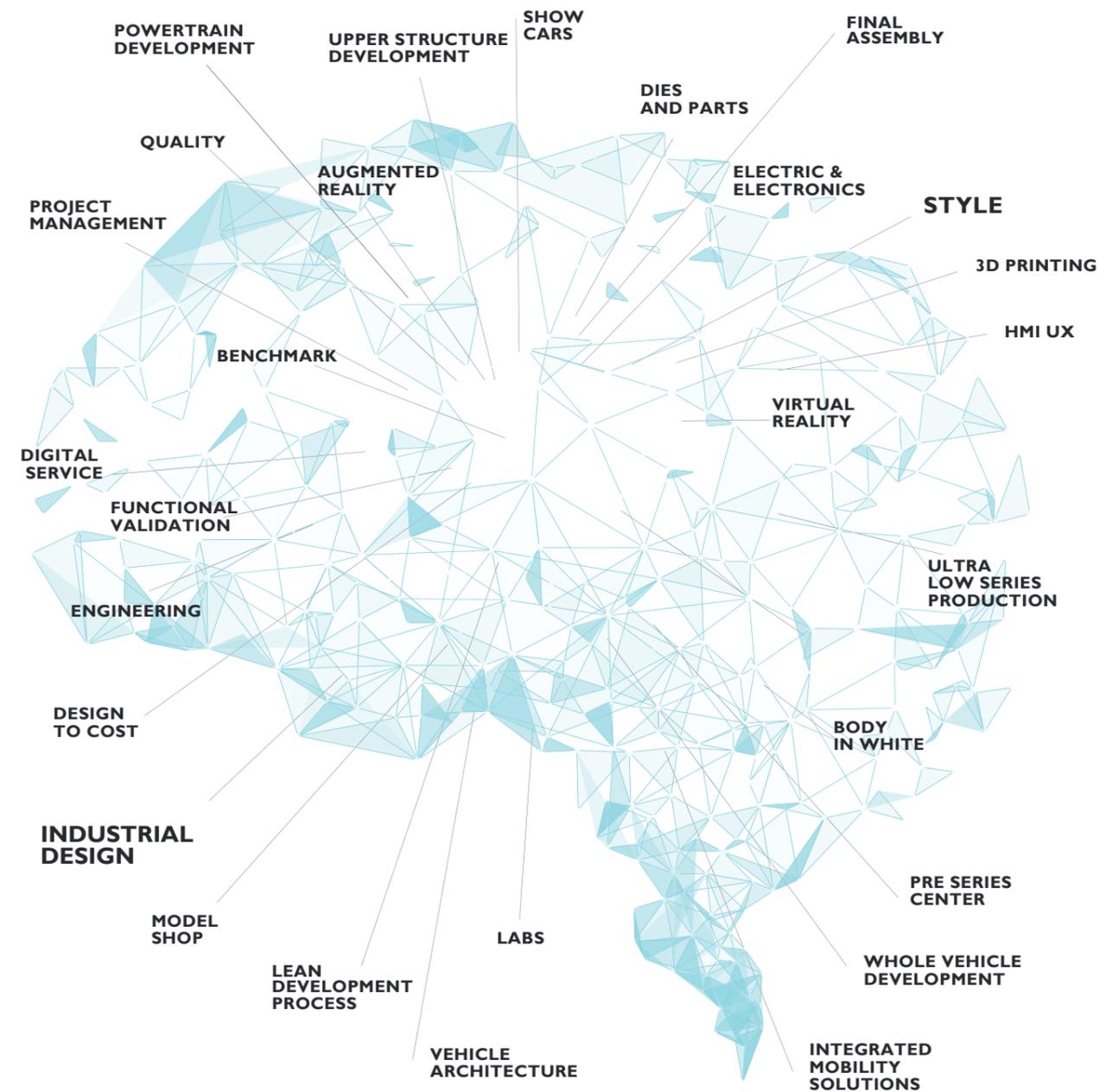


**WE
MAKE
IDEAS**





YOUR SERVICE COMPANY SINCE 1968



the company

For over 50 years, Italdesign has been partnering major and emerging national and international players in the mobility world, providing an organic and integrated set of methods, techniques and tools aiming to the industrialization of new products, also including the turnkey process.

Daily operating in four major areas, Design, Engineering, Production and New Mobility Solutions, Italdesign can offer services for every phase of the process that leads from the initial idea to series production.

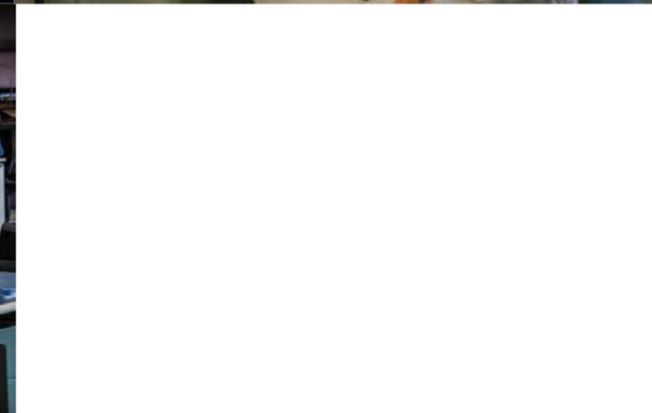
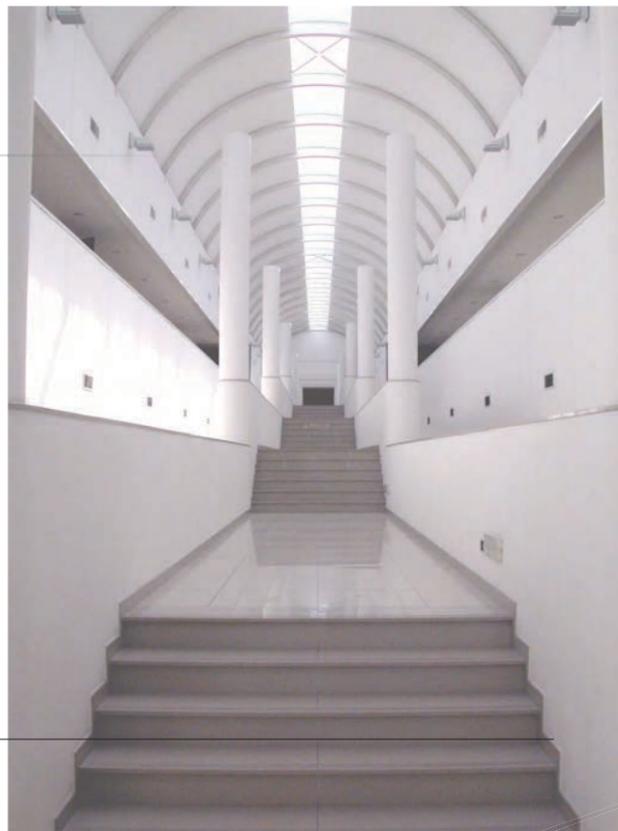
From consultancy to creativity, from engineering to production of pre-series prototypes and street-legal ultra-limited series, from project management to testing and validation activities, stretching to homologation, legal responsibility for product release, assistance during start of series production of the finished product. Not to mention the mission of being an incubator and an acceleration platform for innovative technologies and radical prototyping: Italdesign is a reliable and expert partner and a hub combing state of the art services with technology and strategy partnerships.

