

ANKIT SONI
TRANSPORTATION DESIGN

PORTFOLIO

2K18





ANKIT SONI

DOB 15-03-1996
Phone 7763025679
email ankit.soni@adypu.edu.in



ABOUT

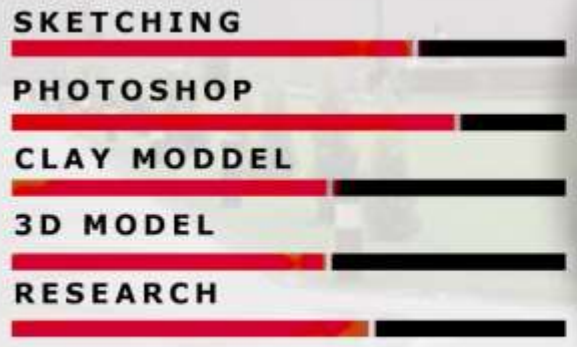
Hi ! WELCOME TO MY PORTFOLIO

I have just completed my Masters in Automobile Design from DYPDC College Of Automobile Design Pune. I am passionate about exciting and challenging field of automobile design, transports had always been attracting me since very young age, I am very optimistic will give 100% no matter what work i do.

EDUCATION

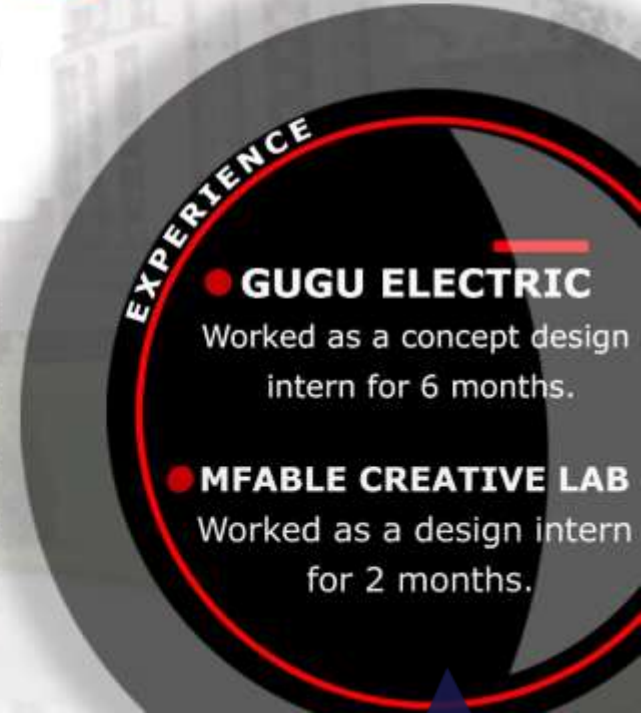
- 2018** M.Des in Automobile Design
DYPDC School of Design "Pune"
- 2016** B.COM (Accounts hons.)
Magadh University "Patna"
- 2013** Higher Secondary (commerce)
May Flower School "Patna"
- 2011** Secondary
St Paul's High School "Patna"

SKILLS



H O B B I E S

-  [/in/ankit-soni-b3580b13b/](https://in.linkedin.com/in/ankit-soni-b3580b13b/)
-  [/ankitsonicc84d](https://www.behance.net/ankitsonicc84d)
-  [/ankit_soni31](https://www.instagram.com/ankit_soni31)



- GUGU ELECTRIC**
Worked as a concept design intern for 6 months.
- MFABLE CREATIVE LAB**
Worked as a design intern for 2 months.

INDEX

1 ROBO RACE

2 HYUNDAI

3 Kizashi

4 Lamborghini

5 AMBASSADOR

6 GUGU

01

Semi Autonomous Sail Car

Future racing scenario with vehicles using renewable energy sources

Design Project I
Under the guidance
Prof. Ashish Nar

ROBORACE



BRIEF

The race is going to be held in Rajasthan and Gujrat in between (mount Abu, Rann of Kutch and Thar desert) distance is about 400km .The race will starts from Mount Abu hills and will go from Rann of Kutch ,then to Dholavira (the Indus valley civilisation city) and then it will finally reach Thar desert.

RALLYCROSS

SPRINT STYLE
MIXED TERRAIN
ADVENTUROUS
ROUGH TERRAINS



> IDEA

Design a racing solution for the year 2030 – race vehicle
You can choose any 2W/ 4W brand in India and design the racer for the same

Designer can assume the racing scenario, race grid and track, and plan the power source and package based on sound research.

> RALLYCROSS?

Rally not necessarily need huge track investment,
Can use normal roads for race , have mixed terrain , unpredicted conditions .

MOUNT ABU



The salt desert

> SCENARIO

RANN

The thar desert

THAR

No man's land , barren land unfit for cultivation , less populated. Extreme conditions India's growing population will hardly leave any space for racing



Thar desert (India's largest solar power plant

RESEARCH

HERO RACING



HERO DAKAR RALLY
HERO CYCLE RALLY
MTB HIMALAYA

> ABOUT HERO MOTORS

Hero's colossal journey started before independence in 1944. The four Munjal brothers, hailing from a small town called Kamalia, now in Pakistan

> THE PAST

Hero Honda started its operations in 1984 as a joint venture between Hero Cycles (sometimes called Hero Group, not to be confused with the Hero Group food company of Switzerland) of India and Honda of Japan. Largest two-wheeler manufacturer in the world. 2006 Forbes list of the 200 World's Most Respected Companies has Hero Honda Motors ranked at 108.



BRAND MOODBOARD



> THE AI

Automated Transportation
Cyborg Technology
Taking over dangerous jobs
Robot as friends
Efficient

> ROLE OF AI

The role of AI in this race is very crucial, the vehicle will be powered by air and electric motor the ai will auto sense the need of power terrain according to situation and will switch over it. Since the race car will be a semi autonomous the human has to tear the sailcar and have to monitor the ai. The ai will measure the wind direction, will monitor the direction



> IDEATIONS

MOOD BOARD

FORM EXPLORATION



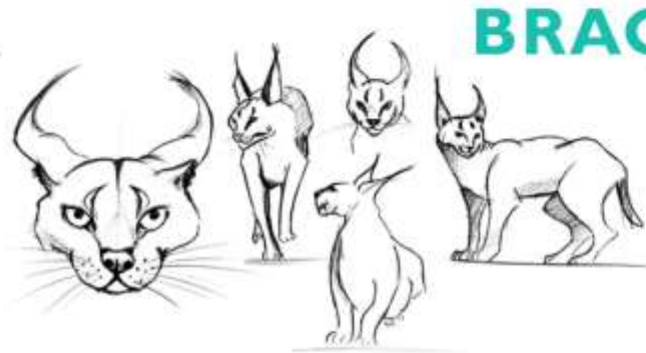
bionic



brace



CARACAL



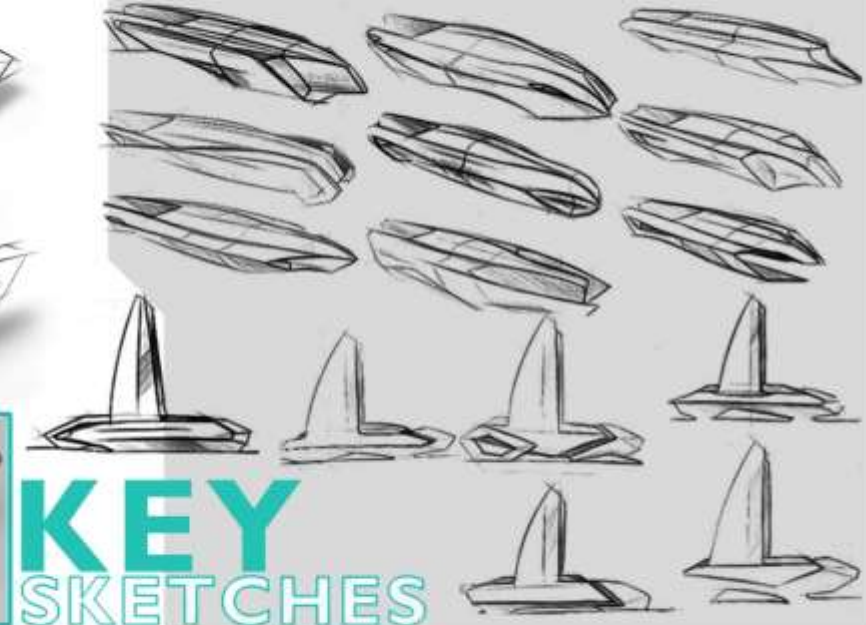
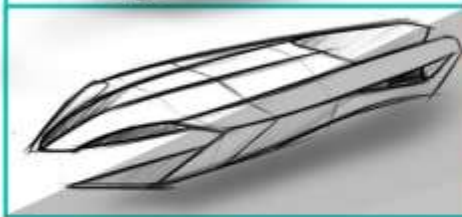
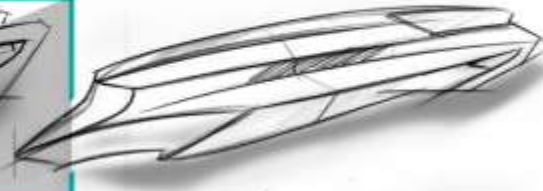
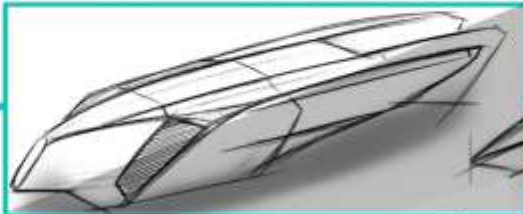
BRACE



