



A S T H E I M E R

*Supplying world class design services to the
automotive industry and beyond*





WHO WE ARE

We are ASTHEIMER, a UK based team of talented designers providing cutting edge design services to the automotive industry, and beyond.

As the world moves towards electrification and autonomy, we recognise that design will take an ever more important role in defining the experience of a brand and its vehicles.

We work with clients across the globe, providing bespoke tailored services to meet this demand.

Our team members have been cherry picked from across the world and bring with them a wealth of

experience from sectors including automotive, marine, product and furniture design.

Our size affords us the speed and flexibility to execute projects and quickly adopt new technologies.

This allows us to continuously push the boundaries of design whilst saving our clients time and money.

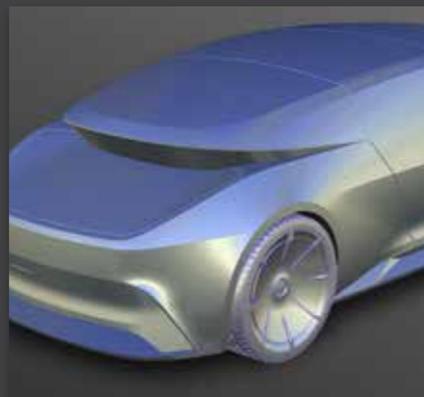
In these unprecedented times of change, we stand ready to assist you with whatever design challenge you face, helping to define the future.

WHAT WE DO

We use our cross disciplinary knowledge to offer specialised design services.
Our services span 6 core competencies:



DESIGN ASSISTANCE



SURFACING



PARAMETRIC



COLOUR & MATERIAL



VISUALISATION & VR



SCANNING & PROTOTYPING

AETHER CASE STUDY





INTRODUCTION

The Perfect Storm

The automotive industry is at its most significant crossroads in the last 100 years, as several key factors combine to create the perfect storm of change: global warming, inner city pollution, congestion, parking shortages, government regulation, commonisation of platforms and the strengthening of the start up economy.

These changes are creating new opportunities

and challenges for the transport industries, the companies, governments and associations with the vision to harness these opportunities by satisfying the needs and desires of the customers will be the new leaders in the next chapter of the automotive industry.

One solution we foresee is AETHER - a First Class Autonomous Pod.

USER EXPERIENCE

Peace of mind

AETHER is a first class autonomous vehicle offering a seamless door to door service, connected and intelligent, calming and uplifting.

The user experience is one of a trusted driver; Informative, interesting and inquisitive. Giving you information when needed, but leaving you alone when you want to rest and switch off.

Adaptable in its design to allow the service provider to express their brand identity. Flexible in its architecture to be a first class service for an individual, a business class service for 2, and an economy service for 4.











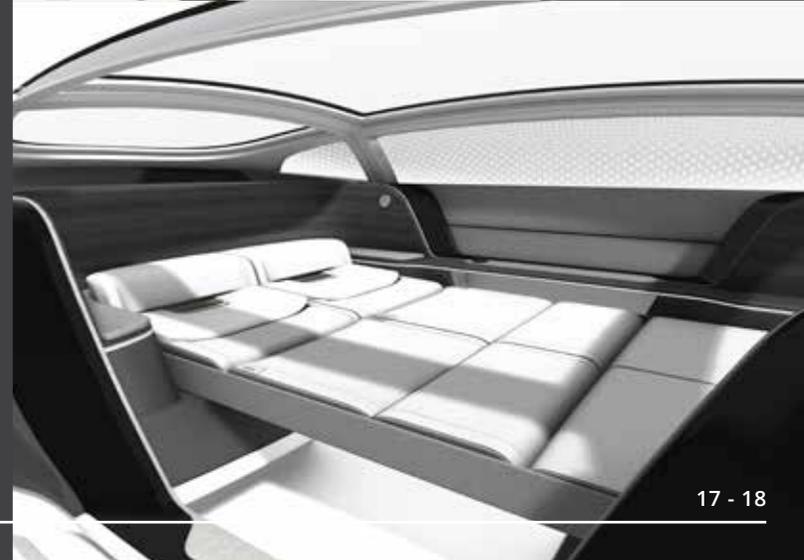
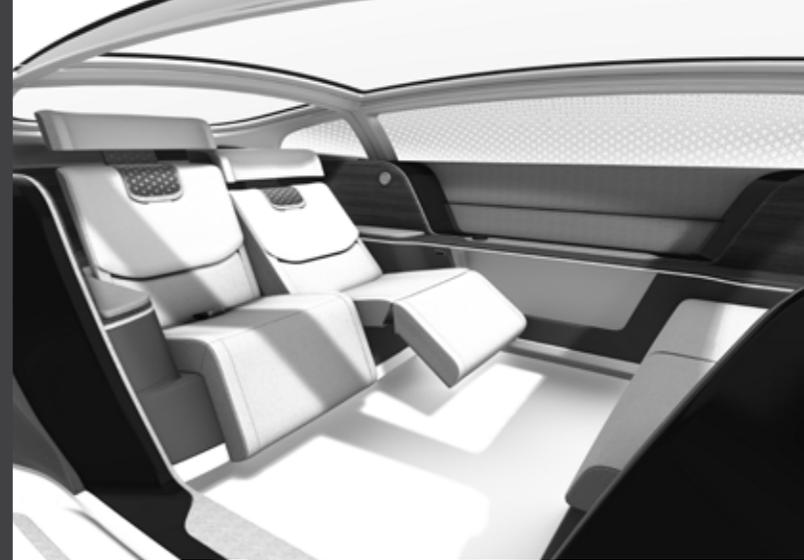
ARCHITECTURE