over
50 YEARS
of success

over
100 CARS
showcars

over
300 CARS
production model

over
1000 EMPLOYEES
operating internationally



Italdesign: let's get ready

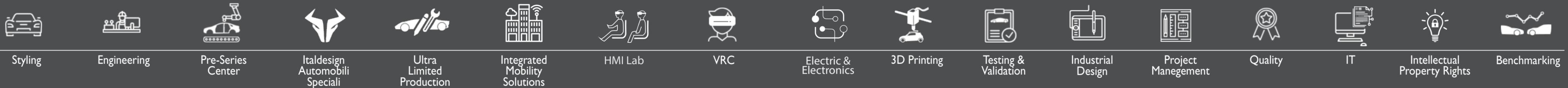


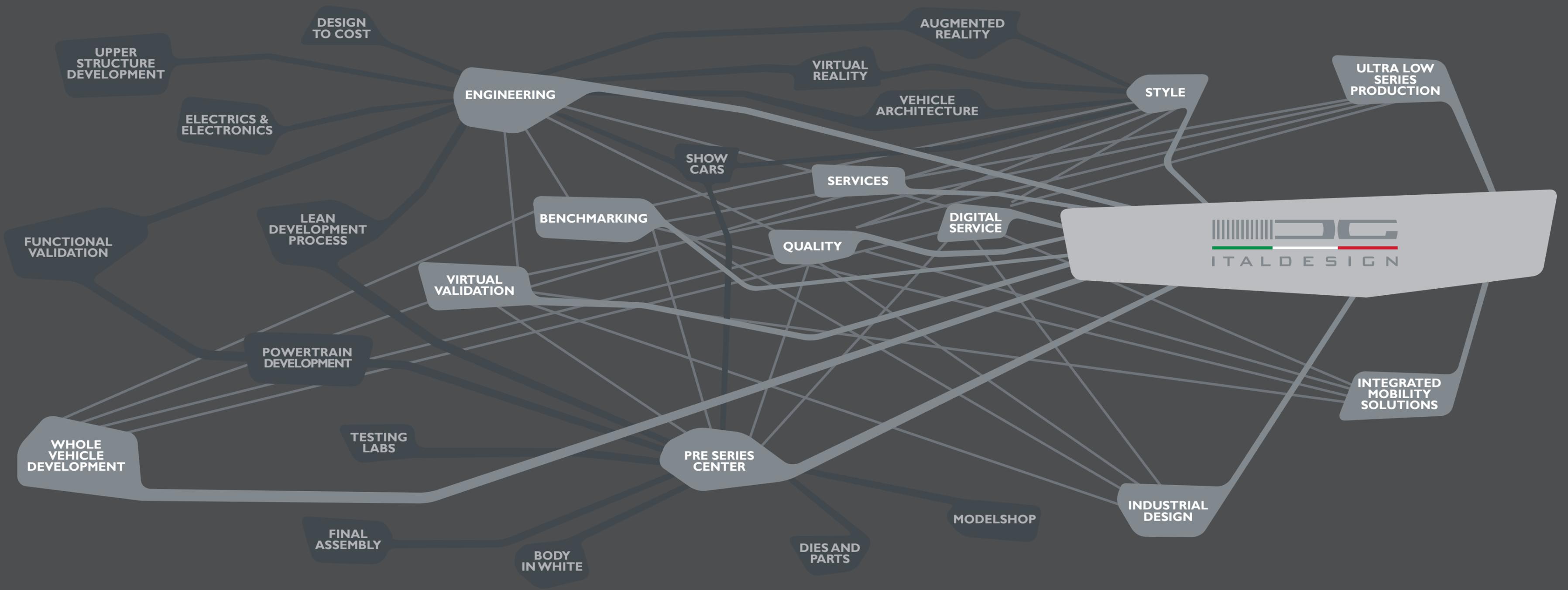
“The ‘next 50’ philosophy underpins our company development strategy for the near future.

The automotive world, or more generally the world of mobility, is changing rapidly. We are getting into full swing of a great revolution: the boundaries between means of transportation, services and infrastructures are becoming more and more transient. Italdesign is evolving in line with this process.

This is why we have started new initiatives dedicated to future mobility in addition to the services that we have always offered – styling, complete vehicle development, testing, validation, pre-series construction and, more recently, the construction of ultra-limited series vehicles.”

Jörg Aсталosch, CEO

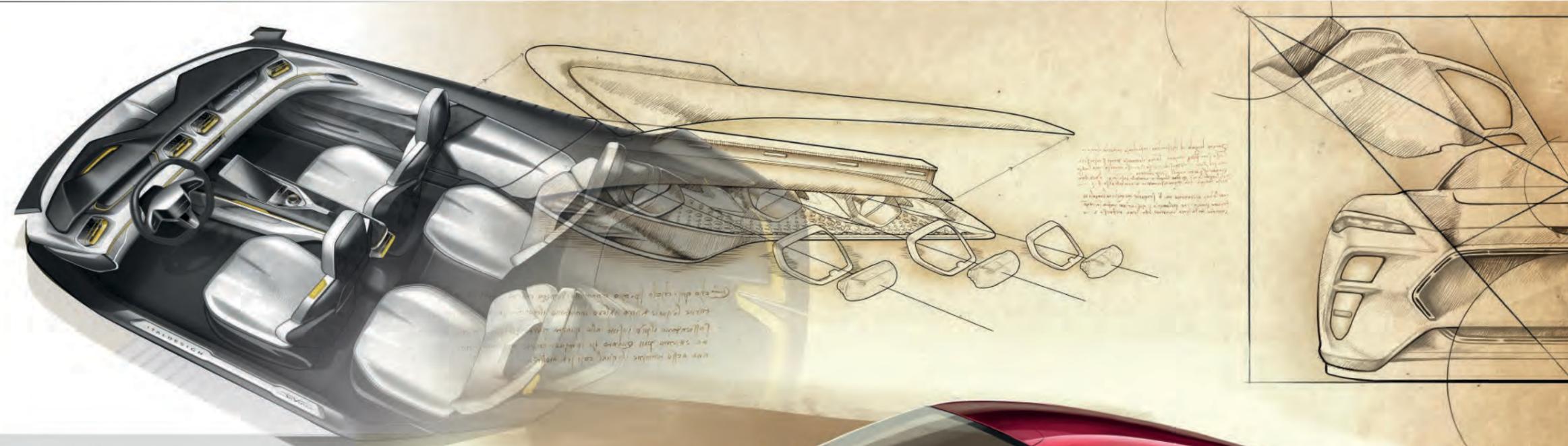






STYLING

Together with Engineering, Pre-Series, Mobility Solutions and Industrial Design, the Styling department is one of five business units of the company. In Italdesign, designers approach design from a functional standpoint, by creating shapes and volumes that meet the technical requirements of production, as well as those of die forming and assembly methods, materials, weights and costs. Any aesthetic solution is also implicitly a technical and engineering solution, with the final objective being to design a vehicle that can be easily mass-produced.





