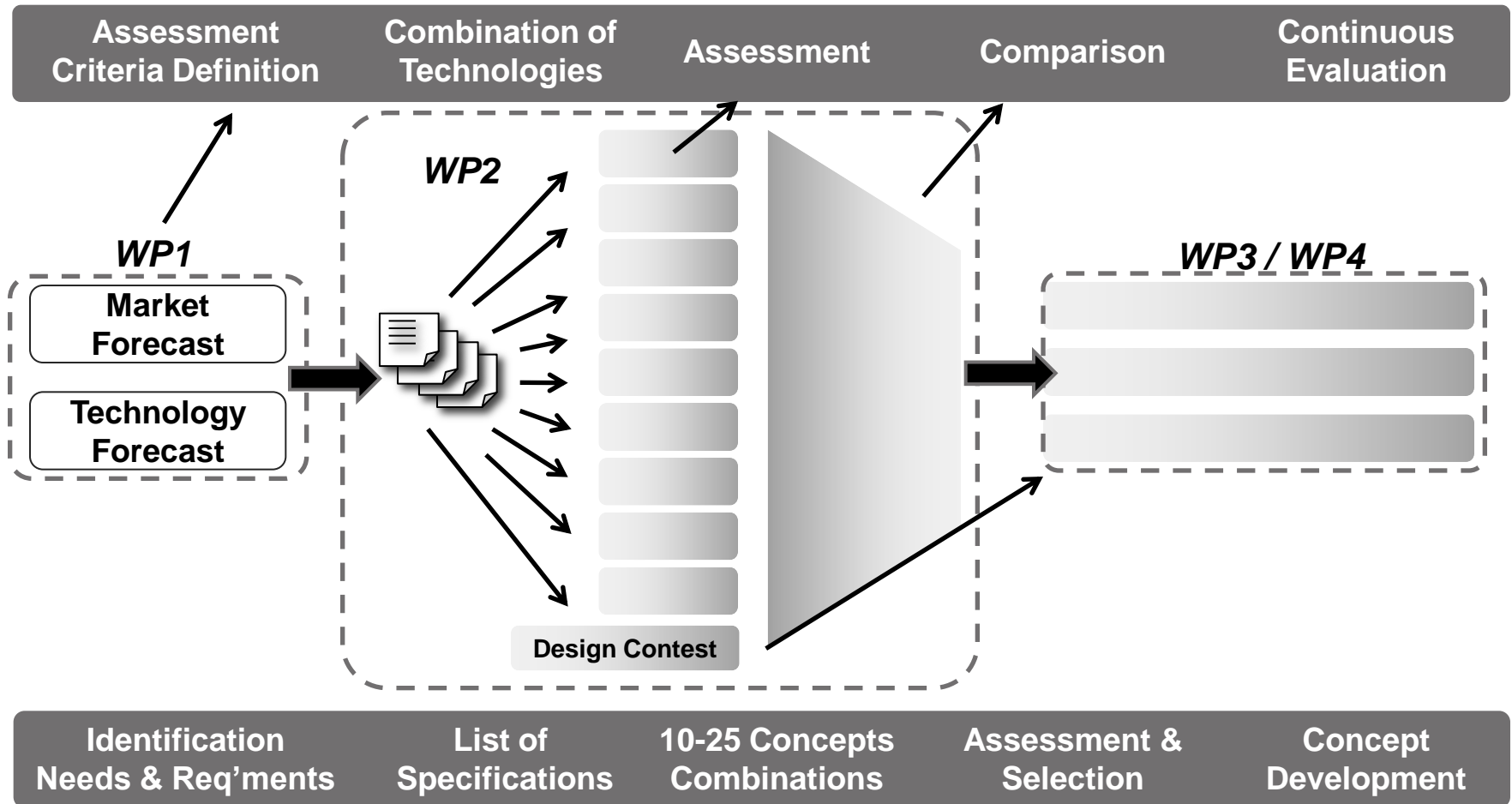
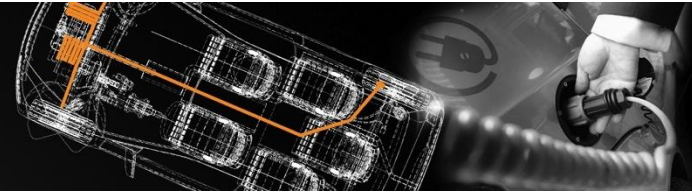
ELVA Project Objectives, Content & Scope