Versatility

The package of the vehicle has been designed to allow a versatile passenger space.

The batteries, inverters and battery management systems have been split symmetrically and placed between the wheel hub motors at both ends of the vehicle.

This allows for a modular build, allowing for different wheel bases off the same platform, a safe passenger space with protective bulkheads and ample crumple zones.





USER INTERFACE

Dial it up - interact. Dial it down - relax

The User Interface is reassuring and informative, with the ability of the user to increase the interactivity with the vehicle to get more information, or decrease it to relax and switch off, with the simple dialling up or down of the vehicle controller - or any paired personal device.

The focus of the information is on the voyage, giving constant ETA updates, selected routes,

travel and weather conditions.

To instil trust, the vehicle will display its "thought" processes, showing what it sees and why it is making the decisions it is making. It can offer interesting information en-route, can keep you up to date on local and global affairs, and keep you connected with family, work or friends.

HUMAN MACHINE INTERFACE

Intuitive and multichannel

Intuitive - the vehicle will update to use a familiar interface for each user, whilst remaining elegant and unobtrusive.

Multichannel - the interaction can be from any mobile device, your phone, tablet or watch, or from the physical controller in the vehicle, displayed on the large wrap around screen.





COLOUR & MATERIAL

Combining colour and material specification with parametrics and VR

We understand that careful application of colour and materials are the key to correctly expressing the desired emotion and quality of a brand and its design language.

Careful research into current and future trends, curation of touch and feel material boards, and the building of relationships with suppliers are all second nature activities to our team.

Integration into our visualisation and virtual reality work flow also enables you to explore and review more options faster without costly prototyping.

Our colour and material services can also be combined with our parametric capabilities. This means that we can assist you in innovative and unique material creation, opening up a new realm of possibilities for brand expression.