STYLING

Computer Aided Styling

CAS activities are a key moment in the development of the project as they combine creativity and feasibility, budget requirements and deadlines, with a view to guaranteeing the final quality of mathematical surfaces and of the product required.

Color&trim

Graphic Design

Corporate and Brand Identity

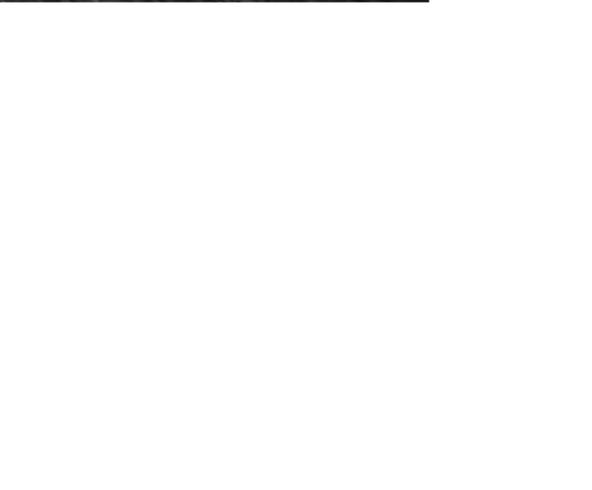
Video Creation





INDUSTRIAL DESIGN

Established in 1981, the Industrial and Transportation Design Business Unit of Italdesign operates on an international level, vaunting a great depth of expertise in various fields thanks to its almost forty years of experience with domestic and international companies.



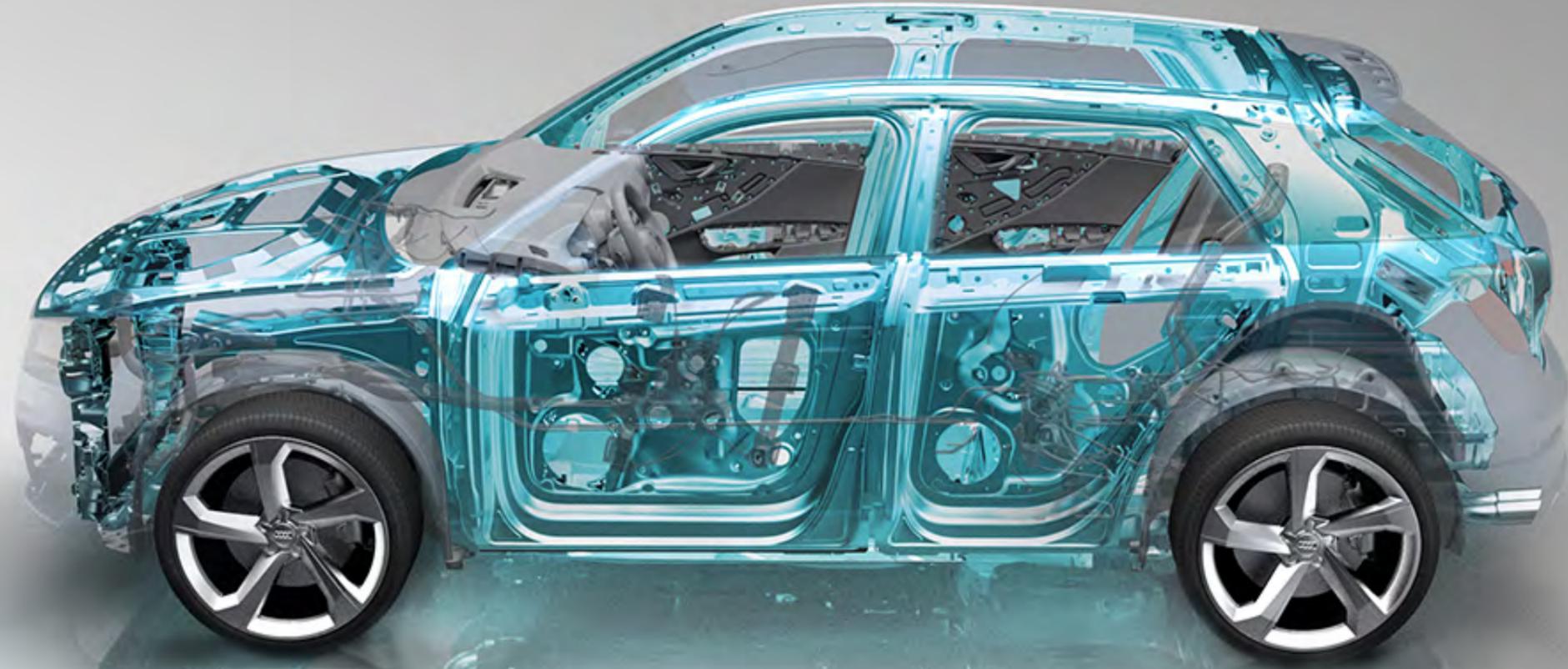
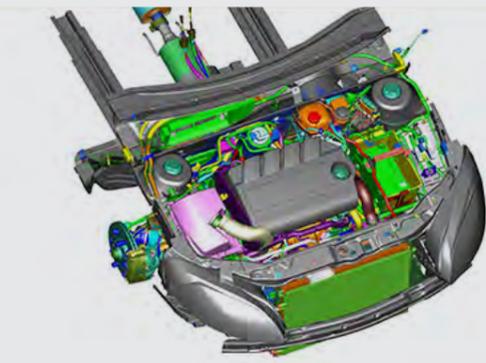
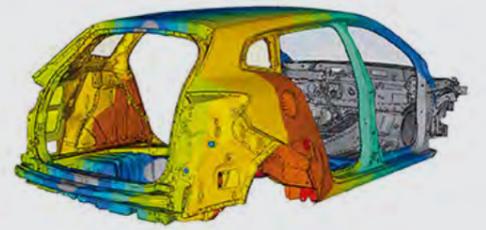
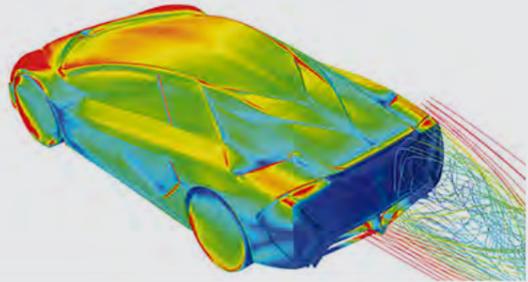


INDUSTRIAL DESIGN





ENGINEERING



Italdesign is a reliable and flexible partner for important engineering development projects well known by professionals and OEMs all over the world. The integration between Engineering and Styling, with the simultaneous exchange and full sharing of information and data allows the optimization of the development times and costs.