INSPIRATION



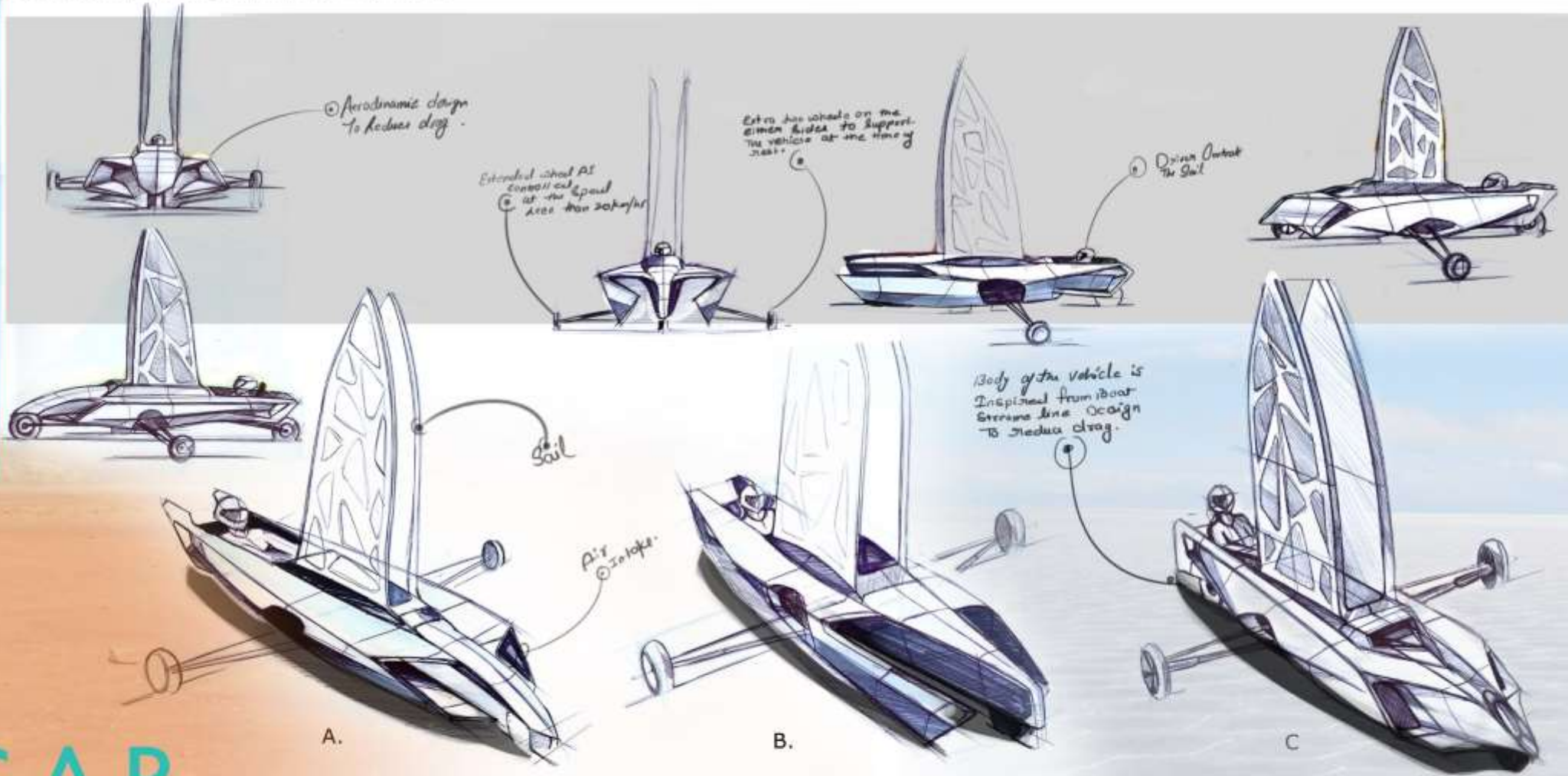
sovereign



KEY SKETCHES



INSPIRED FROM BOAT STREAM LINE BODY



SAIL CAR

> CONCEPT | DEVELOPMENT

PACKAGING

Artificial intelligence

motor

SEAT

CONTROLLERS

INTERIOR

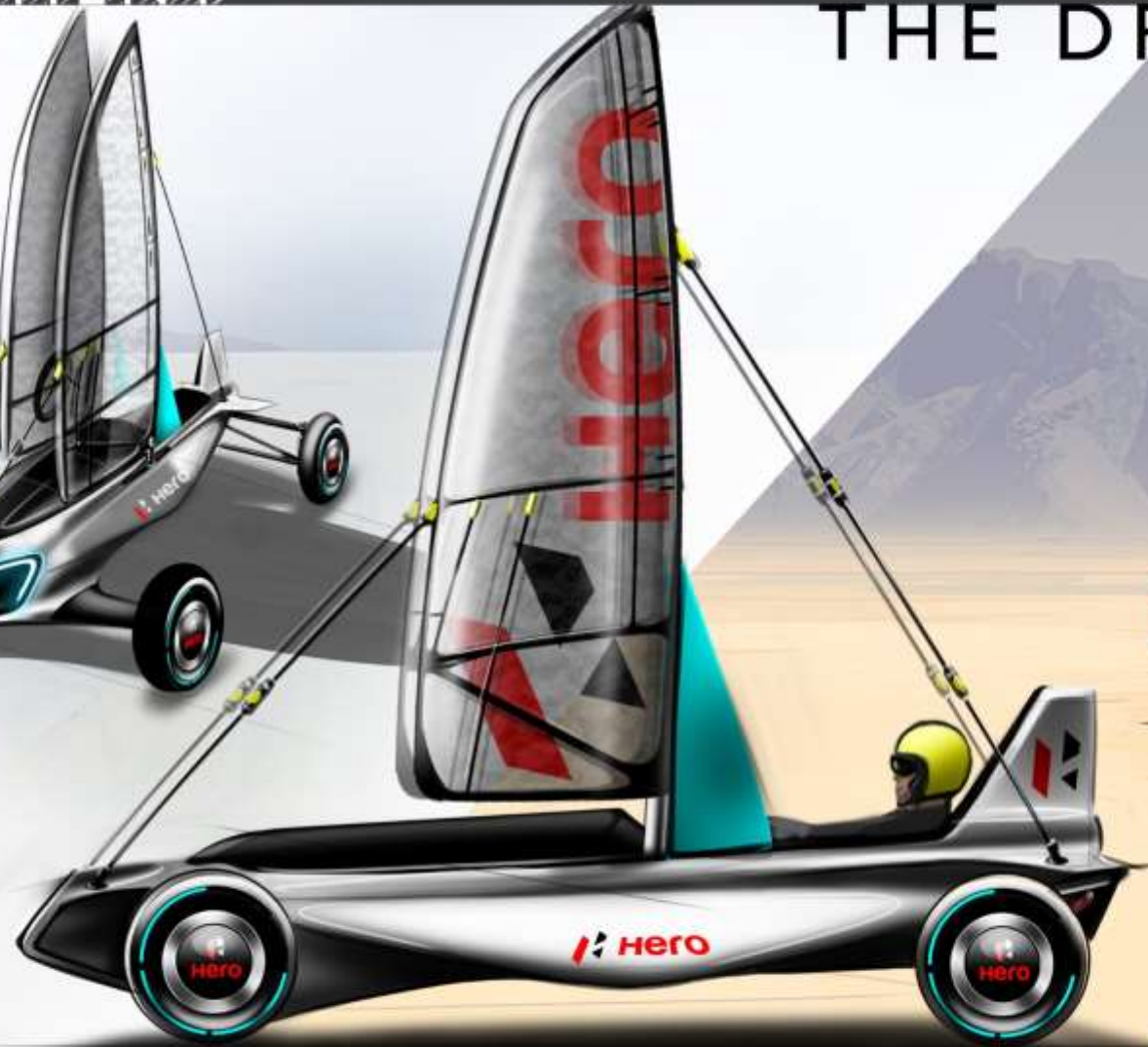
SAIL CAR



> CONCEPT 2 DEVELOPMENT

THE DRIFT RACE

PACKAGING



Artificial intelligence



motor

> CONCEPT 2 SCENARIO



RANN



THR RANN

THAR



THAR DESERT

02

The urban crossover
Successor of the eon with some
essence of crossover

Design studio I
Under the guidance
Prof. Abhijeet Bhoge

HYUNDAI




HYUNDAI

e5

>The urban E-crossover



BRIEF

Hyundai has been keeping an eye on the electric vehicle space in India and the company plans to launch its first electric car by 2019. and the company's Managing Director and CEO Y K Koo had made that abundantly clear .

Fluidic Sculpture
URBAN USER
SPORTY LOOKS
RENAULT KWID RIVAL
ELECTRIC

ABOUT HYUNDAI

> IDEA

The idea behind the concept was to design a entrylevel hatchback . vehicle is powered by electric motor.This car will solve the problem of pollution that our county is facing in most of the metro cities while providing the personal mobility.

> CROSSOVER

crossover has unibody design
sporty looks
some short of offroad capability
comfortable cabin
more ground clearance



Hyundai is a south korean based company, started its bussiness in 1967 as a construction company.Later durring 70,'s it emerged as a auto company and came up with Ponye the first offering by the company in 1975. Hyundai is now the 4th largest manufacturer in the world ,and vehicles are sold in more than 193 countries



"4th" largest auto manufacturer in the world



Hyundai is a group of companies, part of the Korean chaebol, that was founded in South Korea. The first Hyundai company was founded in 1947 as a construction company.