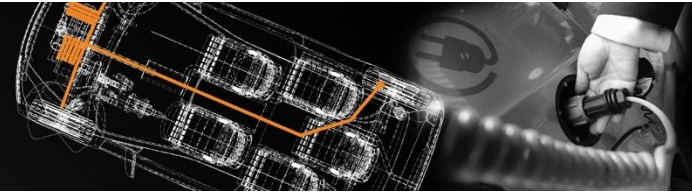
- Exploration and identification of conceptual design options for EVs
- Assessment of electric drive technologies and components by 2020
- Understanding of customer preferences of EVs
- **Development of vehicle concepts following a purpose design approach**
- **Qualitative assessment of three vehicle concepts**
- Compilation of design practices/rules/freedoms & limitations for urban EVs



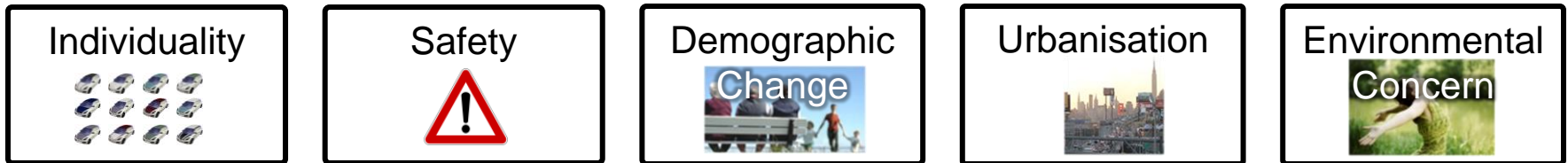
ELVA Project Approach



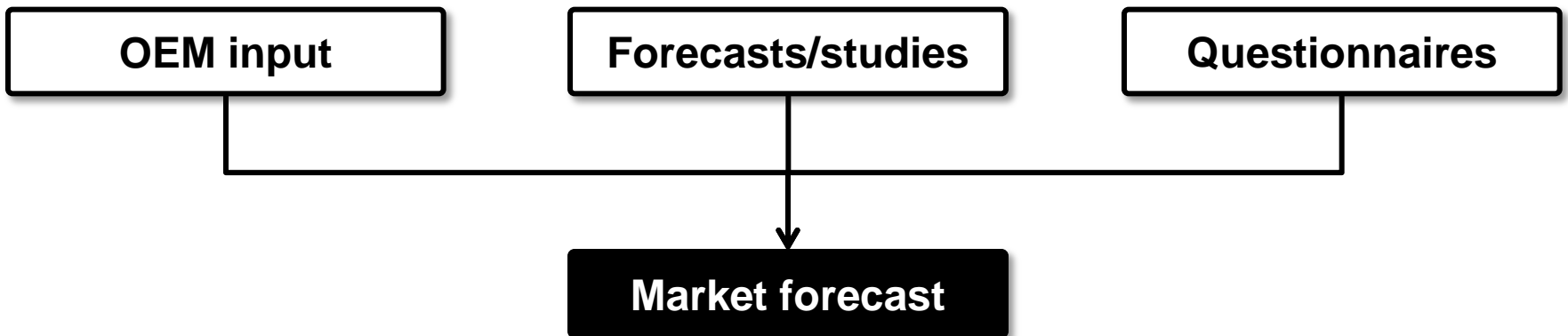
Customer Requirements Factor Analysis



Main Influencing Factors

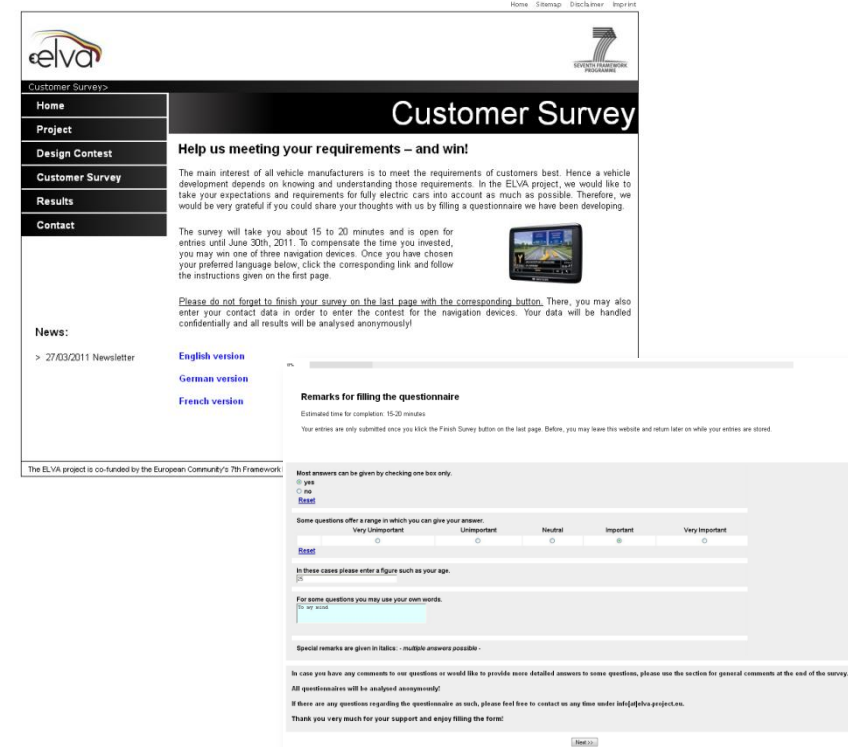


Analysis Input



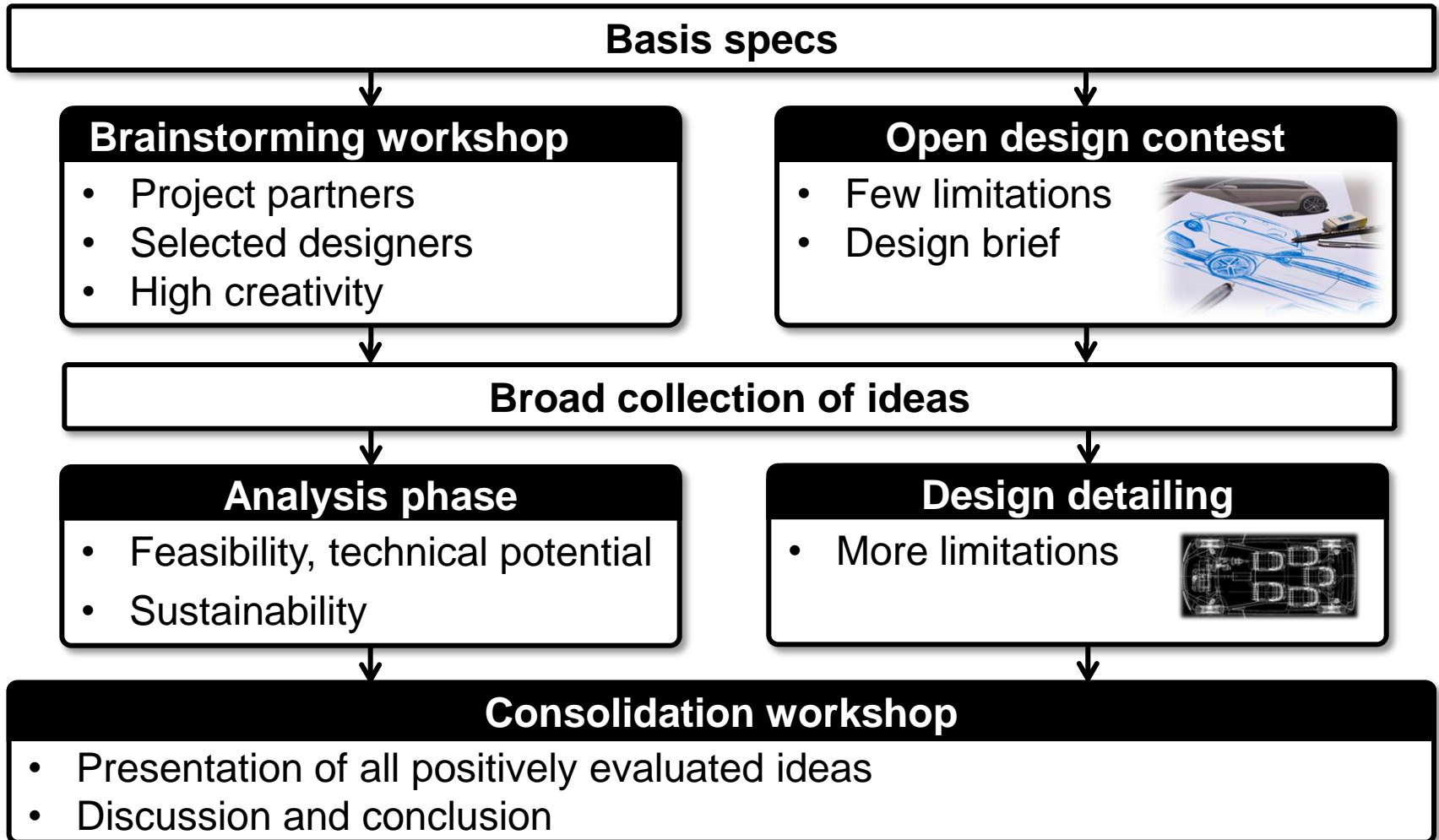
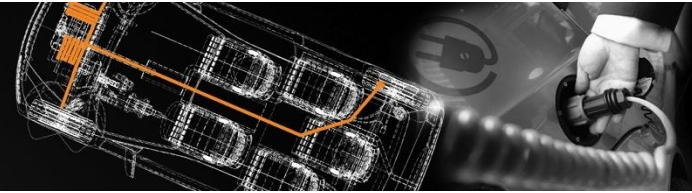
Customer Requirements Survey

- Customer requirements are analysed by a large scale survey which is still running.
- It can be accessed under www.elva-project.eu/survey.html
- The survey is open until 30 June 2011.
- Please share your opinion with us and encourage also colleagues, friends & family to join this survey!