PARAMETRIC

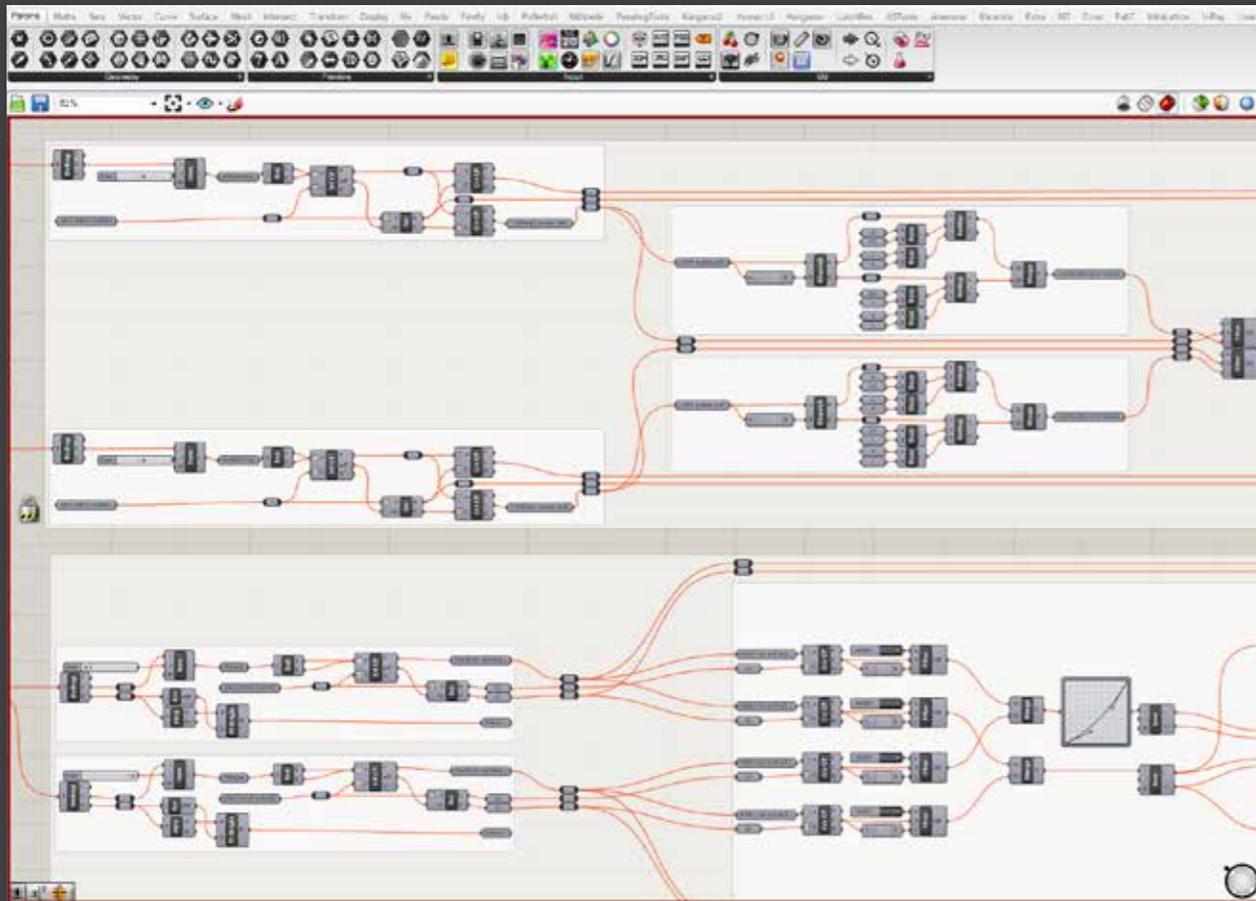
Algorithmic design for the creation of complex surfacing • Grasshopper

Parametric modelling is the process of creating algorithms that automate the generation of complex 2D and 3D design details. Practical examples of this include the modelling of grills, feature lights, knurling, and much more.

Parametric algorithms allow you to instantly iterate through complex designs which were previously grossly impractical to model manually.

Parametric algorithms essentially encode physical aspects of your brand DNA. They can be re-used across different components or vehicles to add a familiar family feel across your product portfolio.