HYUNDAI MOTORS INDIA LTD.
FOUNDED IN 1998



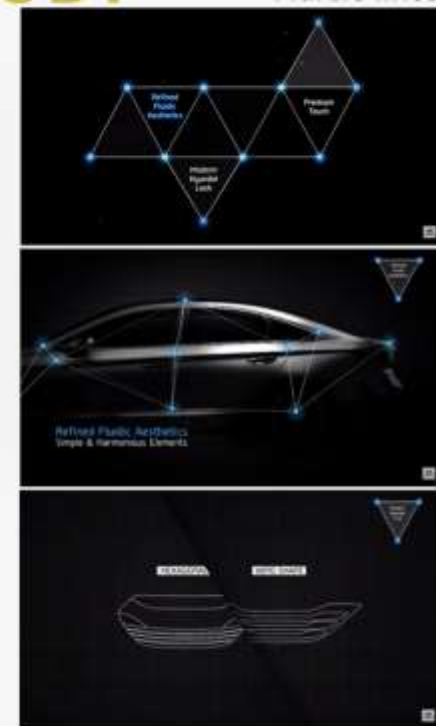
1998 santro



DESIGN STUDY

> FLUIDIC DESIGN

Use of simple elements
Premium touch
Hexagonal grill
Fluidic lines



e5

>The urban E-crossover



RESEARCH

THE USER

lifestyle

BENCHMARK
STUDY



- > eO2
Compact size
Seats for 4
ABS body pannels
less carbon footprint



- > CON'S
Not so appealing
Small cabin size
Unsuitable for highway rides



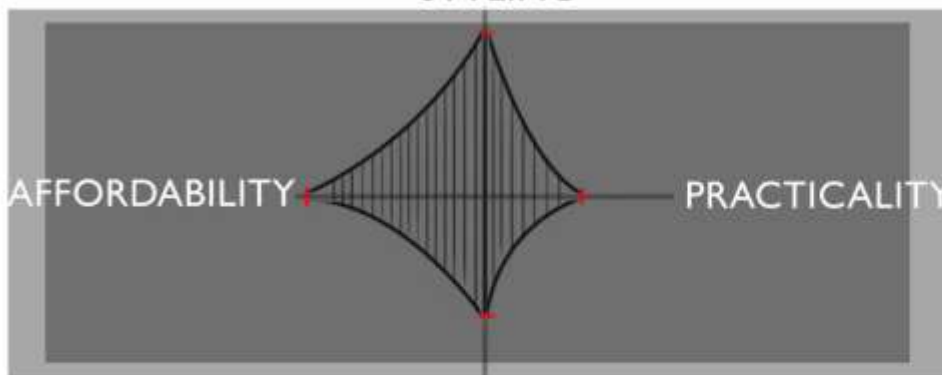
SAURAV



28 YEAR OLD
PHOTOGRAPHER
LIVES IN PATNA
LOVES WEEKEND TRIPS
AND MOSTLY TRAVELING
FOR HIS WORK



STYLING



AFFORDABILITY

PRACTICALITY

BRAND

MOOD BOARD

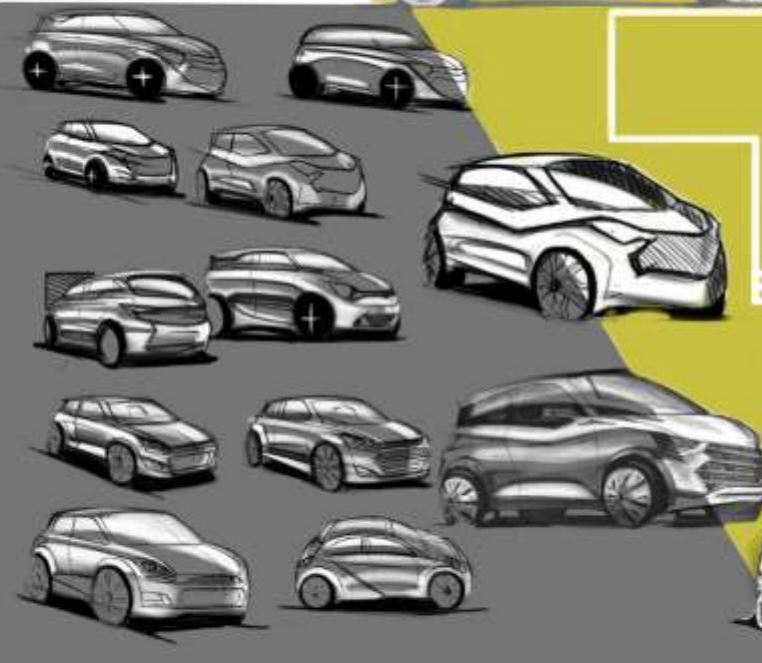
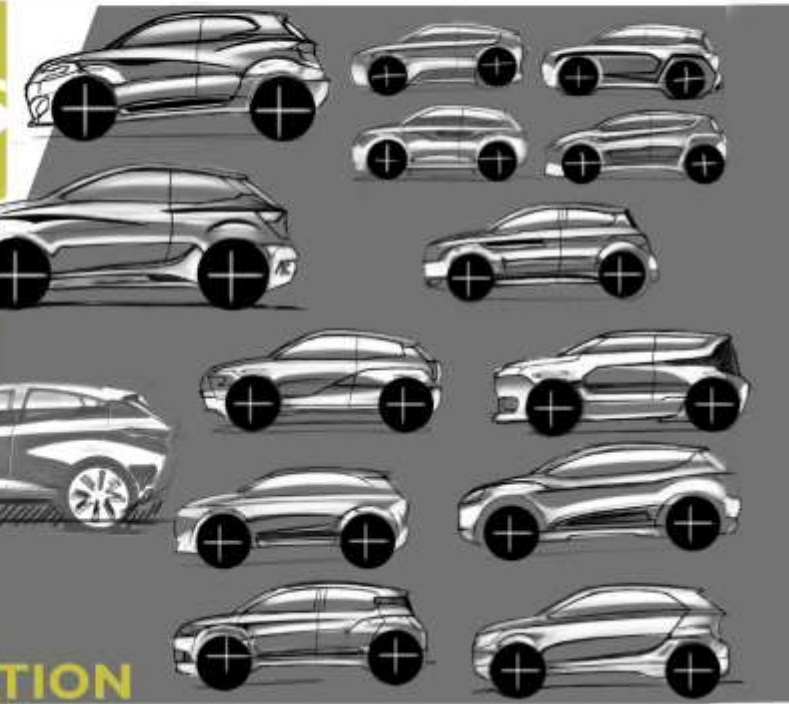


sporty

attitude



KEY SKETCHES



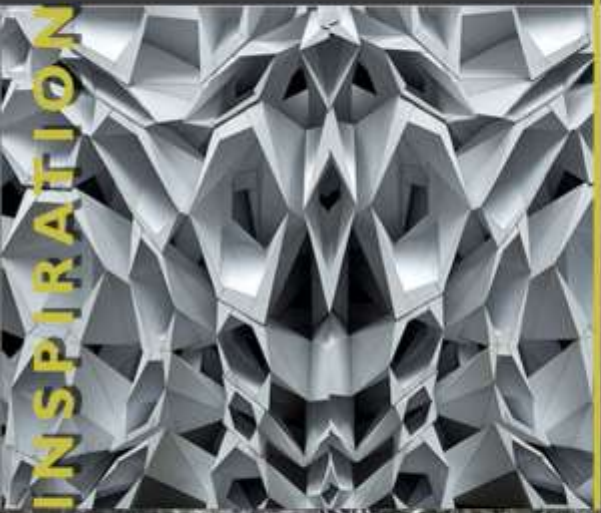
EXPLORATION



> CONCEPT i



DEVELOPMENT



ADVENTURE SPORTY



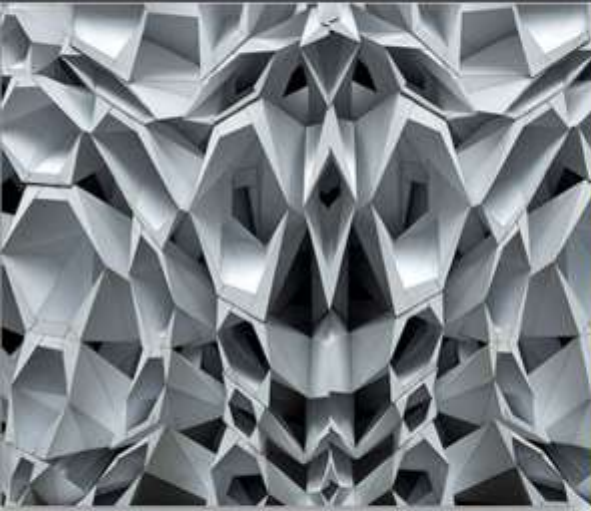
DEVELOPMENT KEY SKETCH



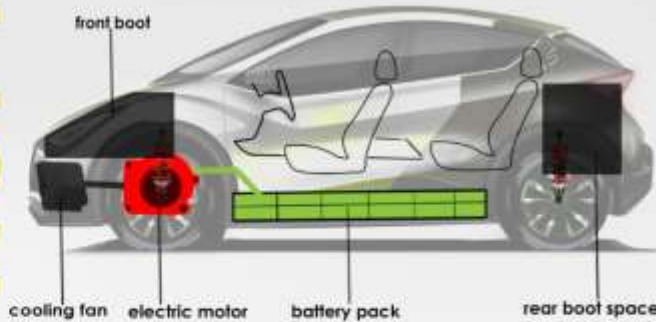
KEY FEATURES OF

SPORTY FLUIDIC DESIGN

INSPIRATION



ANGULAR



FINAL CONCEPT



FINAL CONCEPT



INTERIOR



e5



03

Rebirth Of Kizashi

Rebirth of one of the best looking
mid range sedan

MARUTI

SUZUKI

Personal Project I



MARUTI SUZUKI

Way of Life!

> REBIRT OF KIZASHI

BRIEF

The brief is to redesign the Maruti Suzuki kizashi for the indian market for the price range between 18-20lakhs as n electric vehicle.

SPORT SEDAN



DYNAMIC
MUSCULAR
PREMIUM
VOLUMINOUS

> IDEA

Bring back the one of the best looking mid range sedan, kizashi had hit most of the things right except pricing. Maruti suzuki has failed so far in 10-20 lakhs price range in India, so with new kizashi it can hit that spot as well.



> WHY IT FAILED?

CBU was imported from Japan which increased the price by 100%. Better options available in less pricea by other brands . Company's market stratergy was not upto the mark. Maruti was selling 10 kizashis a month.