ENGINEERING

Complete Vehicle Integrator
Italdesign main role is to assure an homogeneous and consistent development and integration of all components and systems in coherence with functional, quality and cost targets, within the timing.



DESIGN AND PACKAGE

PRODUCT ENGINEERING

TESTING OBJECTS AND VALIDATION

RELIABILITY AND QUALITY GROWTH



PRE-SERIES & LOGISTICS

The company's overall production capacity per year exceeds 500 running prototypes, 15 per week, complete with electronic and dynamic tests as well as quality audits, with the possibility of handling up to 5 projects simultaneously, alone or with development partners.

Assembly and production activities are carried out at the company's historical plants in Nichelino and Moncalieri and at the new premises in Vadò Moncalieri industrial area. These latter comprise an area dedicated to durability tests, equipped so to test vehicles in real driving conditions on roads, and a logistics area to improve the production-cycle efficiency.

Modelshop

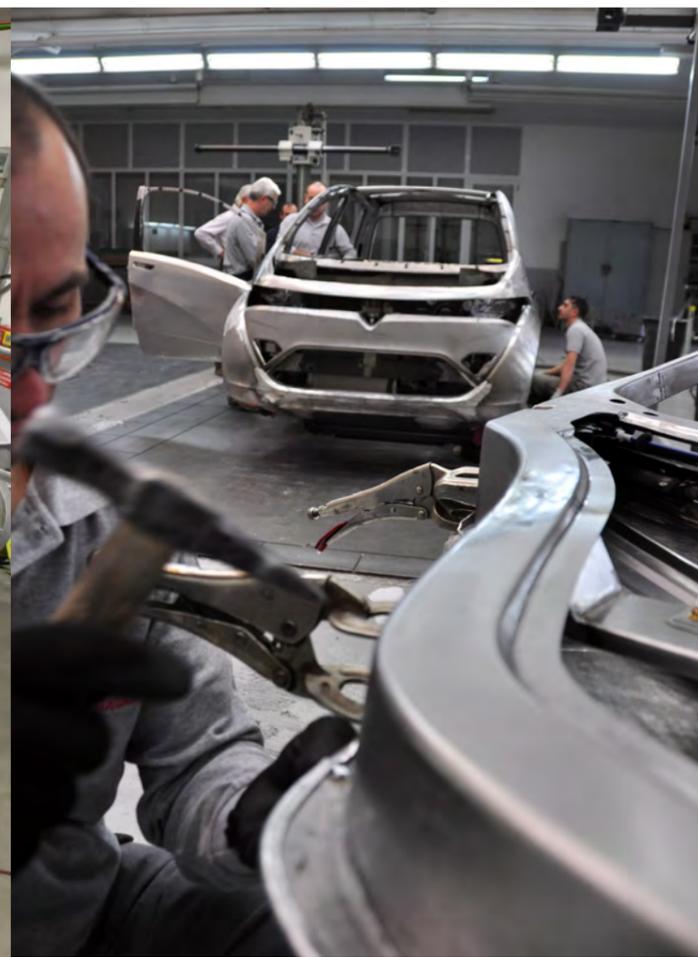
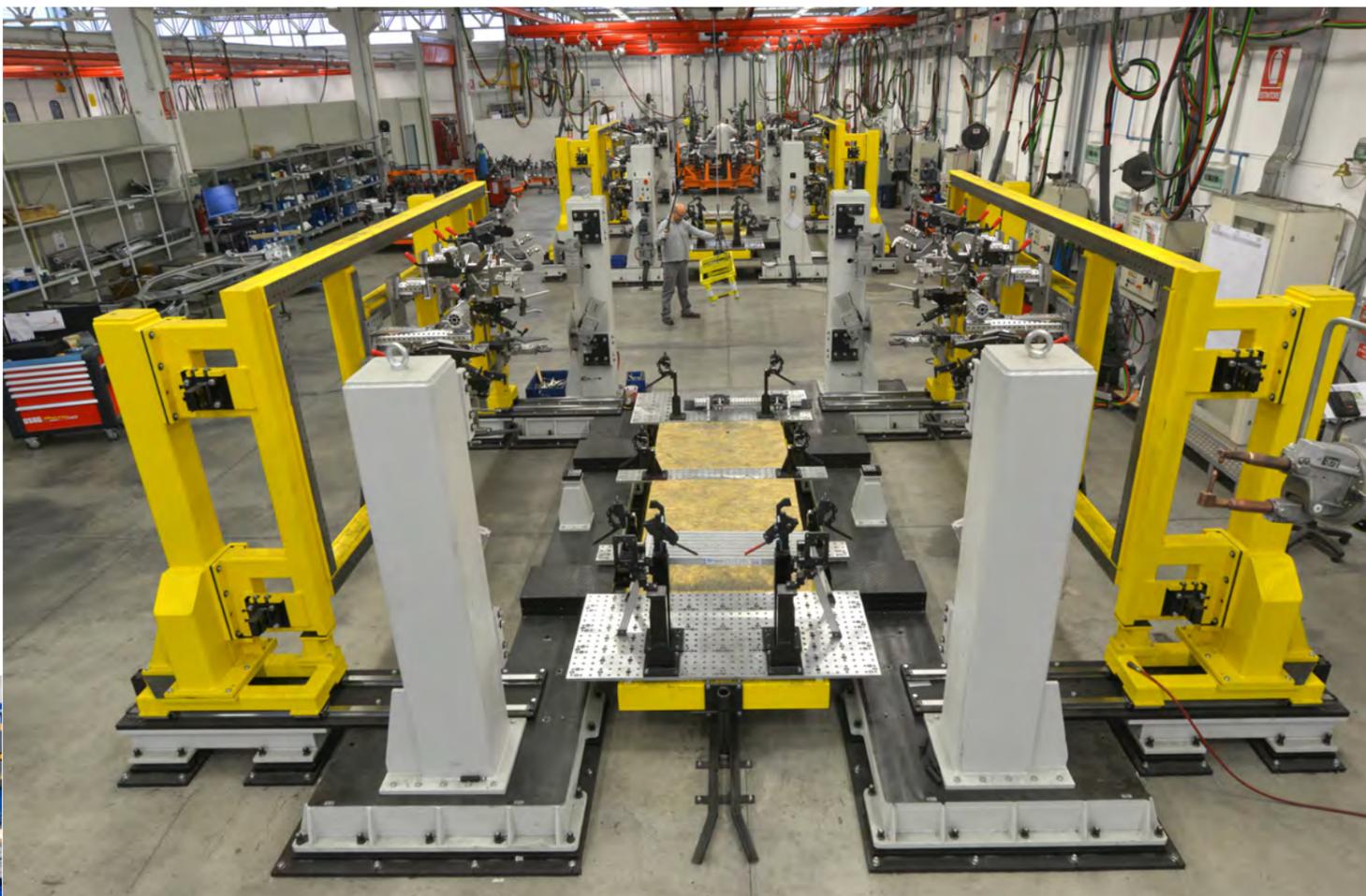
The Modelshop Department is called in when a Customer chooses a multi-mastered styling solution and, after a pre-feasibility study, wants to see a real scale model in a virtual reality simulation environment.