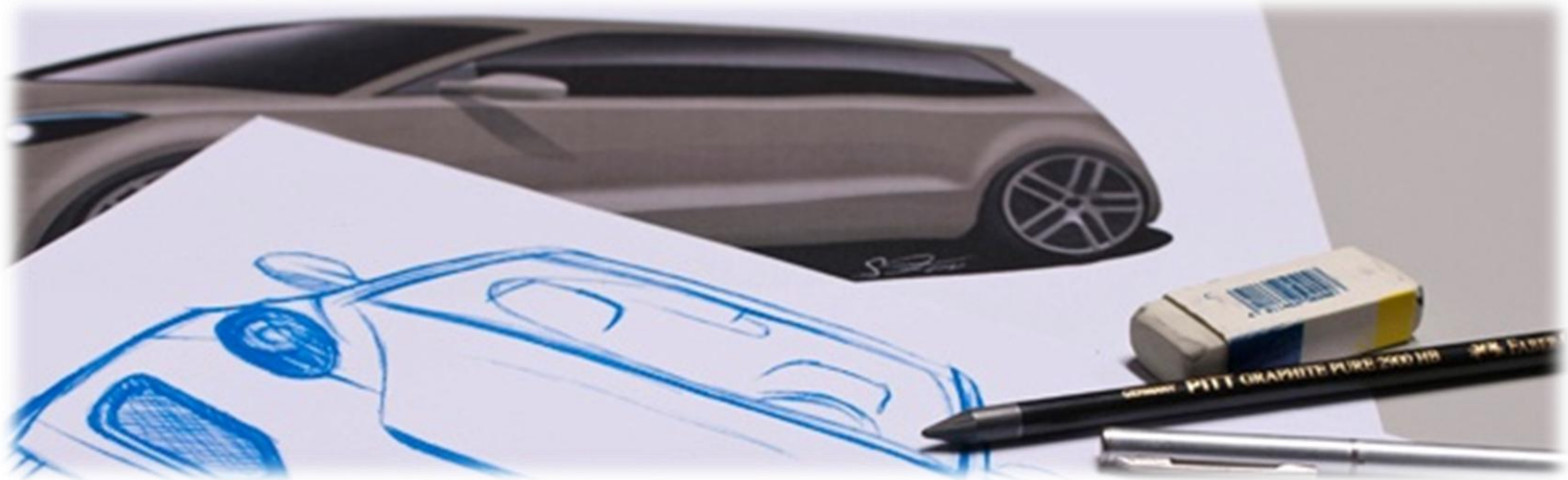
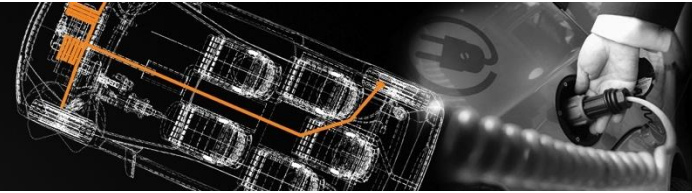


The screenshot shows the ELVA Customer Survey website. The header includes the ELVA logo and the text 'Customer Survey'. A navigation menu on the left lists: Home, Project, Design Contest, Customer Survey, Results, and Contact. The main content area is titled 'Customer Survey' and features a sub-header 'Help us meeting your requirements – and win!'. Below this, there is a paragraph explaining the survey's purpose and a small image of a car. A 'News' section lists a '27/03/2011 Newsletter'. At the bottom, there are links for 'English version', 'German version', and 'French version'. The bottom of the page contains a 'Remarks for filling the questionnaire' section with instructions and a 'Next' button.

Concept Definition Approach

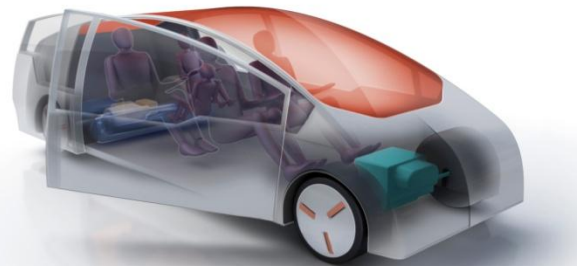
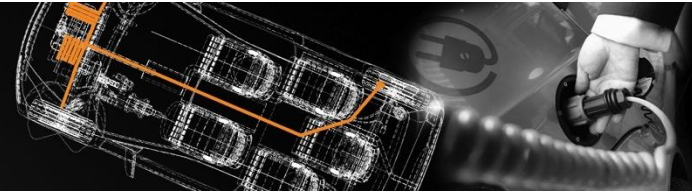


Concept Definition Design Contest

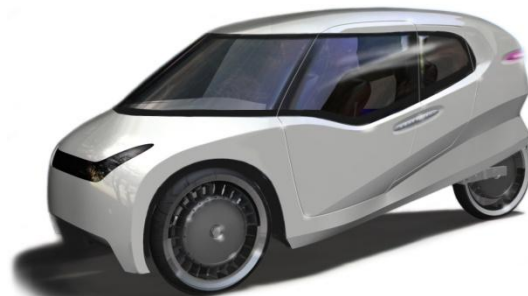


- A two-stage design contest will be arranged involving design schools, freelance designers and every interested person.
- Stage 1: open design contest with few limitations
- Stage 2: design detailing with further technical requirements
- A winner's ceremony is scheduled for December.