> ABOUT MARUTI SUZUKI

Maruti and Suzuki have a joint vencher and makes cars for India and other countries It has 51% share in Indian car market. Mostly know as for its valu and trust which can be seen in the tag line. Maruti Suzuki have been leading the most of the categories (Entery level with Alto), (Pemimum hatch with Swift & Baleno), (Compact Sedan with Dzire), and (Compact suv with Brezza)



> BEST SELLERS



> REBIRT OF KIZASHI

RESEARCH

DESIGN STUDY

> KEY WORDS

- Samurai inspired
- Voluminous
- Dynamic
- Streamline



HUMP



VOLUMINOUS

FACIAL LINE



HEAVY FRONT

SUZUKI DESIGN LANGUAGE

Suzuki is currently following liquid flow design language in Baleno .
The smooth flowing sholder line is one of the highlights

LIQUID FLOW



MOOD BOARD



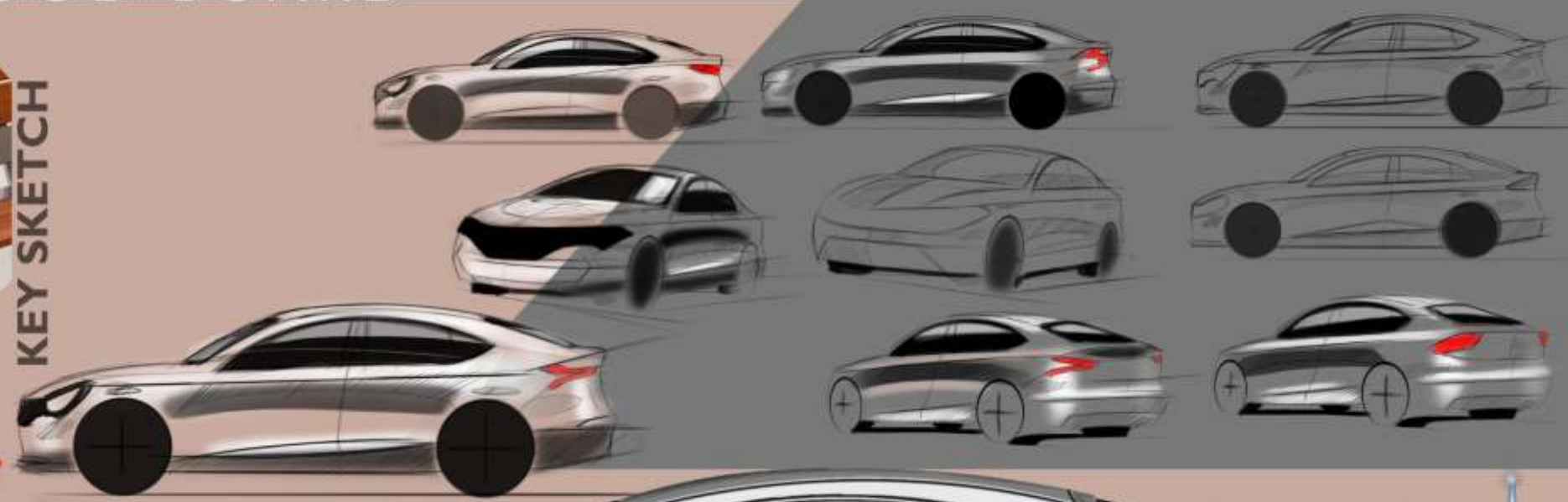
KEY SKETCH

combative

opulence

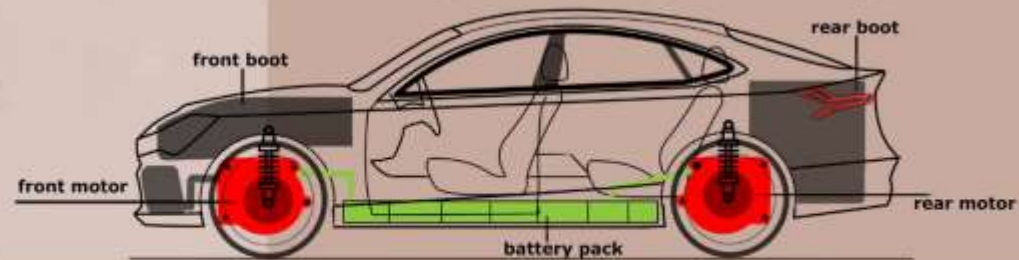


flow





PACKAGING



04

Lamborghini Supersport Bike

Superspot from the brand lambo will continue the same legacy of lambo in 2wheeler segment, with enormous power and thrill.

LAMBORGHINI

Personal Project 2





BRIEF SUPERSPORT MOTORCYLER FOR LAMBORGHINI DESIGN 90

IDEA

The idea is to design a super sport motorcycle under the brand lamborghini considering the design language of lamborghini

AEROSPACE DESIGN
SUPEREXTREME
AGGRESSIVE



Lamborghini Design 90 was born in 1986. Designed by the Italians,engineered by the Frenchand built using Japanese components .The fiberglass bodywork has a lot of design cues borrowed from the Countach 25th Anniversary.





> MINI PROJECT

IDEATIONS

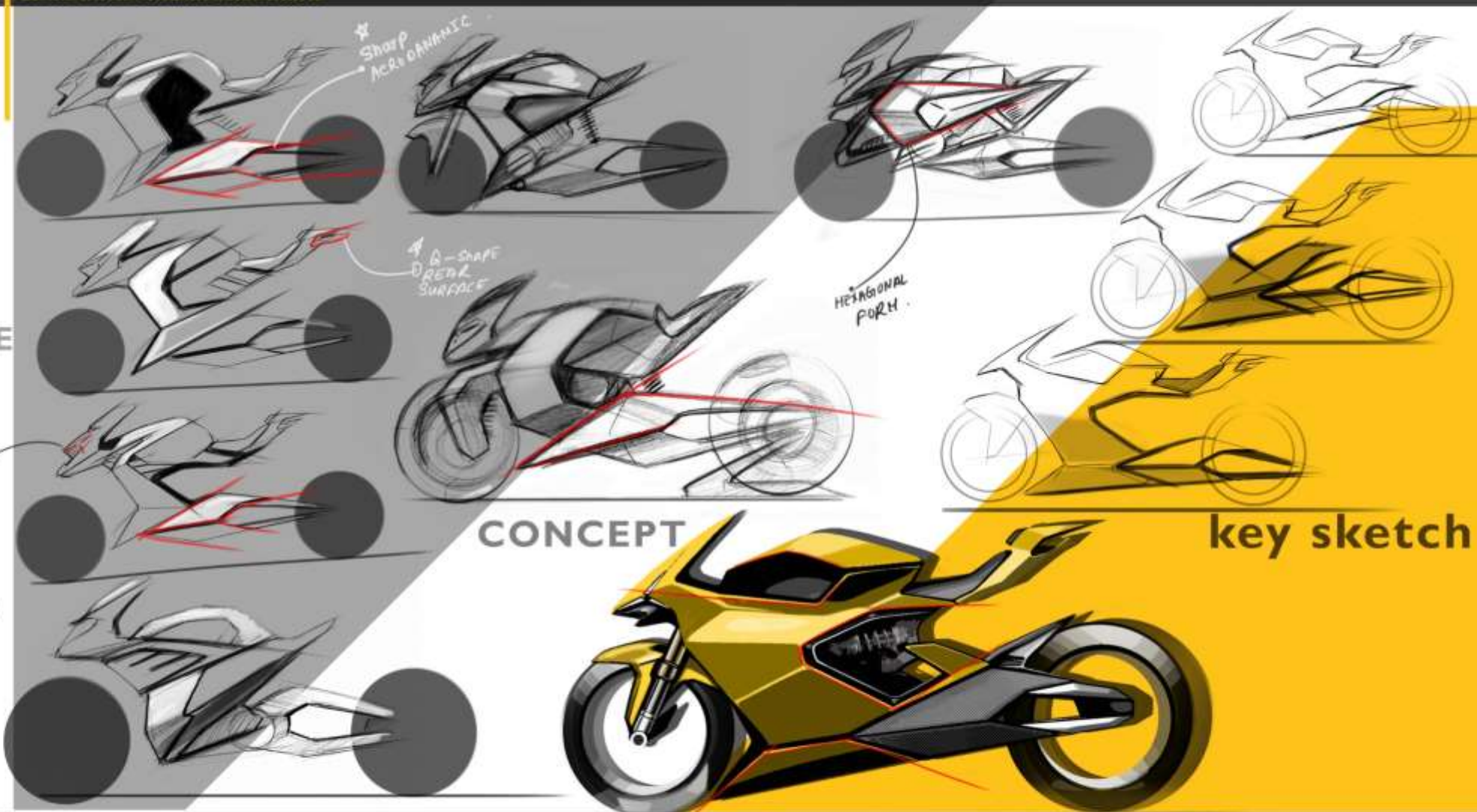


AGGRESSIVE



INSPIRATION

THREE FLAPS
FLYING
LAPID



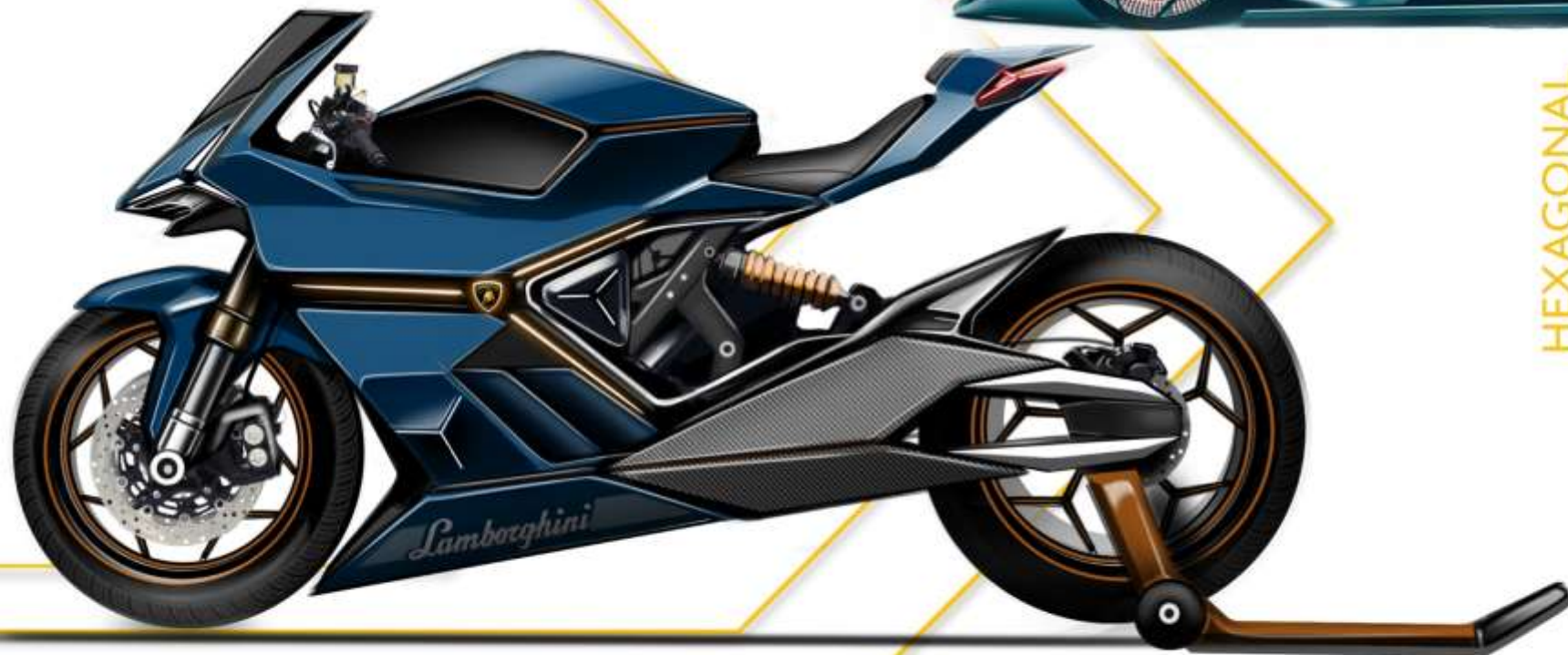
CONCEPT

key sketch



> MINI PROJECT

FINAL CONCEPT



HEXAGONAL



AERO FLAPS



TRIFLAP HEADLAMP

> MINI PROJECT

SCENARIO



05

Rebirth Of Ambassador

The one of the most iconic car in india,s automobile history, that ruled the indian roads alomost for 6 decades.