Areas of expertise:

- Paintshop
- Rapid Prototyping
- Resin Department
- Lights and Plexiglass Department

Showcars

A perfect mix between heritage and the newest technologies, allows Italdesign to bring "on stage" full functional and running show cars.





AUTOMOBILI SPECIALI



The company's service portfolio has extended with the introduction of the Automobili Speciali brand, a tribute to Turin that characterizes the 'tailor-made cars' produced by the Moncalieri plant in ultra-limited series for selected collectors and international enthusiasts. A new service also aiming to stimulate the global OEMs market on what Italdesign is able to offer to its Customers for the production of their special and limited series.

This business has led to the development of Zerouno Coupé and Duerta, the targa variant, which together represent a new frontier of luxury and four-wheel exclusivity.



ULTRA-LIMITED SERIES PRODUCTION

The ultra-limited series production is integrated in the portfolio Italdesign offers to carmakers for special production or limited editions, with the ability to run multiple projects at the same time.



NISSAN GT-R50 built in 50 units by Italdesign

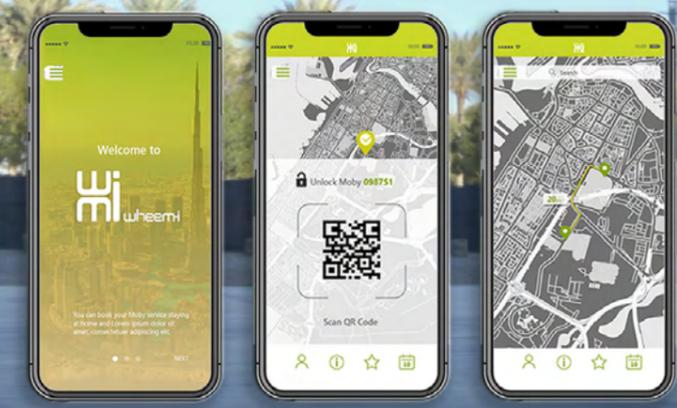


INTEGRATED MOBILITY SOLUTIONS

Italdesign has entered the wider scenario of new mobility as a service, for the management of travel in the most intelligent and functional way possible. The boundaries between the different transport sectors, the means of transportation, the services, the infrastructures are becoming increasingly blurred and the integration between the various components increasingly systematic: in this new scenario Italdesign proposes itself as an 'innovation incubator' and 'acceleration' platform and has structured new departments dedicated to the mobility of the future.

WHEEM-I : WHEELCHAIRS MOBILITY INTERFACE

The project reflects what the company means by 'future mobility', namely providing solutions to emerging needs within smart aka connected cities. It is the first example of smart mobility for wheelchair users: a semi-autonomous electric driven mobile platform, which users can roll on with their wheelchairs and move around the urban area in a much quicker and easier way. WheeM-i can be booked via an app and when no longer needed, the user can leave it in one of the hubs spread around the city so to be available for the next user. WheeM-i offers an integrated system of sensors which helps users avoid collisions with any kind of obstacle, and it is designed to easily overcome architectural barriers.



INTO: A SOLUTION TO FACILITATE ACCESS TO METRO TRAINS AND IMPROVE THE QUALITY OF EXPERIENCE ONBOARD

Pilot project based on a complex algorithm that provides metro passengers real-time crowding information of each wagon.

Traffic light indications, by means of LEDs above the train access doors, are provided about 20 seconds before the train arrives, so to give support to metro users in their distribution in coaches, especially during rush hours, and optimize their comfort onboard providing a high-quality service.

Italdesign is also part of the City of Turin Lab for Autonomous and Connected Driving in Urban Environment for the ideation, creation, and realization of Smart Roads.





