
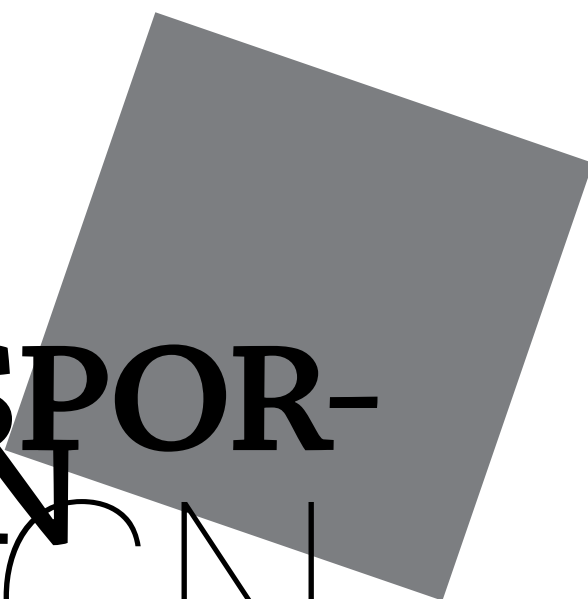


TRANSPORTATION
MOTORDESIGN





TRANSPOR-
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DESIGN



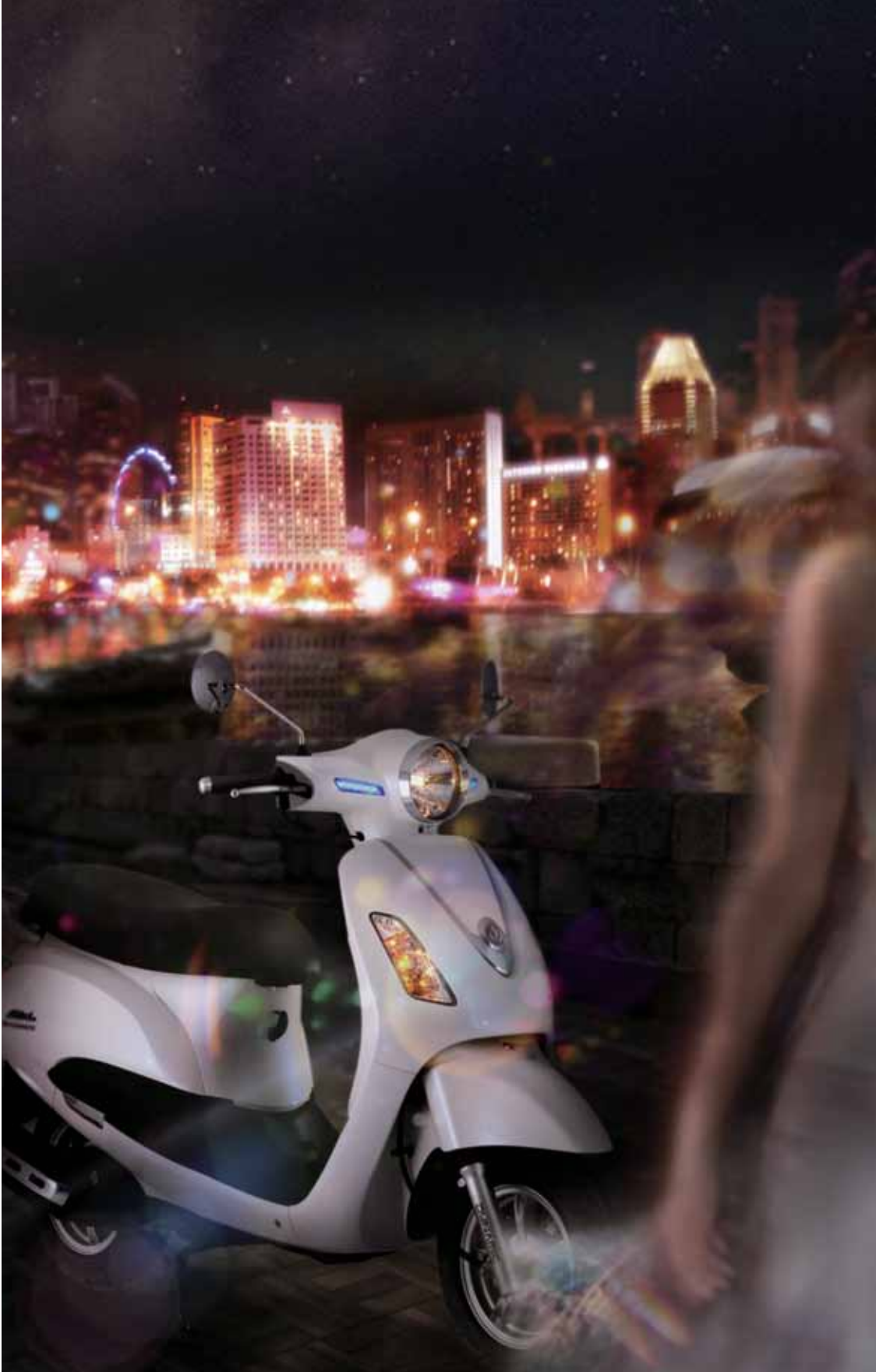
AUTO DESIGN



MOTOR DESIGN

CASE STUDIES OF TRANSPORTATION / MOTOR

TRANSPORTATION / MOTOR DESIGN





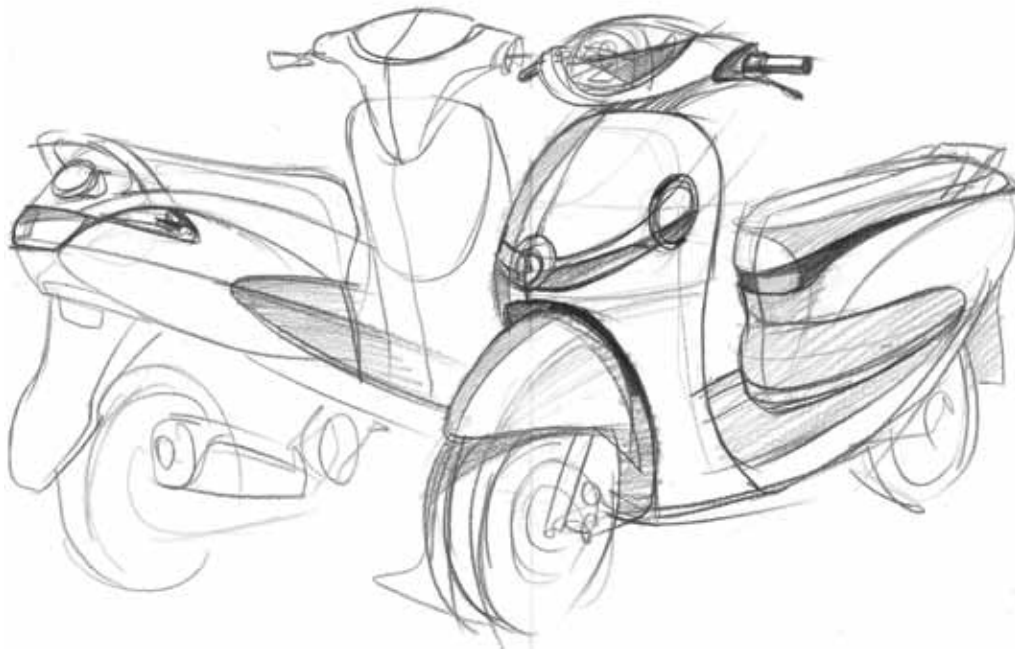
SYM Attila Elizabeth