THESIS PROJECT

Under the guidance
Prof. Chandra Prasad

AMBASSADOR



AMBASSADOR

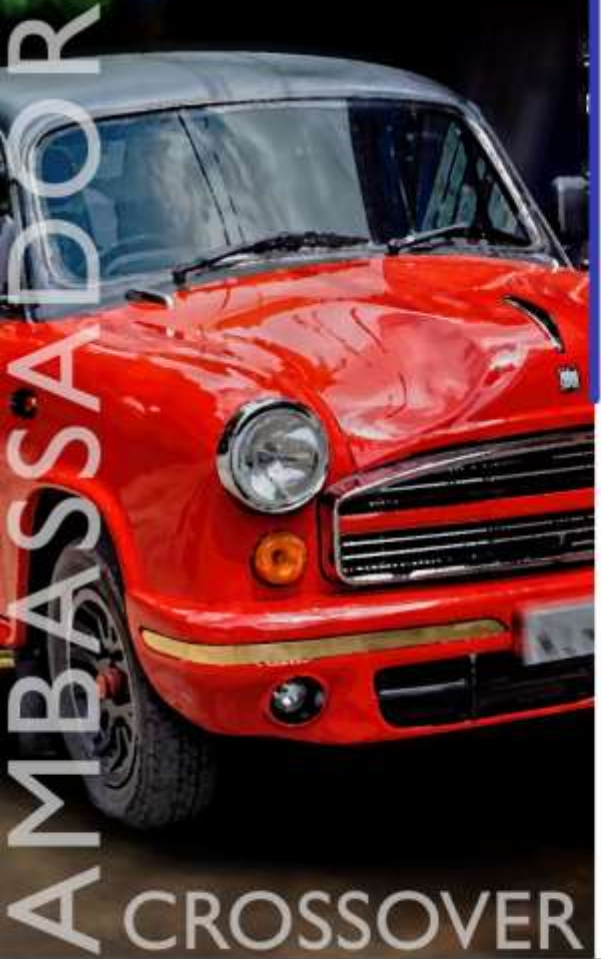


PEUGEOT

AMBASSADOR

BRIEF

Revival of the Ambassador as a spacious and luxurious electric crossover, designed specifically for the Indian entry level premium car market. Under the brand PEUGEOT



ABOUT AMBASSADOR

> IDEA

Bring back the iconic Ambassador which can be a crossover considering the iconic design ,that was something in between a sedan and suv. Peugeot may bring it under its brand since it has bought the Ambassador brand in 2017

Ambassador was one of the few cars that were in production following the 1954 government policy of promoting indigenous automobile industries.



Mark-1 1957

Mark -4 1979



Grand 2003



Mark -2 1964



Classic 1992



Avigo 2004



TIMELINE

COMFORT
INDIGENOUS



VERSATILE

IT'S MANY FACES



> Rebirth Of Ambassador

RESEARCH



TOYOTA
INNOVA

> Innova is leading the 20-25 lakhs segment from last one decad.

- LOOKS AND STYLE
- BUILD QUALITY
- BRAND
- EXCILLENT COMFORT
- EFFICIENT

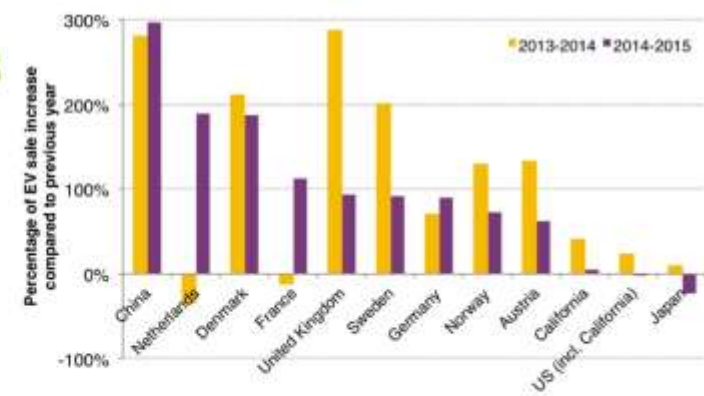


NO ELECTRIC

NEED OF E-VEHICLES

China is leading in terms of e-vehicles production with an increase of 300% pa.

China produces 100 times more e-vehicles than India every year.



PROBLEMS



INFRASTRUCTURE
BATTERY COSTS
MAINTENANCE



THE GLOBAL E-CAR MARKET STAKES

Battery car stock by country for 2016

China	483,190
US	297,060
Norway	98,880
Japan	86,390
France	66,970
Germany	40,920
India	4,800

Source: Global EV Outlook 2017 by International Energy Agency



> Rebirth Of Ambassador

RESEARCH

BENCHMARK

MODEL X

IN LAST 5 YEARS MOST OF THE BIG AUTOMAKERS HAS COME UP WITH ELECTRIC CROSSOVER MOST OF THEM ARE IN CONCEPT PHASE FOR THE TIME BEING MODEL X IS AVAILABLE FOR SALE



ID CROZZ



ELECTRIC CROSSOVER

INDIAN

CONSUMER

COLOURS



CULTURE

I PACE



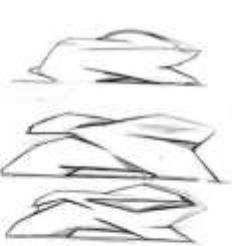
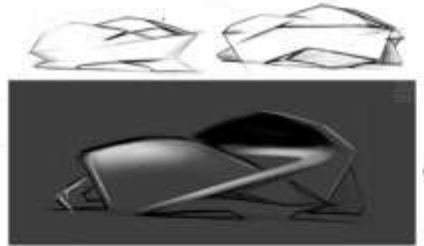
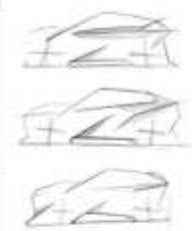
e-TRON



The elephant head symbolizes great intellect and wisdom. In INDIA, Wisdom is represented by the elephant in the form of the deity Ganesh.