INTEGRATED MOBILITY SOLUTIONS

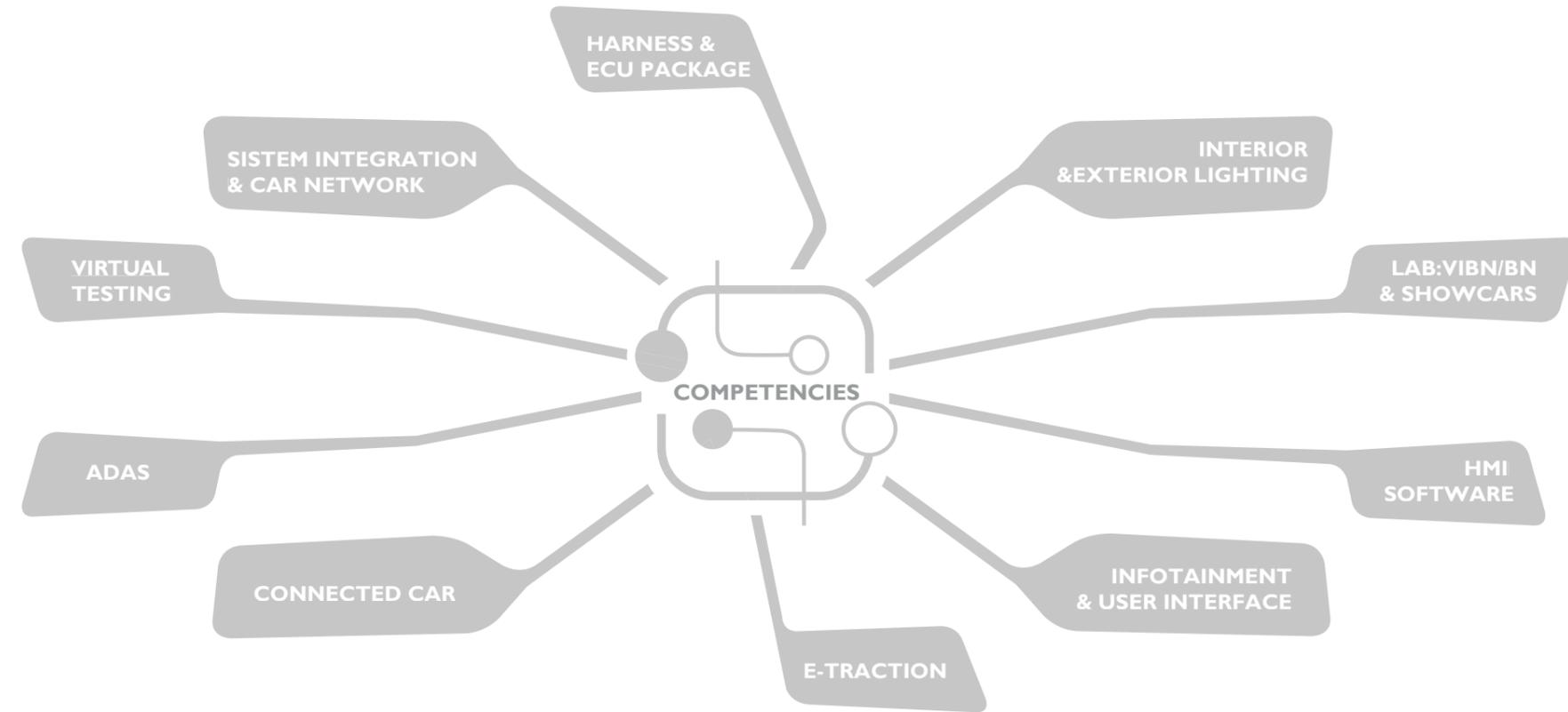
POP.UP AND POP.UP NEXT

The modular Pop.Up and Pop.Up Next concepts show off a vision of the future of transportation, considering the hybrid combination flying/driving transportation model as a key to alleviating city congestion in the future and revolutionizing the way we commute.





ELECTRIC & ELECTRONICS



Italdesign offers a complete team dedicated to UX and HMI development.

Designing innovative solutions able to meet the customers' requests and creating intuitive interfaces is the team's main aim.

The HMI team is composed of different profiles:

- User Experience Designers
- User Interface Designers
- System Engineers
- Back and Front-End Developer

Italdesign's services portfolio features projects developed for several automotive brands with the integration of advanced technologies such as gesture control, eye trackers, brain-computer interface, speech command and face recognition cameras.





HMI UX

A multidisciplinary environment where analysis and studies are conducted focusing on the relationship between humans and vehicles. HMI design of next generation vehicles can be defined, developed and tested thanks to a self-adjusting seating buck able to represent all possible vehicle configurations available nowadays, as well as future layouts related to autonomous driving. Ergonomic validation through VR tools allows the reduction of development time and costs, minimizing the need for physical objects. Realistic color and trim guarantee a more immersive User Experience.



VIRTUAL REALITY

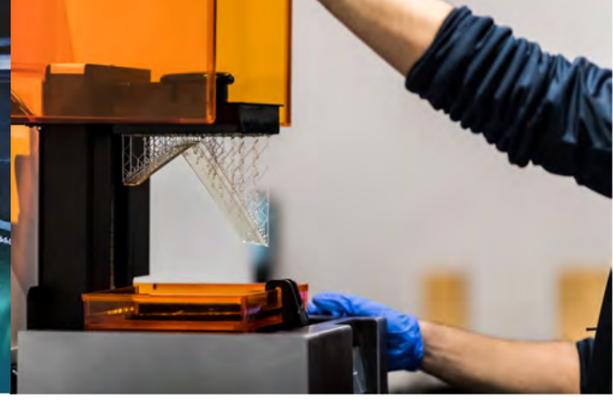
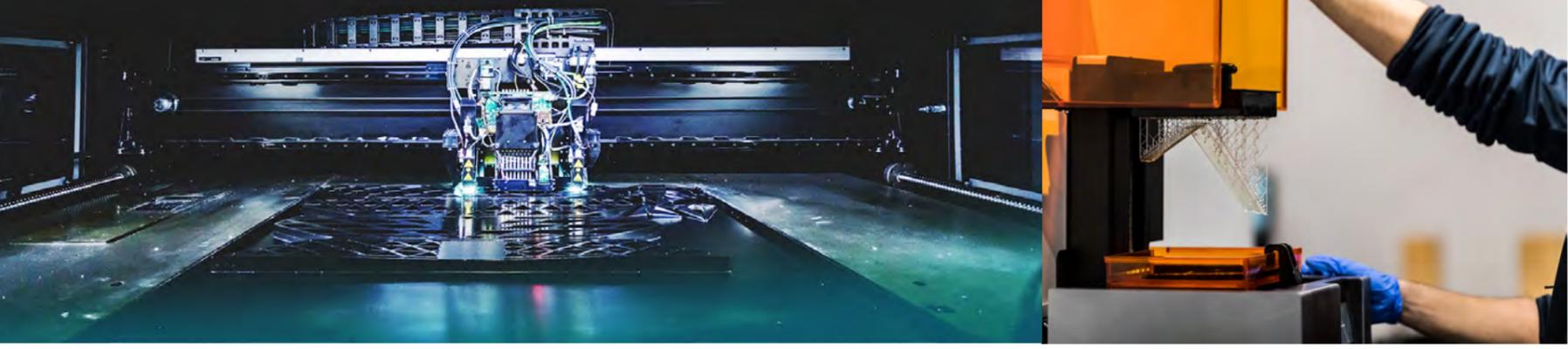
Italdesign was the world's first service company and the first independent styling and development studio to build a Virtual Reality Center in the late nineties and offer creative and styling services using virtual reality on a 1:1 scale. Today design processes are driven by VR and AR technology and this what Italdesign offers to its Clients.





3D PRINTING

Italdesign's subsidiary in Barcelona, Spain, hosts the PrintDesign-3D department, one of the most modern 3D printing centers in the world with a total of 7 printers, where pieces up to 1 meter in length can be printed. This modern 3D printing laboratory counts with one of the most advanced 3D printers, the OBJET J750, able to 3D print in full color realistic objects.



TESTING & VALIDATION



The functionality and the fulfillment of the performance targets are checked and optimized through the extensive testing of components, systems and vehicles, first on prototypes and then on pre-series and pre-production. Tests are conducted both on the bench in laboratory and on the road in test tracks. The strong integration with simulation allows the optimization of the vehicle tuning till Start of Production.