三陽機車 Attila Elizabeth

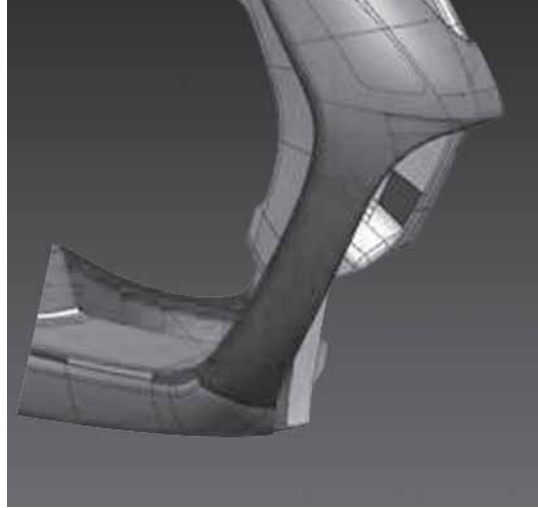
從越南市場來看

越南是熱門的東南亞新興經濟市場，「速克達機車」正是一種社會身份的區隔象徵，代表著收入、生活水準優於其他人；尤其是對於越南女性，經濟收入、消費力、生活品味和獨立自主的意識都升高，相對的也特別挑剔商品的質感和風格。從此項目開始，浩漢以鎖定「她們會喜歡」為目標下手，在設計之前，通透目標客群「越南（輕）熟女」，進行生活習慣研究，最後設計出一款融合「具歐洲質感·復古風格」的Attila Elizabeth機車，再為搭配歐洲風廣告行銷，大大席捲越南女性市場，造成搶購的熱潮，立即創下八千多台銷售佳績，連不賣Attila的台灣，都在網路上興起了熱烈的討論。現在，三陽Attila成為越南新女性交通工具的最佳代名詞。