Customer Perception Design Ideas

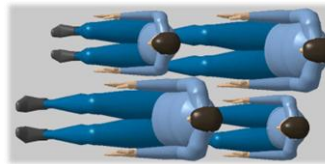
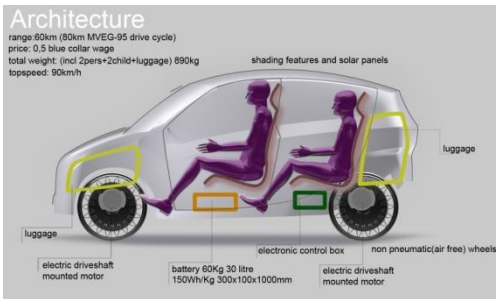
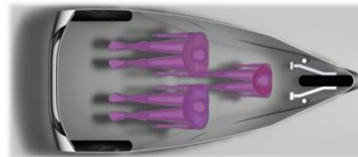
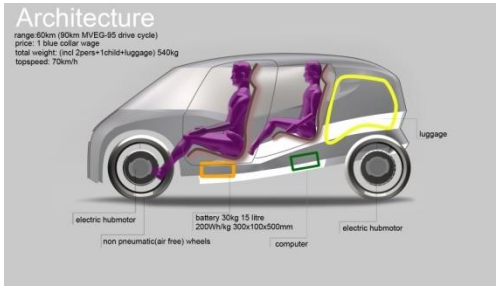
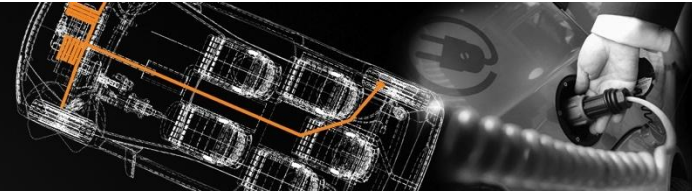


SEVS
SAFE, EFFICIENT VEHICLE SOLUTIONS

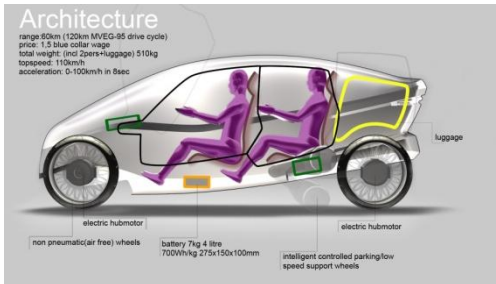


Source: SEVS project

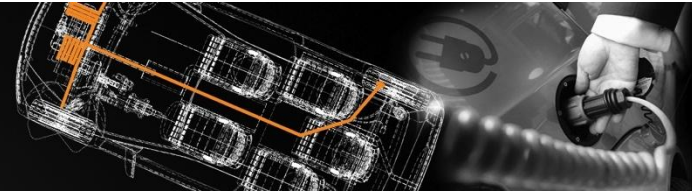
Customer Perception Acceptance



But: does the customer accept this?



Source: SEVS project

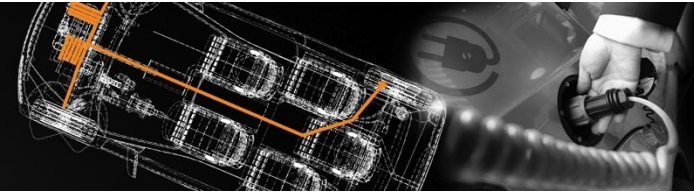


Thank you very much for your attention!

www.elva-project.eu



Contact



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