

How Autodesk supports each stage of the automotive design journey.

A successful automotive design is about everything working together. Design teams need to be able to collaborate easily, and share data quickly—across disciplines, even time zones. When working with the most accurate, up-to-date project information, errors and incompatibilities are fixed earlier.

- Data interoperability
- Pipeline management
- Visualisation
- Colour, materials & finishes

Why Autodesk

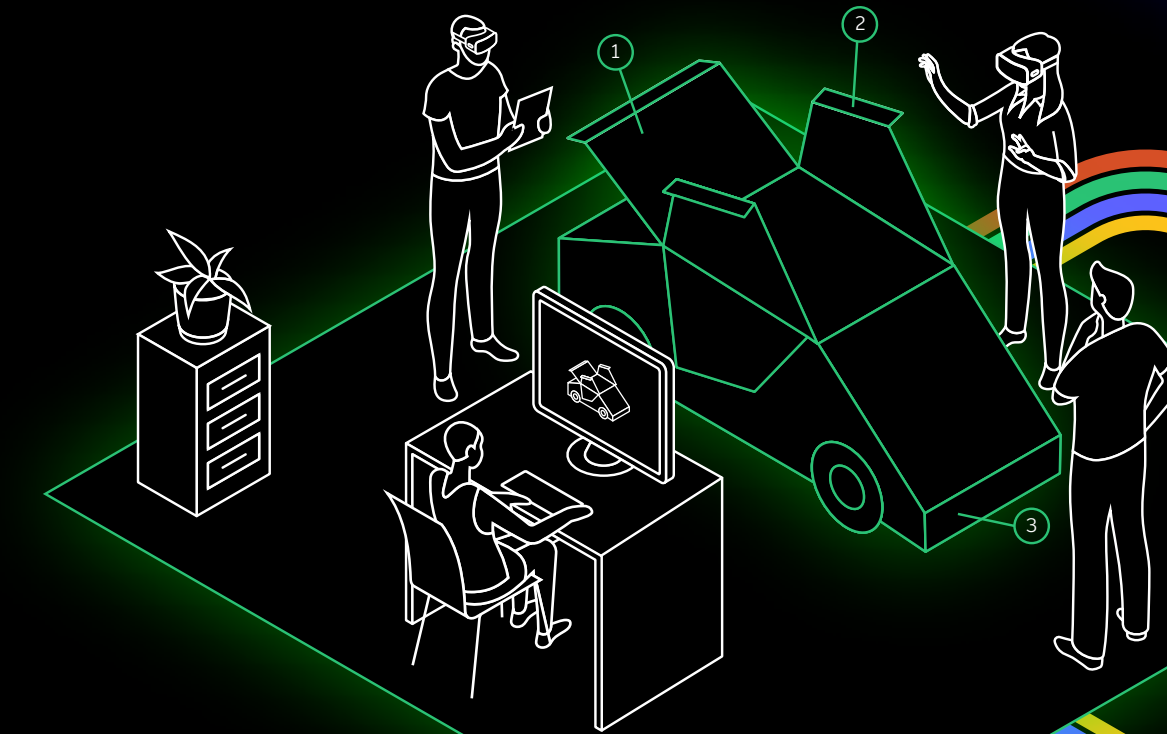
With multiple solutions in one platform, Autodesk ensures all design teams and disciplines enjoy visualization, and collaboration through all key design stages—from the first flourish of the designer's pen to the final production-ready surface design.



01 Vision & Brief

This can be loose and wide—a concept car, aligned to brand vision, new market segment or purely innovative.

Design starts initial ideations and concept generations with few restrictions at this stage. Sketching, sketch modelling, VR and AI capabilities aid unrestricted exploration.



03 Design Refinement

After choosing a single theme, Design teams start refining it and sometimes integrate other elements of other themes all together. Then they can align with engineering to ensure targets can be met and packaging standards achieved.

To gain understanding of the final, real world design, there is an increased focus on quality and realism. With digital modelling, VR and XR capabilities, digital tools provide Design teams the possibility to design, build and collaborate anywhere, globally.

DESIGN DATA HANDOVER

02 Theme Exploration

Competing teams develop themes and designs. Multiple possibilities are narrowed to a handful of design proposals.

Each proposal brings its own interpretation of the design brief, enabling single theme selection. Teams with a variety of skills evolve and communicate their ideas. Physical and digital models enable design and engineering teams to collaborate on proposals.



04 Surface Refinement

The Design teams find a delicate balance between Design and Engineering. The final design undergoes a detailed analysis in visual aesthetics, quality, as well as engineering and manufacturing feasibility. The end goal is to deliver the production surfaces of the chosen design.