VIETNAM MARKET PERSPECTIVE

Attila Elizabeth is designed to target Vietnam's female users. The Vietnamese users consider scooter as a luxury item. Given the fact that one motorcycle could take up a large percentage of their annual income, it's quite natural that Vietnamese consumers want their scooters to represent their social status. Therefore, luxury shape features, configurations, and the use of special materials vary in accordance to consumer's needs. The international design team in Nova Design, understanding the lifestyles and needs for scooter categories of female consumers in Vietnam through analysis, made alterations to Attila Elizabeth to detail design, including colors and finishing. The new elegant and stylish identity makes Attila Elizabeth differ from other scooters, just like an accessory adds extra elegant features.





注重『時尚』脈動

Attila與New Attila的成功已經深植消費者的信任，三陽VMEP計畫區隔“為年輕女性所喜愛的Attila”，企畫針對成熟女性全新設計Attila Elizabeth車種。浩漢從深入市場訪談與設計提案調查開始，將設計的方針設定在：造型是讓越南成熟的消費者，在生理與心理都能接受並喜愛的歐陸風格，其特色是個性獨立自主，勇於承擔，心態成熟，更注重『時尚』脈動。浩漢透過油土模型反覆地設計，推敲出具有情境移情與典雅精煉的造型，配合VMEP成功的行銷策略，一上市在越南的女性摩托車市場立刻掀起熱賣的旋風。Elizabeth加入後，驗證該機種確實擴大了女性市場客層。讓Attila連續六個月破新高，單單Attila系列一個月就會大賣近一萬七千台。

HIGHLIGHTING IN VOGUE

Successes of Attila and New Attila have deep-seated consumers' confidence that SYM VMEP plans to design a brand new type of Attila Elizabeth scooter for the grown-up females to differentiate it from the Attila series loved by younger females in Vietnam. Nova Design started its work with market survey and design questionnaires to target the design to the mature Vietnamese consumers who accept and favor European style mentally and physically, highlighting in independence, self-discipline, mature, and fashion. Through repeatedly clay model designing has Nova figured out the empathetically elegant modeling, which, coupled with the successful marketing strategy of VMEP, raised a hot wave in the female motorbike market in Vietnam. The participation of Elizabeth series helped extend the female consumers market that a six-month tracked record of selling about 17,000 Attila series scooters just in a month has been made.





細節與色彩上的全新設計

浩漢設計透過國際化的設計團隊，分析並瞭解越南女性消費者的生活形態及機種需求，賦予Attila Elizabeth在細節與色彩上的全新設計，進而創造了一個新形態的優雅與時尚代表，這些特殊的產品識別，就像女性身上的首飾配件、點綴出特殊的優雅氣質，這也是Attila與其他摩托車的不同之處。

BRAND-NEW DETAIL & COLOR DESIGN

The international design team in Nova Design, understanding the lifestyles and needs for scooter categories of female consumers in Vietnam through analysis, made alterations to Attila Elizabeth to detail design, including colors and finishing. The new elegant and stylish identity makes Attila Elizabeth differ from other scooters, just like an accessory adds extra elegant features.



CASE STUDIES
OF TRANSPORTATION / MOTOR



TRANSPORTATION / MOTOR DESIGN

SYM GTS EVO
三陽機車 GTS EVO

優雅大器的歐風印象

以歐洲市場為主，亞洲市場為輔的GTS EVO，target為30-45歲男性，騎乘需求主要在都會通勤及假日休閒為主，為Cruiser中高階機種。

Cruiser機種主要營造的是休閒舒適的騎乘意象，優雅，大器為主要訴求，因為是300cc機種，整體的霸氣質感也要一併呈現，同時還要創造出其專屬的產品性格及高價值感。

IMPRESSION OF ELEGANT EUROPEAN STYLE

The marketing for GTS EVO aims at European market in the first place and Asian market the next one. With the target group of male aged from 30 to 45 whose major need for scooter is commuting in the city and traveling during weekend, GTS EVO is the higher standard version of Cruiser.