MOOD BOARD

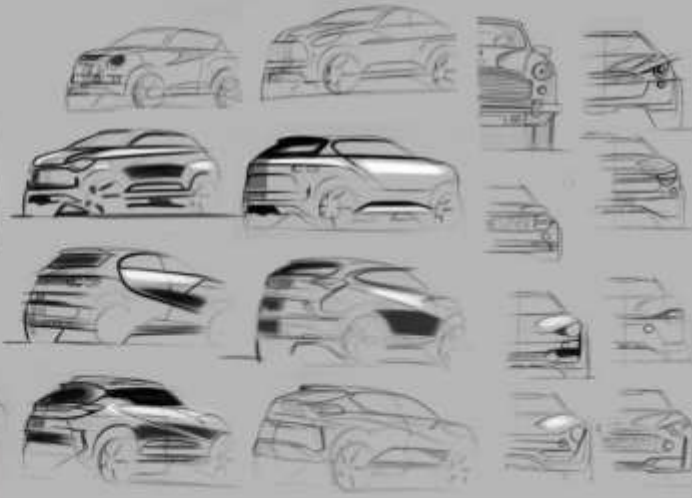
DESIGN HIGHLIGHTS



key sketches

potent

lucid



CONCEPTS

DEVELOPMENT



FINAL DIRECTION

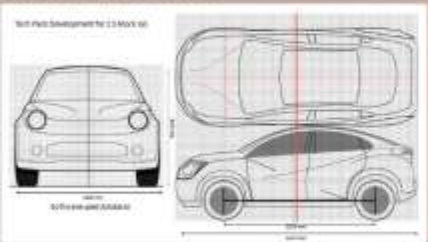
FINAL CONCEPT

PACKAGING

SKATEBOARD ROLLING CHASSIS



LINE DRAWING



VRED RENDER

FINAL DESIGN

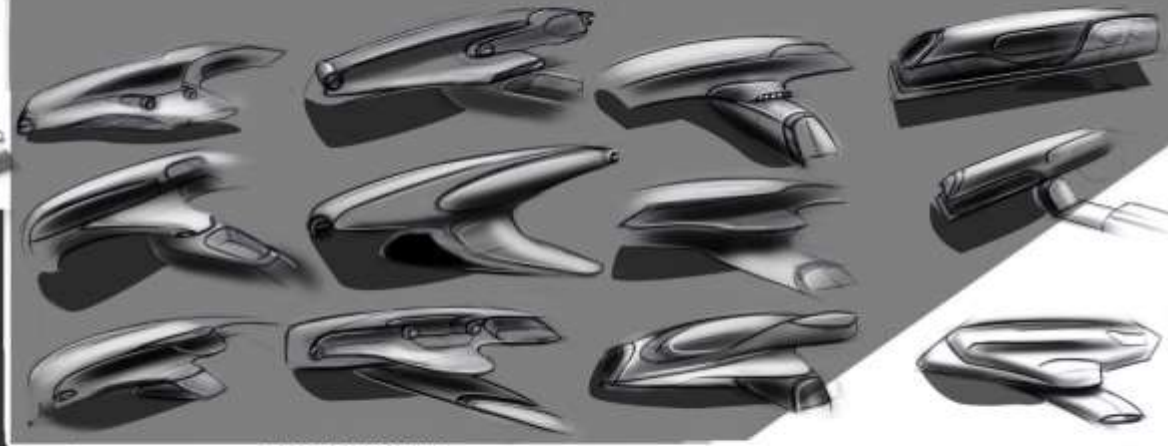


IDEATIONS

INTERIOR



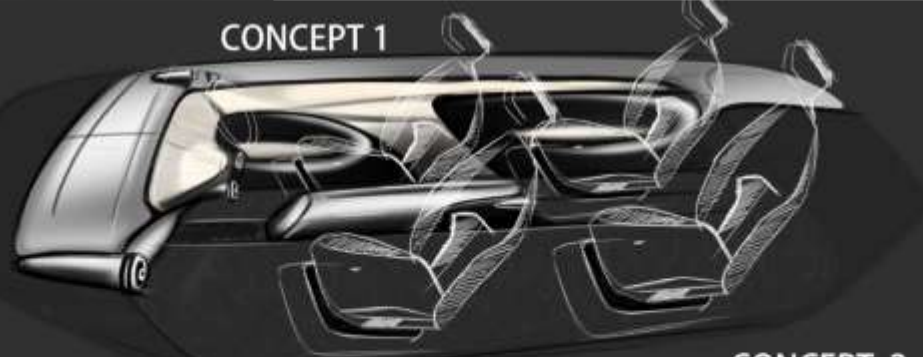
DIRECTION 1



DIRECTION 2



CONCEPT 1



CONCEPT 2

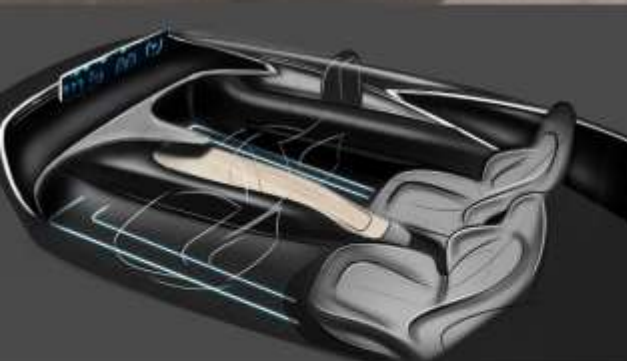


ELEGANCE

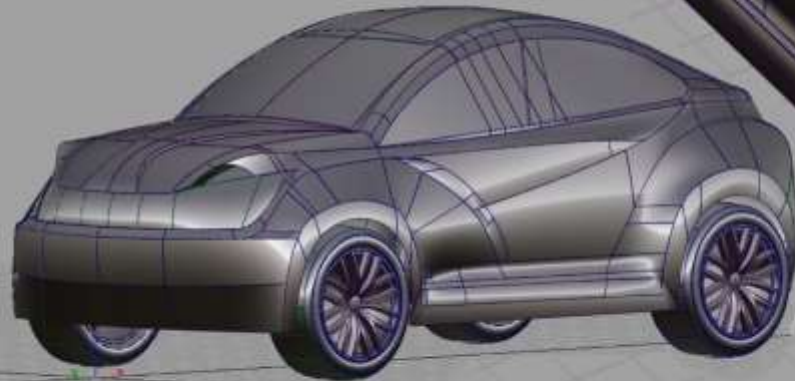
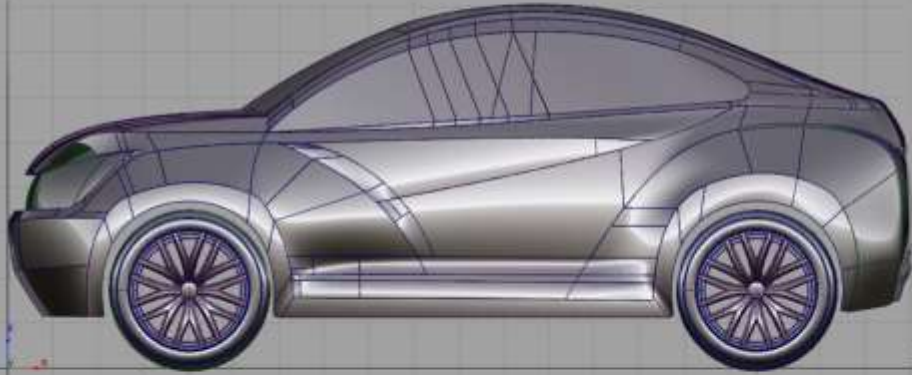
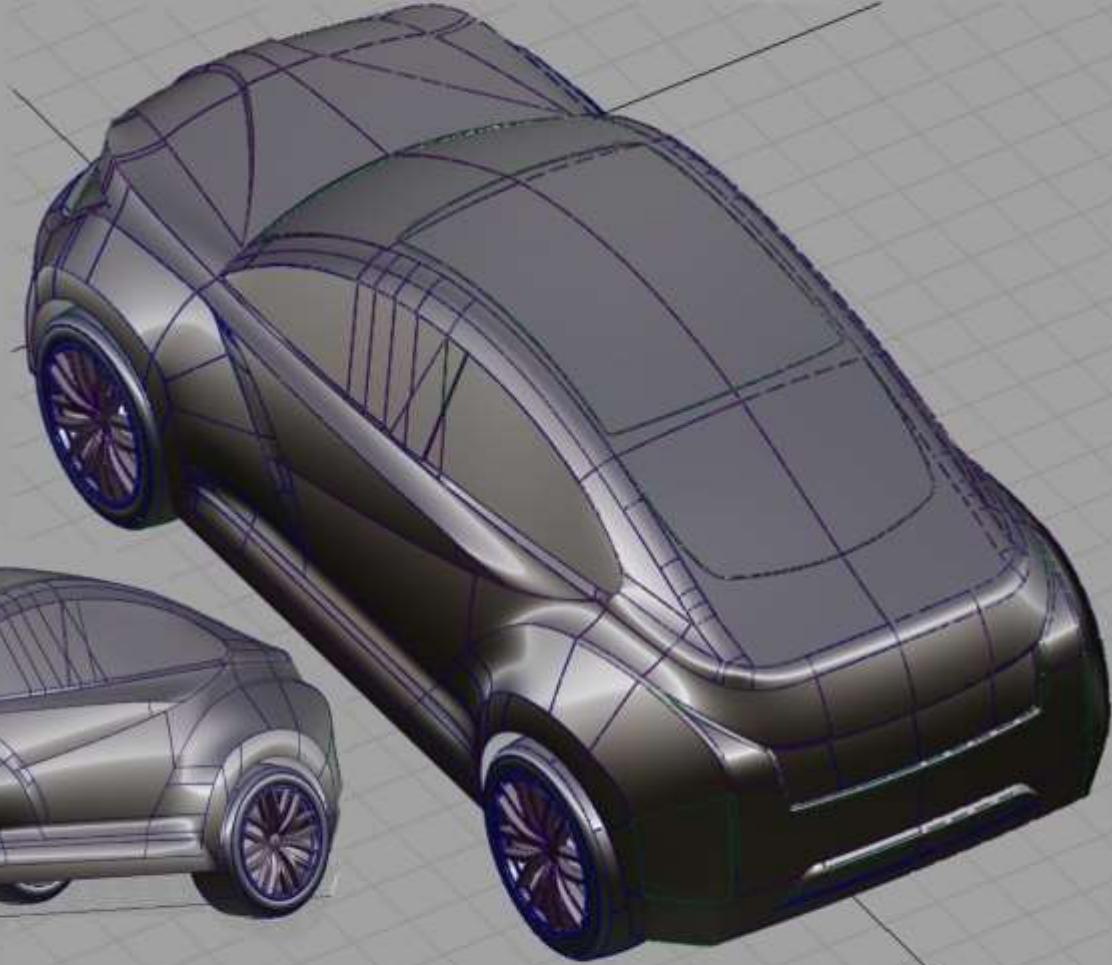
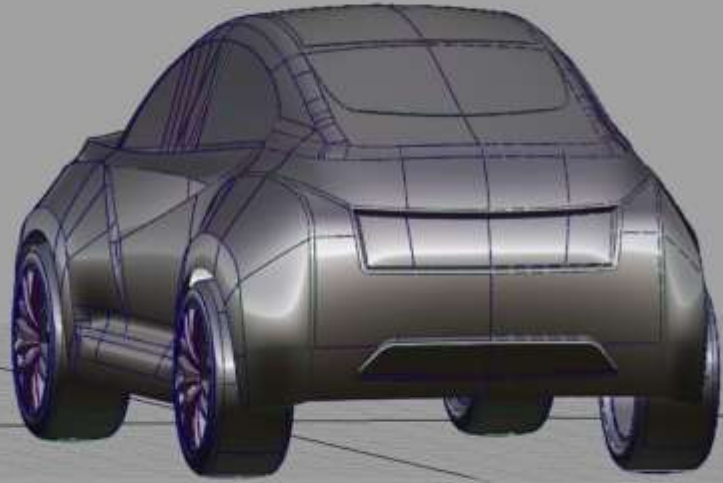
ELITE



FINAL INTERIOR



ALIAS MODEL



SCENARIO



ARMY

POLITICIAN

06

Premium Electric Scooter

Lifestyle premium classic electric scooter,
for the startup GUGU electric

LIVE PROJECT

Design Project 2

Under the guidance

Prof. Mayank Bhandari

electric
GUGU



electric
GUGU

LIVE PROJECT

>PREMIUM e-SCOOTER

BRIEF

Design an electric scooter for a Combatore based startup GUGU Energy

> IDEA

Design a classic electric scooter for the start-up GUGU for today's market. It has to have customization body ,can be customized as per customer needs. Fully touch screen instrument cluster . Key words need to be followed (classic, sport & versatile)

It all started with 1894 Hildebrand Wolf Mueller introduced first step through frame motorcycle (steam powered)

scooter HISTORY

1955 Automobile Products Of India



1959 Bajaj and vespa introduced 150



1980 LML Started selling Stella



1972 Lamberetta came to India



1990 was the time when Honda and Kinetic introduced CVT.