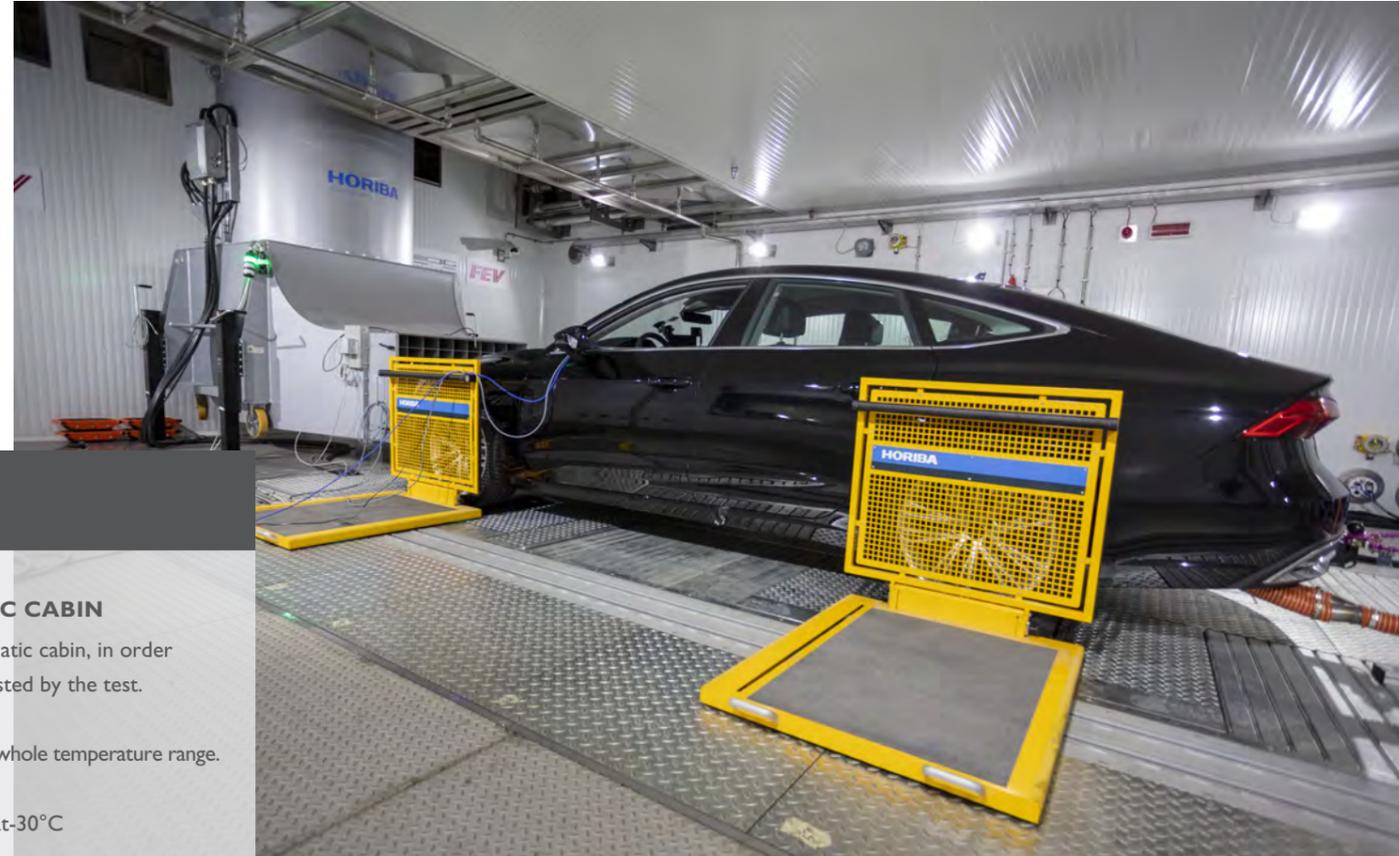


POWERTRAIN DEVELOPMENT

Emissions Lab

Set up in collaboration with the Italian branch of the German company FEV, this state-of-the-art analysis laboratory allows Italdesign to expand its services portfolio for the automotive industry, providing vehicle emissions measurements following most of the international standards and over the standards so to perform advanced research and development tests and analyses.

Italdesign Powertrain Emissions covers an area of more than 1,000 square meters and features two, separate and access-controlled zones. One is dedicated to the VW Group brands, the second to external customers.



TECHNICAL DATA POWERTRAIN DEVELOPMENT Emissions Lab 4WD ROLLER BENCH 48"

Maximum roller speed extended to 250 km/h

ANALYZERS

- MEXA One D2 (Analyzer Raw)
- MEXA One FT (Analyzer Raw FTIR)
- MEXA One C2 (Analyzer Diluted)
- OVN 35H
- MEXA 2000SPCS (Particle Counter)
- CVS One-MV-HE (Constant Volume Sampling System)
- HFU-ONE
- MEXA DLS-One (Particulate Measuring System)
- MEXA I 100QL (N2O measuring system)
- GDC ONE (Gas Divider)
- CFO-201B (Critical Orifice Kit)
- CFC (CPC-Flow Checker)
- Climatic cabinet with precision scale
- Device for the suppression of electrostatic charges

ROLLER BENCH WITH CLIMATIC CABIN

The roller bench is installed inside a climatic cabin, in order to fulfill the temperature setpoint requested by the test.
 Temperature range: -30°C to +40°C
 Temperature gradient: up to 0.5°C/min in whole temperature range.
 Humidity tolerance: ± 5% RH
 Max admissible heat rejection: 179 kW at -30°C

STANDARD SOAK AREA

Target Temperature: 23°C ± 3

COLD SOAK ROOMS 1 AND 2

Cold soak 1: 39 m2

Cold soak 2: 47 m2

Temperature range: -30°C to +40°C

Temperature gradient: up to 0.2°C/min in whole temperature range.

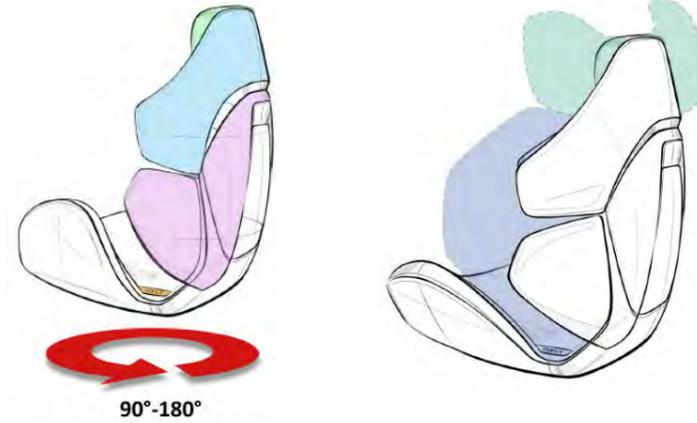
Humidity not controlled.