The Cruiser series is intended to bring the loose comfortable riding image and elegance feeling to people. Indeed, it is necessary for the 300cc scooter to feature its ambition aesthetic and quality, and also create the soul and value exclusive to the product itself.





技術的進步加強設計可行性

以左右雙燈的設計概念，營造專注的神情，更以此開創三陽雙燈的產品識別，創造休旅車的新生命。在創新與構思的過程裏，不管設計師選擇或熟悉甚麼樣地軟體與工具（EX:Photoshop/Alias/Pro-e/Rhinoceros/Catia/SolidThinking），重要地是設計師在表達他的創意時，要能將美感與工具操作合一，透過電腦充分表達設計的完整性。

炯炯有神的雙燈眉，侵略感十足，非常吸引人，騎乘時會有相當的優越感，同時車體造型識別明確，與眾不同，差異化的創新是摩托車產品最大的競爭力，因為開發技術的進步解決了創新與可行性之間的距離，所以不同文化背景與特質的設計師所提出多元化的原創構想，在快速變化的競爭態勢中，便有機會完成差異化的概念。建構創新互動的數位環境激發出良性競爭的活力，便成了另一種創新力。GTS EVO的創新便是透過網路整合各地資源的創新與詮釋，激發出新的觀點。

INCREASE DESIGN FEASIBILITY

The twin head light design concept is trying to deliver an aggressive feeling. The inspiration brings the fresh soul for cruiser and a new identification of twin head lights for SYM . In the process of innovation and ideas, regardless of what software and tools used by the designer (EX: Photoshop / Alias / Pro-e / Rhinoceros / Catia / SolidThinking), important to the designer is to express his ideas through the computer design with full integrity of aesthetic and tools.

The twin head lights showing energetic and aggressive characteristics to people are very attractive and stunning while riding. Also, remarkable style presents the different sense of taste. The differential product innovation is the biggest motorcycle competitiveness, the development and technological progress to decrease the gap between innovation and feasibility so that different cultural background and characteristics of the original design concept will have the opportunity to complete it. Construction of innovative interactive digital environment stimulate the vitality will become another innovation. GTS EVO innovation is through network integration and interpretation of innovation around the world to stimulate new ideas.



俐落的切面強調產品性格

塑造特有風格及品牌識別為全車的設計主軸，為了表現出鮮明特色，特以雙燈及燈眉的設計強調前臉表情，專注前進的姿態。搭配相同造型語意的風鏡盾牌，俐落的切折面將雙燈的立體感強調出來，更強調出產品的特有性格。

EMPHASIZE THE PRODUCT CHARACTERISTIC

The main design target is building its own identification and style. In order to achieve above demands, the significant twin head lights and light brows address a facial expression, with eager anticipation looking, matching with the same shield mirror element and a tidy and neat folding surface famed the sharply twin head lights highlighting its extraordinary feature.



鷹眼大燈銳利有神

歐風重車式鷹眼雙大燈，銳利有神，為全車設計重點，全新外型，廣受好評，燈組上方的LED燃眉定位燈，更是精神所在，此設計為當時世界首創，第一台擁有LED定位燈燈眉的大型scooter。

WORLD'S FIRST EYEBROW LED LIGHT STREET BIKE

The notable design is having large twin eagle eye like head lights as its unique style. Brand new appearance has rave reviews, besides, the spirit shown on the LED twin head lights, and also can be seen as a pioneering design around the world.



TRANSPORTATION / MOTOR DESIGN



CASE STUDIES OF TRANSPORTATION / MOTOR



變形金剛彰顯霸氣

2010年義大利米蘭車展，是世界著名的兩輪車展專業博覽會，其中最令所有參觀民眾矚目的焦點之一，要數由「三陽」展出獲臺灣精品獎「金質獎」的「GTS300i」機車與所變身的「GTS300金鋼」最吸引眼球；以精密的模型結構掌握最佳造型比例，搭配實車色彩與1:1的車身，完全展現其霸氣風格，特別為三陽量身打造而成。

REAL "TRANSFORMER"

At the 68th International Motorcycle Exhibition Milan Fair, one of the most renowned professional exhibitions of two-wheels in the world, the GTS 300i scooter which won the Taiwan Excellence Gold Award and GTS 300 transformer revealed by SYM became the eye-catcher. Proportioned to the best scale with precise model structure, the SYM-produced motorcycles demonstrated a dominant style with 1:1 bodywork and real scooter color.