REQUIREMENTS



EFFICIENT
7kw Pdmc motor



TOUCH SCREEN



CUSTOMIZATION



1.25 lakhs price point

CLASSIC



LIFESTYLE SCOOTER
PREMIUM
CLASSIC LOOKS
CUSTOMIZABLE

LIVE PROJECT
> PREMIUM e-SCOOTER

RESEARCH

THE USER



GOGORO



HIGHLIGHTS

- Digital speedometer with smart lock and Tunlock.
- Wireless key
- Swipe battery system
- Smart.
- Boot for two helmets
- Aluminium frame.
- Smart phone connectivity

ANJALI

28 YEAR OLD
RJ
LIVES IN PATNA
CELEBRITY FACE
LOVES FOOD
TRAVELER



CLASSY



TRAVEL IN STYLE



WORKAHOLIC

MOOD BOARD



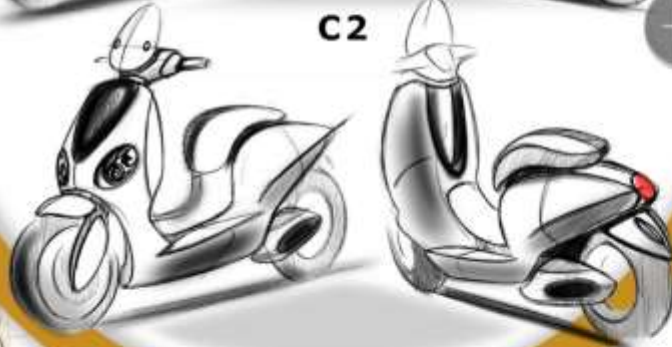
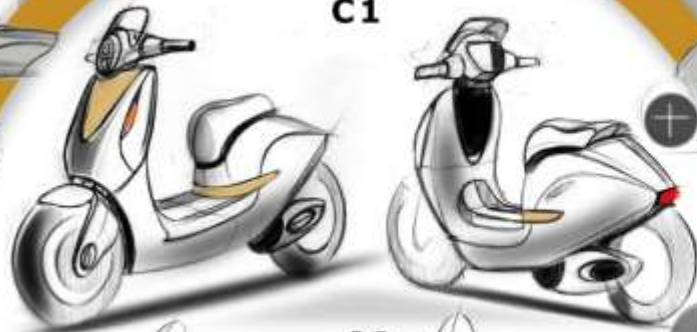
pure



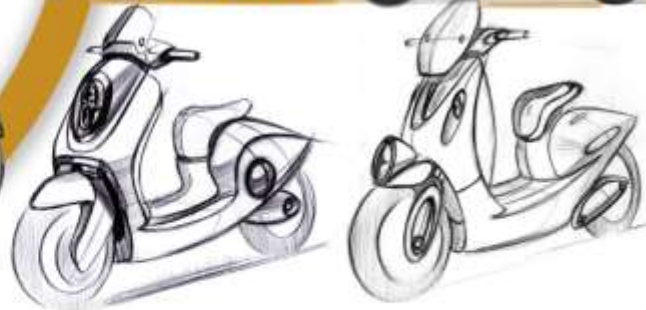
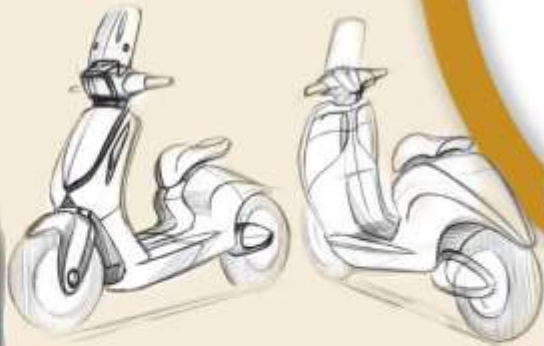
classy



MODERN CLASSIC



KEY SKETCHES



DEVELOPMENT

CONCEPT SKETCH

MODERN

CLASSIC



FINAL CONCEPT

CONCEPT SKETCH

MODERN

CLASSIC



RENDERS

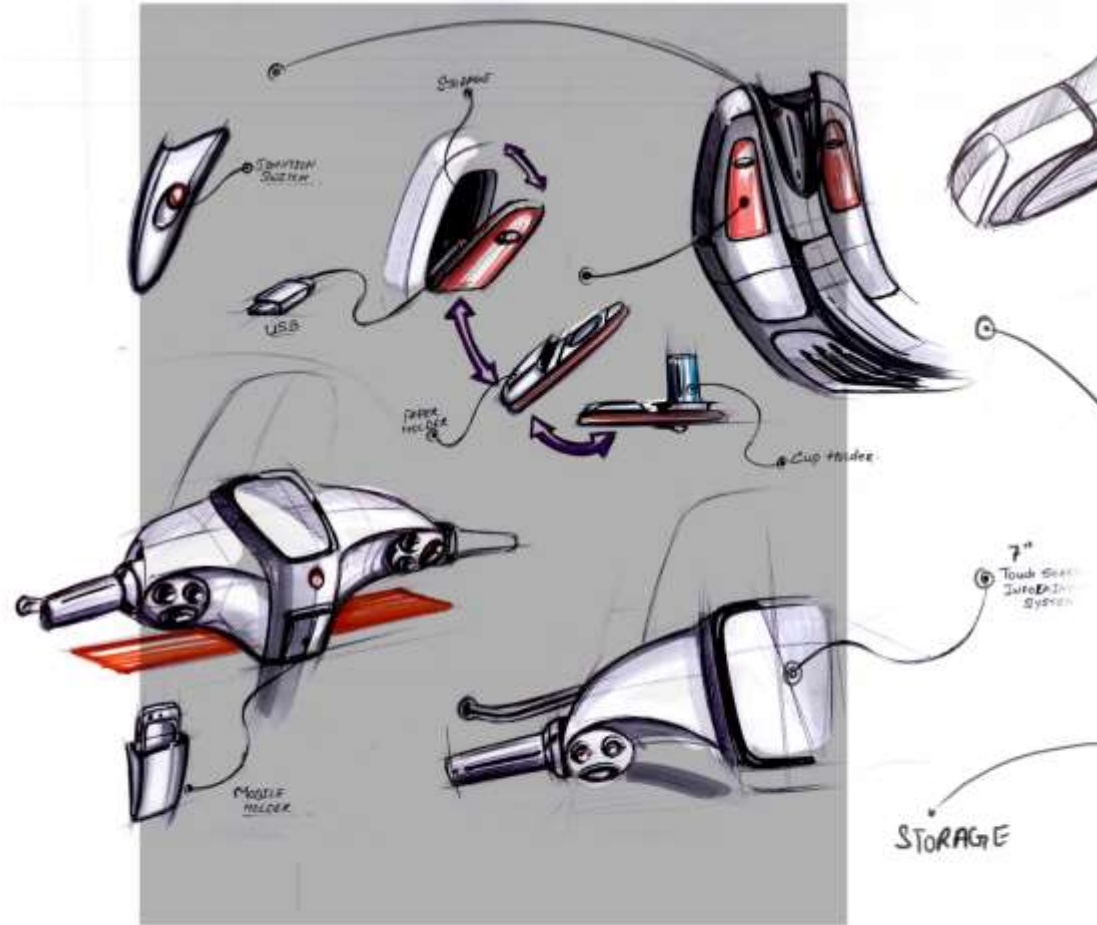


PACKAGING

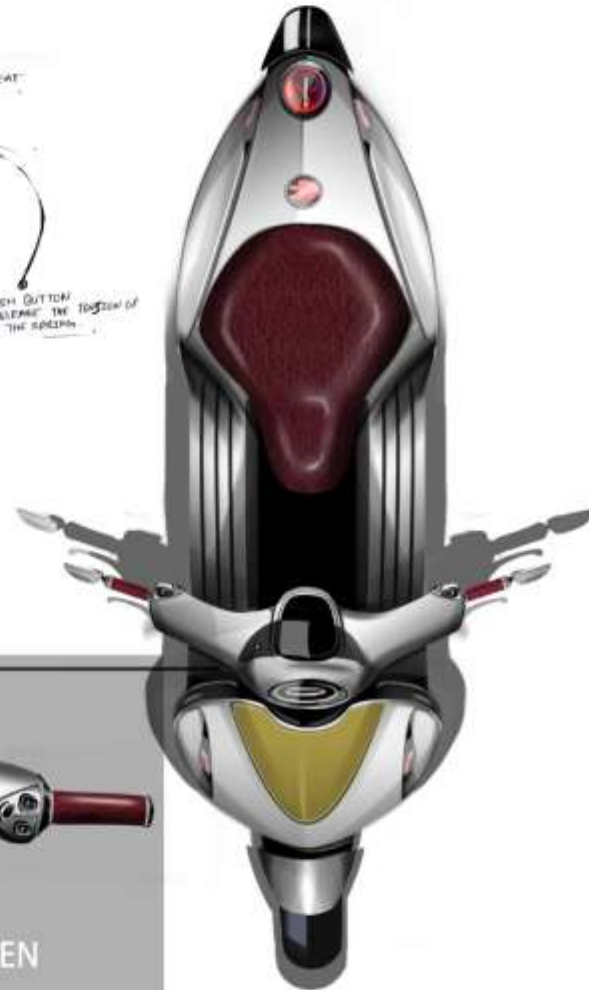
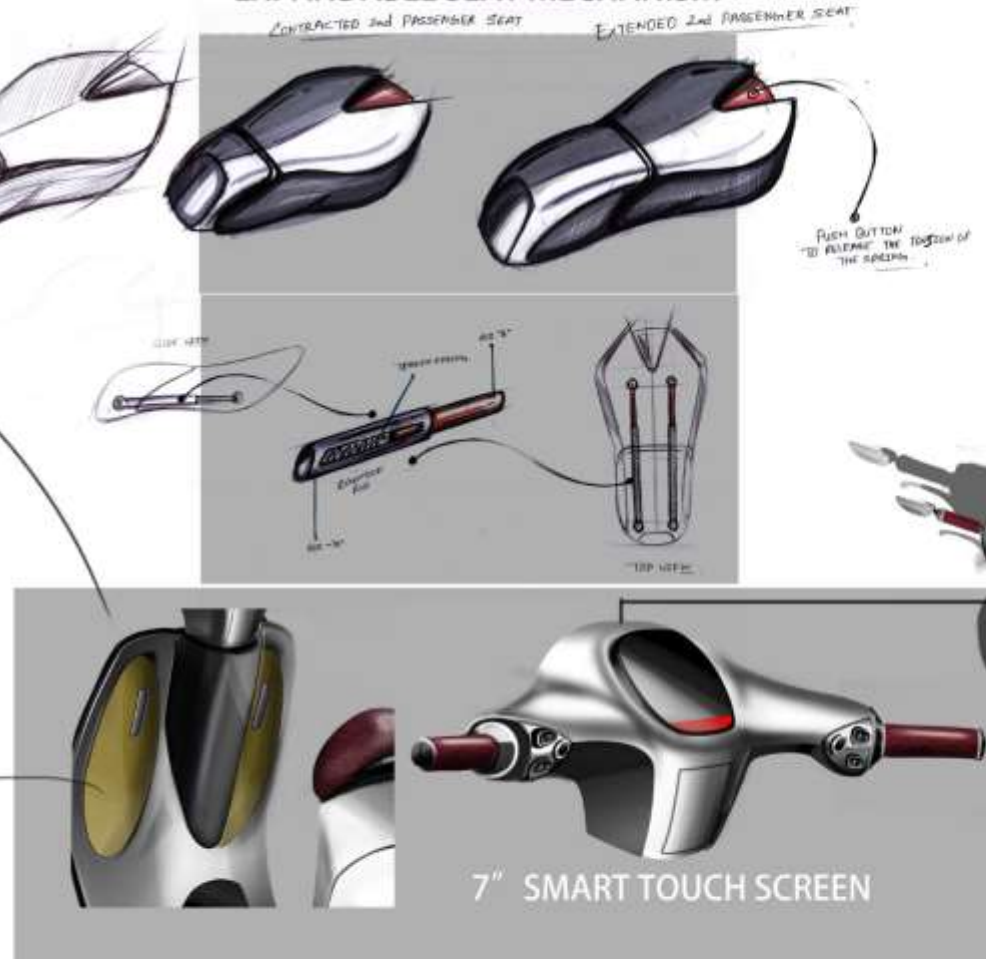