Max admissible heat rejection: 20 kW at -30°C



INTELLECTUAL PROPERTY RIGHTS

With over 50 years' experience in car design and automotive services, Italdesign is one of the top-rated design and engineering companies in the world, fostering innovation and new technologies. Over the years, it has developed a wealth of patents, a result of its design expertise and knowhow, classic cutting-edge solutions acknowledged and adopted by designers and carmakers worldwide. Its Intellectual Property Rights Portfolio comprises over 47 families of Brands, 37 Patent families and 53 Design Models.



EUIPO - European Union Intellectual Property Office

RCD file information
006277786-0002

Timeline

Graphic representation

Design information

Design number	006277786-0002	Filing language	ENGLISH
Name		Second language	ITALIAN
Filing date	05/03/2019	Reference	ED118743-DM862ED
Registration date	05/03/2019	Visual elements	
Expiry date	05/03/2024		
Design status	Registered and fully published (A-1)		

Indication of the product, *in English*

Class	26.06
Design	Rear lamp clusters

English

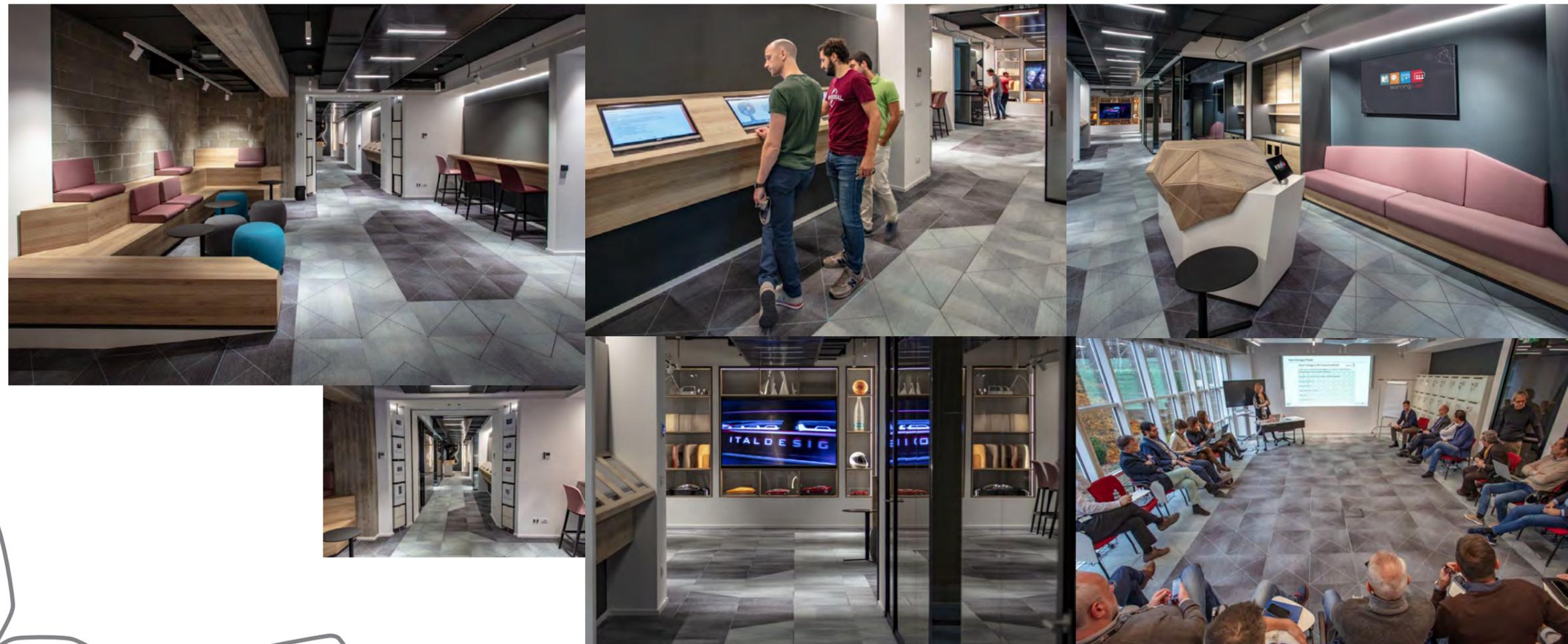




learning LAB

Designed for the company people's new needs and part of the broader framework of Competence Transformation strategic pillar, the 250 square meters of this multifunctional and modern area can accommodate up to eighty people in different spaces with specific purposes.

Italdesign is a group of 1,000 experts, boasting years of experience in the automotive and non-automotive development fields. This wealth of knowledge needs to boost and adapt to promptly respond and anticipate the market requirements in terms of knowhow and social skills. Learning Culture and employees' awareness are the key to foster new competences and careers.



TECHNOLOGY AND KNOW-HOW TO SERVE ART & CULTURE



Since the early 2000s, Italdesign has been committed to art and culture by making reproduction of works of art using the very same complex technologies and sophisticated tools used to create 1:1 real scale vehicles.

Reproductions of Egyptian original statues displayed at the Turin Egyptian Museum were set up and placed in strategic and valuable locations in town, for the 2006 Turin Olympic Winter Games.

A giant, 5-metre high reproduction of the 15 cm Pazuzu statue displayed at the Louvre Museum in Paris was 3D scanned and milled for the Italian artist Roberto Cuoghi. In ancient Mesopotamian religion Pazuzu was among the oldest and most powerful of all demon lords.

A clone of the Sarcophagus of the Spouses, Etruscan masterpiece of the late sixth-century BC displayed at the Villa Giulia Museum in Rome, was 3D scanned, milled, painted and prepared in 2014 for the exhibition The voyage beyond life. The Etruscans and the hereafter with masterpieces and virtual reality, Palazzo Pepoli, Bologna. Today, the clone is exhibited at the entrance of the necropolis Banditaccia, near Cerveteri.



& MUCH MORE



Project Management

At Italdesign, each project is handled by a team of project managers who steer the overall development process with a view to achieving the best trade-off between time, cost and quality, in concert with the customer. The international aptitude and open mindset of Italdesign PM Teams help them to effectively and comprehensively integrate with the customers' processes from the beginning of each project.



Quality

Italdesign's quality management system has been certifying according to ISO9001 standard since 1997. The current Quality Assurance Organization counts about 30 qualified employees tasked with supporting operation processes in design, engineering and production units, providing measurement and testing services, and certifying products. The performance of the available measuring equipment enables Italdesign to guarantee and certify the dimensional accuracy of our products with tolerances of less than a tenth of a millimeter.



IT

The IT Department supports the company in integrating its business processes with customers' needs, by tailoring IT services to those of its customers. Particular focus is put on IT management, IT network architecture and IT security.



Benchmarking

Italdesign has developed a Benchmarking know-how that takes into account all the product's different aspects like complexity, cost, weight, to support the Customer by providing an external analysis of either its own products or the competitors' ones, with the aim of helping to define the proper positioning of the products on the market.







www.italdesign.it