SYM Transformer
三陽機車 變形金剛

為產品競爭力加值

「GTS 300金鋼」在設計之初，利用三維軟體類比「GTS 300i」變形效果，並進行上百次的調整和驗證，力求達到變形部件位置的合理性，以及視覺上的比例調整。在第一代悍將變形金剛設計經驗的基礎上，其姿勢更具動感，這得益於其內部骨架的設計製作，並利用「GTS 300i」實車部件包裹全身，從而體現出其精密構造。機車由超過一百組以上的零件完美重組，每個部件都有自己的設計開發流程，需要完善的專案管理和成熟的資源整合能力，從而創造出這台身高過2公尺，體態科技碩壯的悍將變形金剛。這種不斷演進產品的設計方法與運作體系，不但為悍將這款機車注入每一世代全新又延續的品牌生命，也為SYM的機車品牌在國內外的產品競爭力加值。

REAL PARTS, PRECISE STRUCTURE

3D software was used to stimulate the transformation effect of GTS 300i at the inception of designing GTS Transformer to achieve the reasonable position of the transformed parts and the visual adjustment with hundreds of times of tests and debugging. Based on the experience of designing the first generation Fighter Transformer and the optimized bone structure design, GTS Transformed presented a more dynamic posture and precise structure thanks to the covering of GTS 300i scooter parts on the bodywork.

優化管理體系與知識積累

從一代代悍將機車到變形金剛的演變，正好勾勒出浩漢成長蛻變的軌跡，浩漢試圖透過設計演繹與組織學習，不斷為品牌注入新生命的努力。浩漢持續累積設計演繹經驗，透過市場上的實際歷練、不斷優化的管理體系與知識積累、與時俱進的設計觀念與運作系統，演化出獨有的設計系統競爭力，並一步步建構起全球性的設計服務。

CONSTANTLY OPTIMIZED MANAGEMENT SYSTEM

The evolution from GTS generation to Transformers series sketches out the trace of Nova Design's development, which endeavors to infuse new vitality into brands through design deduction and organization. The accumulating of presentation experience, together with market practice, constantly optimized management system and know-how, and growing design ideas and operation system, has evolved into unique competitiveness of design system and constructed a global design network gradually.



CASE STUDIES OF TRANSPORTATION / MOTOR



SYM B9A-T1
三陽機車 T1 B9A

從夢想進入生活的機車

大型重車一直是檔車愛好者的夢想，臺灣已開放進口重車，但一般大眾的年輕人與學生對於大型重車價格的高昂根本無法負擔，而且車輛的規格總是與人產生無形的距離感，本來檔車是臺灣市場裡普遍車種，但至今已逐漸沒落，甚至被速克達的龐大需求量逐漸取代。為了實現與喚醒大眾對重車的憧憬以及尋求當年檔車在大街小巷悉攘來往的懷舊情愫，因此推出了劃時代的革命性產品T1 B9A。

FROM A DREAM INTO LIFE, THE "HEAVY BIKE"

Motorcycle is a dream to every Taiwanese who is interested in motorbike. At this time, the rule allows foreign motorcycle to be imported into Taiwan, but the high price and the scale are the reason that most young people and students cannot burden. In the past, motorbike was around everywhere in Taiwan, but it is declining year after year and has been replaced by the great demand in scooter now. In order to solve the problem, this project T1 B9A makes the dream came true, getting the past memories back as well.





還原賽車的造型元素

客戶期待的是一台附有重車的靈魂與架式，但卻比重車更經濟更親民，而且除了延續過去產品經典的懷舊因素外必須注入街跑車或仿賽車的造型元素。引擎上能有重車的回饋感，額外搭配多樣化的選配件設計，讓此車可以使人產生無限的想像空間。此車訴求上必須同時滿足檔車愛好者對於街車與賽車造型的喜好，所以俐落的線條走勢與曲面的張力必須兼具，在車體的整體型態上要有速度感的營造和未來精緻質感的視覺感受。設計師即在以上條件下開始設計。

RESTORE THE RACING ELEMENT

The client desires that the soul and styling of this motorbike are pretty similar with motorcycle, but it has to be cheaper and friendlier. The project has not only reserved the classical elements, but also injected some inspirations from racing and street bike. Rider can get the feeling like using motorcycle engine. The availability of various accessories brings riders more imagination about the bike. In order to satisfy user's requirements of the styling, overall appearance, and outfit, the sketching needs to include sharp shape and tension surface. In addition, speedy feature and futuristic delicacy are also to be expressed. Therefore, designer needs to focus and follow on above demands.