FINAL CONCEPT

STORAGE TOUCHSCREEN



EXPANDABLE SEAT MECHANISM



FINAL CONCEPT

5V CHARGING
PLUG



ADDITIONAL
BATTERY



ADDITIONAL BOXES
FOR LUGGAGE AND
BATTERY FOR LONG
RIDES



MAIN BATTERY PACK



SCENARIO

THE MODERN CLASSIC

VARIANTS



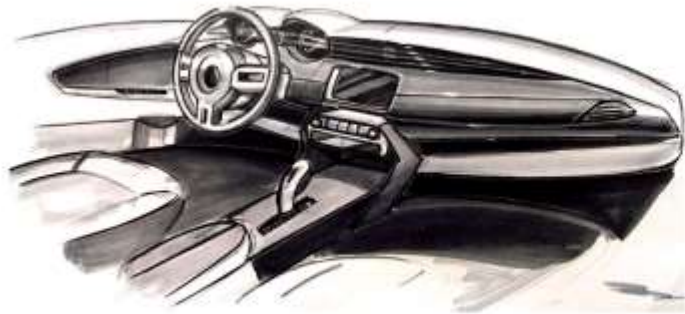
MISCELLANEOUS



MISCELLANEOUS



SKETCH BOOK



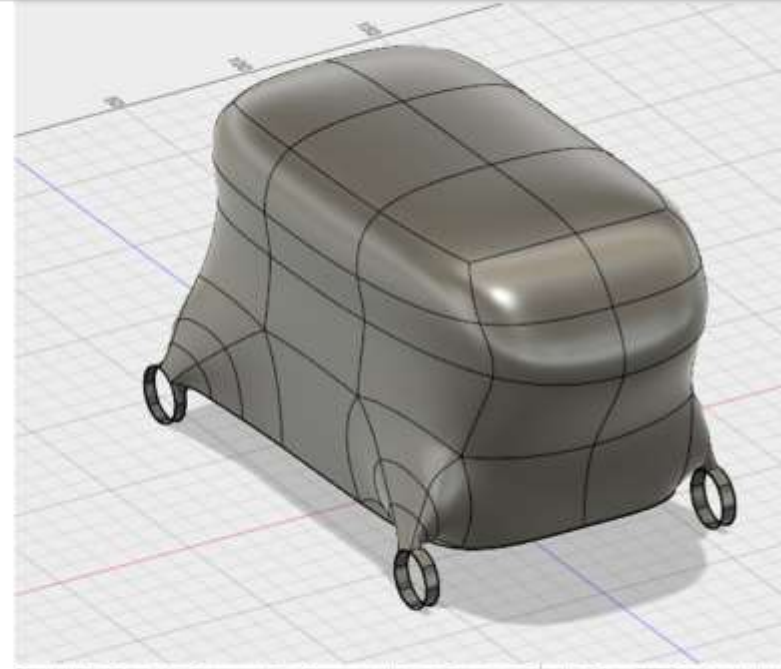
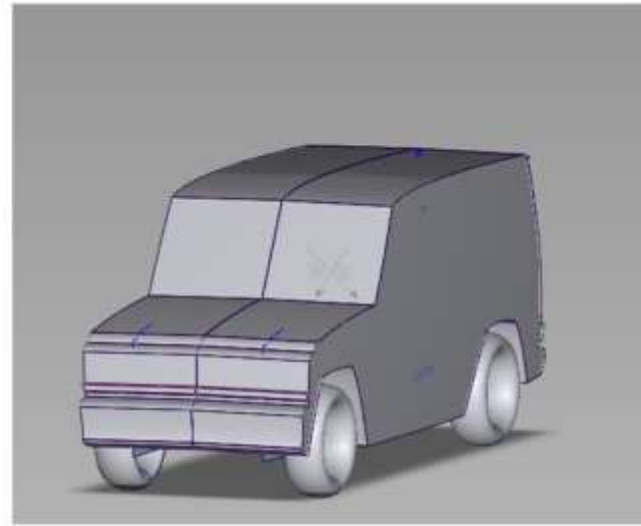
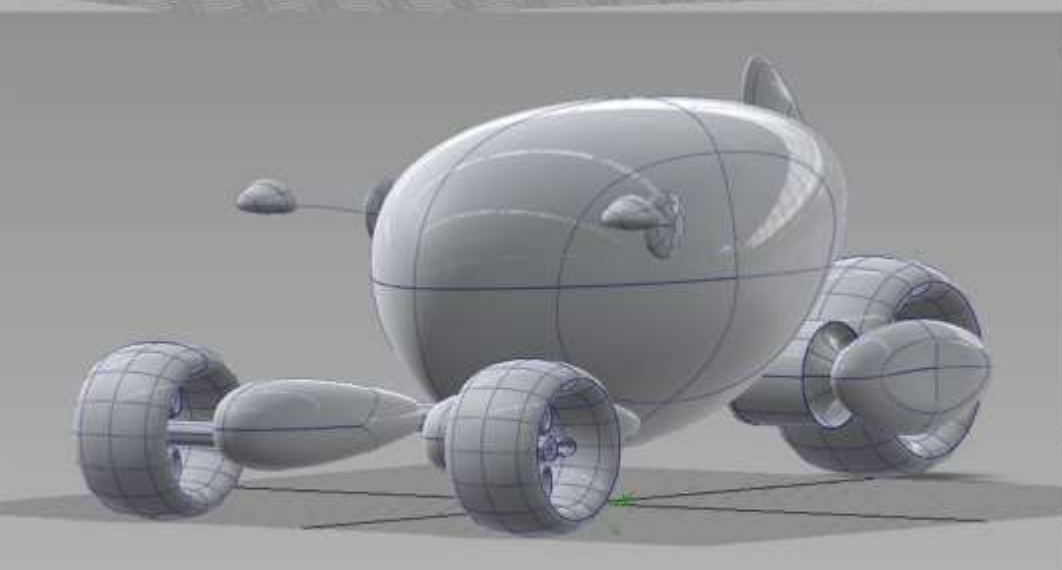
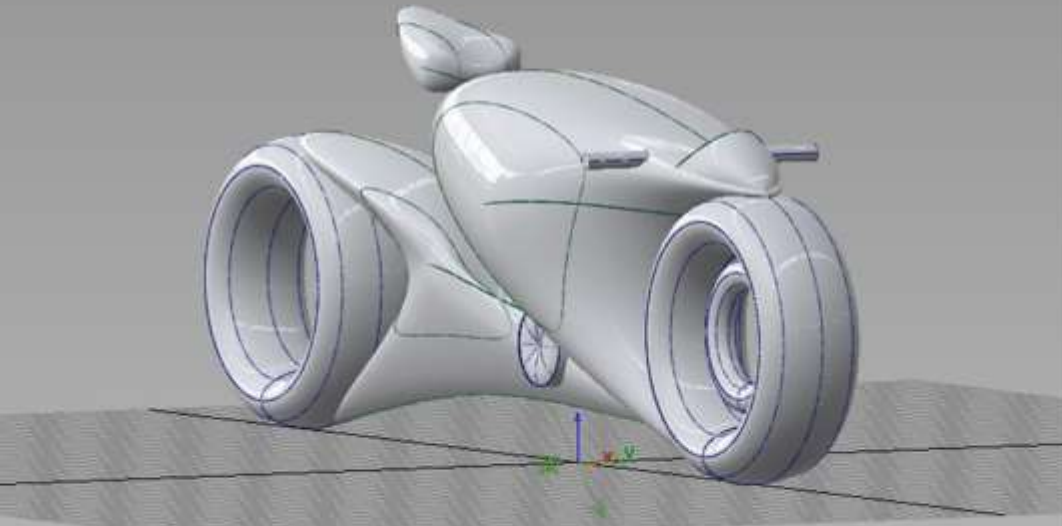
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