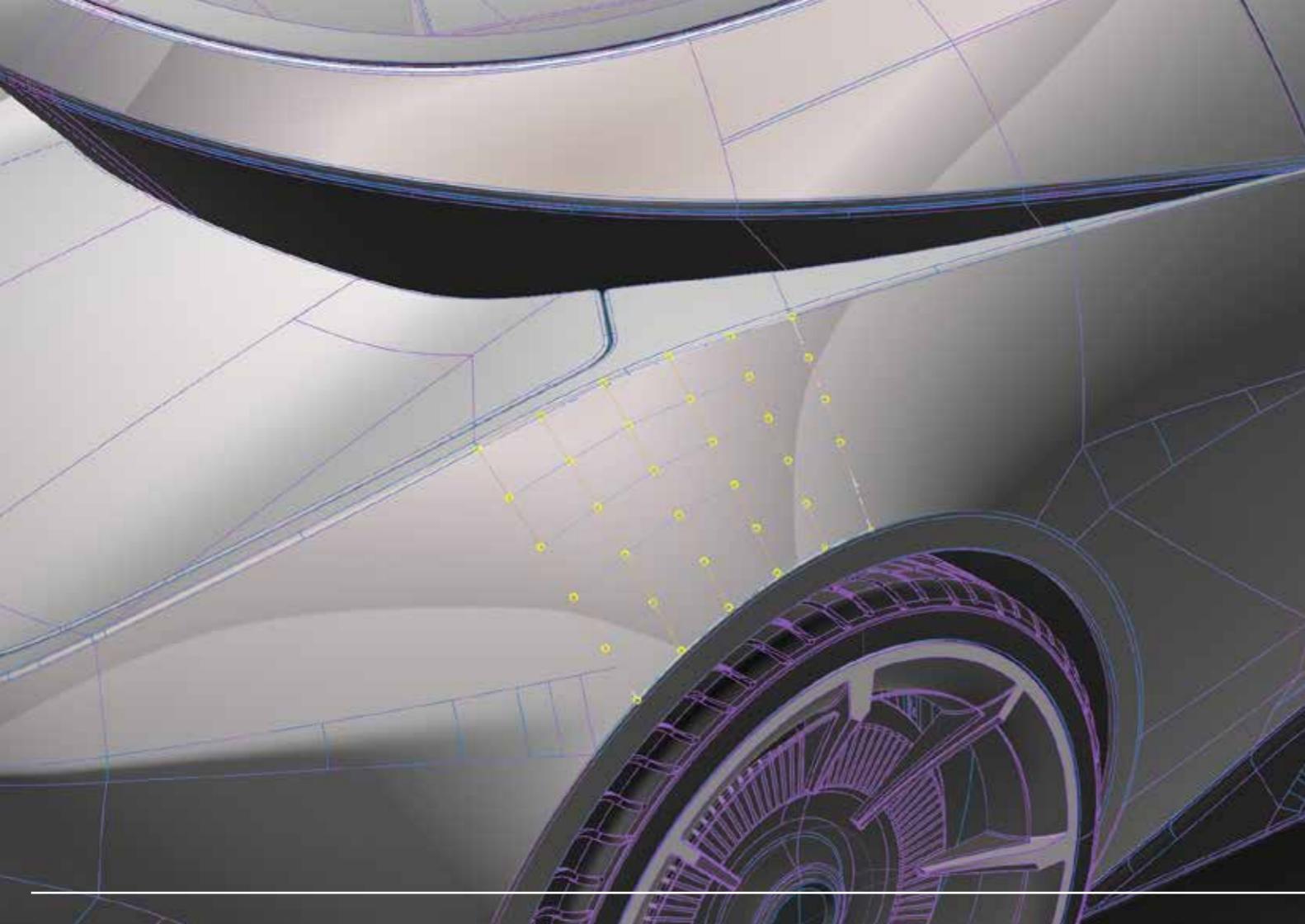
We have made significant investments into becoming experts in this type of modelling and currently supply both design and production departments of multiple OEMs.



VR

For work flow and presentations





SURFACING

Concept through to Class-A surfacing • Autodesk Alias

The interpretation of a design into 3D requires not only technical skill but also elements of design intuition. For this reason, we ensure all of our modellers have complementary skills in both design and engineering.

This ensures that your conceptual themes and sketches are translated into 3D surfaces with both design sensitivity and engineering feasibility.

We are capable of creating everything from early development speed-form CAS models, through to full interior and exterior Class-A surface models using the industry standard Autodesk Alias.

Whether you require surfacing for the A or B sides of your designs, for small component up to entire vehicles, we are available to transform your designs into beautifully refined surfaces.



SCANNING & PROTOTYPING

Building 1:1 scale mock-ups and working prototypes

Beneath our studio is a flexible workshop space where we can scan and build physical prototypes to help support our core design services.

We regularly reconfigure the space to meet the needs of specific projects. This means we can scale from building small components and electronics up to building full 1:1 scale ergonomic or aesthetic mock-ups and working prototypes.

Whilst we don't manufacture parts on site, we treat our space as a specialist assembly shop and use our extensive network of reliable local and international suppliers to supply prototype parts to our exact specifications.

With our studio and workshop combines, we can offer you a true end-to-end service, capable of going from sketch to reality all under one roof.



OTHER WORK

Whilst the majority of our work remains confidential, we are proud to show work which is now in the public domain for market leaders worldwide.



SEALINE



ARCTIC TRUCKS

AIRSTREAM

HYMER

JOBY
AVIATION





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