實地實物的評價是重頭戲

從造型上看，整體設計尖銳但速度感十足，消費者很重視油箱、側板、座墊、腳踏各部件造型搭配之間的關係，搭配的整體完整度對整體造型影響度很大。如今電腦科技發達了，已經可以作到虛擬的實體模型，而時至今日浩漢的設計師還是認為在全尺寸油土模型(Claymodel)階段的工作，雖然已經可以用五軸CNC完成加工成型，但仍無法完全被電腦化取代，對設計師在掌握機車造形設計上來說，這是非常關鍵的步驟；還需透過視覺與觸覺不段地去推敲、調整與平衡整體與細部的造型；全尺寸油土模型的實地實物評價更是決策過程中的重頭戲。

把技術發展到最精深

浩漢把設計工作從企畫、設計、工程檢討、模型、工程到生產組裝，先拆成很多階段，每個階段再拆成不同的專業分工。每個專業浩漢的人員都希望能把技術發展到最精深——成爲市場調查專家或模型專家。浩漢檢視在每一個橫軸的深度技術，從設計到模型製造到產品生產，各個流程上都有技術精深的專業人員負責，在價值鏈的各個環節中突顯價值。

BALANCE FOR EACH ELEMENT

The overall design has too many sharp elements, but the visual sense of speed is enough. Most consumers care about the relationship among tank, side cover, seat and footrest, whose integrity has a lot of important effects to overall form. Generally they like simple and pure colors, so if the style is too special on this case, the selections for this product will be less than enough and the product will be died out soon.

EXERT TECHNIQUE TO THE FULL PLAY

Nova Design dismantled the whole process from planning, designing, project assessment, modeling, production, to assembling into several phases that could be separated into different professional divisions. Each professional in Nova expects to exert technique and technology to the full play and become the expert in market research or modeling. With an inspection on the profound technologies at each horizontal axis from design, modeling fabrication to production, Nova makes its value showed at each part in the value chain with experienced professionals working in charge of each process.





洗練的外觀蓄勢待發

設計師用了簡潔順暢的線條勾勒出此機種的造型，調整造型與色彩搭配的車頭風板感覺更瀟灑精緻且附有更多的侵略性，減少一些部件的構成使得簡斂後的整體外觀傳達了更多強壯精悍的意象，另外在排氣管造型部分搭配傾斜仰角設計與全車線條相呼應，即使在靜止情況下，也會散發出蓄勢待發的霸氣。

SUCCINCT STYLE READY TO GO

Designer took simpler and more straight lines to modify the form, and adjust the shape of head cover to make it more aggressive. Reducing some decorations can make the overall surface simple, and easily express more strong images on. Even the product is in the static condition, the product still release attempt and ambition a lot with the correspondence between the tilt elevation at the exhaust pipe and the overall streamline.



CASE STUDIES OF TRANSPORTATION / MOTOR



SYM F8A
三陽機車 F8A

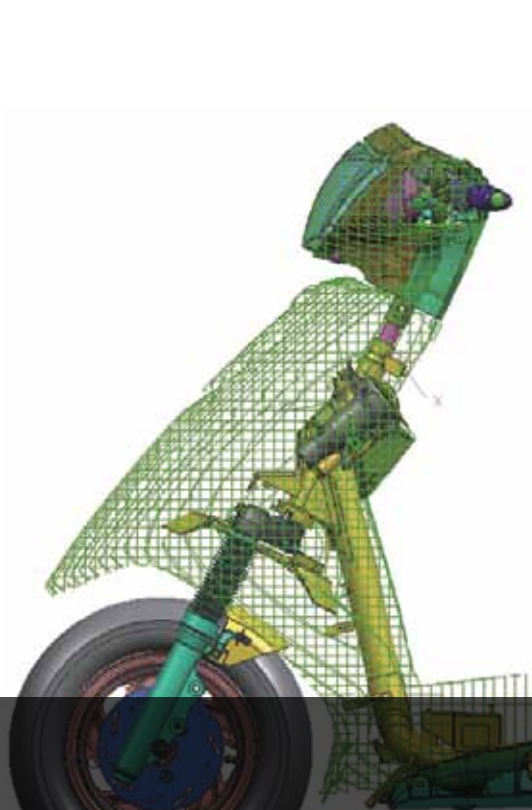
中性穩重不失品位

F8A是爲了滿足樸實機車族的大眾型中性車款，實用族群的車主對造型沒有太大的需求，只要簡單、順眼、價格實惠即可。反觀市場上眾多亮眼車型卻無法滿足上述考慮，爲此，企畫F8A以滿足此區隔。客戶期待的是一台價格實惠與便利的中性實用機種，造型平實與功能性導向的型態要同時並存，中庸卻順眼的造型帶點都市優雅感，騎乘出去也是相當耐看穩重，卻又不失品味，此大眾型車款，中性偏女性風格的造型卻又要保有男性市場，故以流線、質感、簡單爲主要造形訴求，藉由量體表現偏女的輕巧感，同時掌握剛柔並濟的中庸風格。

TASTE WITHOUT LOSING MODERATELY

A simple and realistic F8A scooter was designed for those practical riders, who only consider on its simple appearance and affordable price. However, the present market overwhelms with glamorous scooters that do not achieve their demands yet. Thus, a new F8A was proposed for this market segmentation. A friendly price and simple design scooter is actually what customer looking for. The form needs to combine with simple shape and functions. The harmonious style radiated with city elegance enables the rider a pleasant virtualization and a sensation of the scooter. This plain and general design is intending to maintain male market while focusing on female desire. The sketching emphasizes smooth curve and the quality, by expressing handful image to figure to show the temper force with mercy: the aesthetic of F8A scooter.





內斂實用的都會風情

完全符合此族群對流線、質感、簡單的造型訴求，面對目標客層與產品定位，除了在引擎、功能和車架上作出領先市場的新技術外，更被賦予符合當時消費趨勢與流行文化而塑造不同的外觀造型，更在一代代成功相傳的設計上，逐步的打造出屬於F8A的產品識別（PI—ProductIdentity），設計師用了較溫潤的線條勾勒出此機種的造型，平順流線的前板簡單又輕巧；龍頭燈的延展性彰顯實用功能；內斂的線條，打造高質感都會風情。車身部分，以創新手法由坐墊下方斜切上收環繞至尾燈上方，製造層迭輕量感，兼顧了女性和男性對於造型簡單不花俏的需求。

HI-QUALITY CITY MANNER

As the result, it's completely fit for the demands, such as smooth curve, quality and simplest aesthetic. However, opinions vary for the front cover design that needs to be fixed in the next stage. The headlight design gains the positive respond from survey. Nevertheless, the under spoiler thickness feeling needs to be approved later on. The smooth line picturing the fine curve edge on front cover shows the handful and simple features. The expanding headlight points out the practicality and the understated lines create a high-quality city manner. At the body part, the breaking use of curve line extending from under seat to the top of taillight shows the consideration for both male and female demand on simple and uncomplicated styling.





創新，以人為本

浩漢把設計這件事情，加進競爭力的觀念，希望把設計變得更有管理效益。希望能以系統化的創新設計流程，滿足幾個重要的設計本質：創新、宜人（以人為本）、易用、求適、致美、增益。我們希望提供客戶的不只是創意本身，而且能涵蓋整個價值鏈；不只能提出打動人心的設計，還能為客戶有效縮短開發時程和管控成本，提供從前期市場調查到後端的生產資源整合的完整解決方案，為客戶帶來更實際的效益，幫助他們的產品成功。

INNOVATION, HUMAN-CENTEREDNESS

Nova takes competitiveness into design's consideration, expecting to make the design more managerially beneficial and satisfy the design targets of innovation, human-centeredness, versatility, flexibility, elegance, and benefit via a creative and systematic design process. We hope that we offer clients not only the idea itself, but also the whole chain of value; not only the striking design, but also solutions from early stage market research to back-end production resource integration that reduce clients' development intervals and management cost to bring more practical benefits to clients and success to their products.



CASE STUDIES OF TRANSPORTATION / MOTOR

SYM FWA
三陽機車 FWA



一台「能」載貨的實用車

FWA (金發財) 是爲了滿足機車族群的載貨需求而推出的生活商用車款，騎機車載貨和運送物品的景象在臺灣街頭隨處可見，但一般機車主要還是爲了騎乘而設計，要載貨只能額外加裝貨架，或是將物品放置在腳踏處，空間不夠，不易拆裝，破壞外觀都是不便之處。爲滿足這些需求，一台載貨與生活兩用的實用機種，強壯乘載與時尚好看的意象要同時並存，載貨時是超級好幫手，不載貨時騎乘出去也是相當好看的外型設計的生活商用型概念機種——金發財——於是誕生。

「客」「貨」並用

此車款須同時滿足男性與女性的造型喜好，所以在線條表現上不能過於剛硬尖銳，也不能太柔順女性化，同時還要表現出其載貨的機能性和強壯感，更要添加時尚感，設計師即在以上條件下開始設計整體設計具粗曠又有立體感，兼具復古與時尚的元素，看不出來是載貨車，符合客戶客貨兩用的造型需求。

A MOTORCYCLE THAT CAN LOADING

FWA is a cargo scooter which is designed for those people who need to carry their goods. In Taiwan, it is very common to see people using scooter to deliver goods. However, the main function of traditional scooter was designed for riding only. Customers have to add additional shelf or put goods on the floor panel in order to hold the stuff, those situation showing the inconvenience of limited space, difficulty in modification and damage to the aesthetic of scooter as well. Eventually, an outstanding concept scooter FWA is created for those demands.

PASSENGER AND LOADING TWO IN ONE

Effort to satisfy the style range between male and female shall be made. Therefore less sharp and hard lines shall be used to bring out an over masculine or feminine image. In the meantime, function and fashion shall be paid equal attention to the cargo scooter design. Designers need to focus on above demands in order to express the function and fashion. The overall design presents the combination of stereoscopic impression and the evolution of retro and fashion elements that it could hardly be regarded as a cargo scooter before the second thought. Clients' demands of using it as specialized vehicles to carry people and luggage shall be met.



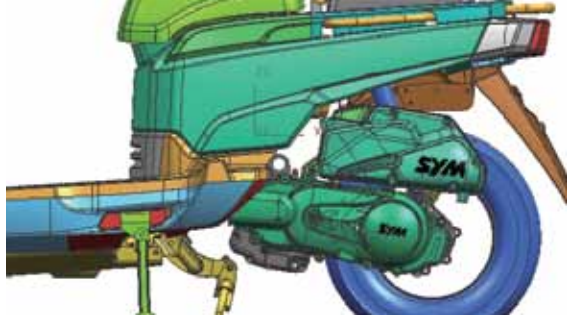
男女都可接受的造型

最後的設計提案，設計師用了較筆直的線條勾勒出此機種的造型，方正的前板感覺穩重踏實卻不顯笨重，塊狀堆疊的車身加上坐墊下方環繞式扶手設計，都同時傳達了強壯精悍的意象；簡斂的線條，更為全車營造出精緻的都會感。

FASHION STYLE APPROPRIATE TO MAN AND WOMAN

In the final proposal, designer featuring several scooters by using the straight line, square front panel to create a modest but not heavy load. Besides, the design of cube element and surrounding handrail under seat successfully addresses the powerful and rough image. Furthermore, subtle, deep, and steady sketching line builds up the scene of city trending on FWA.





數位化管理將設計標準化

設計方向定案後便開始製定生產計劃，應用數位化的線上及時管理與數位元化的工程軟硬體將設計商品化。而在量產前為確保生產可行性需要經過機構設計 (Mechanical Design)、原型樣品 (Prototyping)、實車測試的檢討確認，並與模具專業廠商同步配合進行開發檢討。在整車開發，數位化的技術如：

RPT (Rapid Prototyping Technology) 與高速工具機 CNC，早已經成為專業機車廠的標準流程與配備，讓時程、品質與成本大幅地縮減。運用歐洲的設計思維、台灣的數位科技和亞洲的生產資源和靈活彈性，使浩漢努力提升創意的效率和創意的品質，提供給客戶不同的整合性設計服務。

DIGITAL MANAGEMENT MAKE DESIGN STANDARDIZATION

Once the design target and orientation has been made, the production plan shall be formulated to use digitalized on-line management and engineering soft and hardware to commercialize the design. Moreover, methods including mechanical design, prototyping, examination and confirmation of auto test, and cooperation with modeling manufacturer synchronously to develop and test shall be made. In the meanwhile, thanks to the wide application of digitalized techniques such as Rapid Prototyping Technology (RPT) and CNC in the standard operation of professional motorbike manufacturing. Time intervals and cost have been dramatically reduced while quality improved during the finished motorcycle development. Nova Design combines the European thinking on design, digital technology from Taiwan and production resources and versatility of Asia into an integral design service to provide clients with efficient and creative design to meet their various demands.

TRANSPORTATION / MOTOR DESIGN





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Identity
Strategic
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CASE STUDIES PORTFOLIO, 2011

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