

# ELVA – Advanced Electric Vehicle Architectures

## Project Introduction

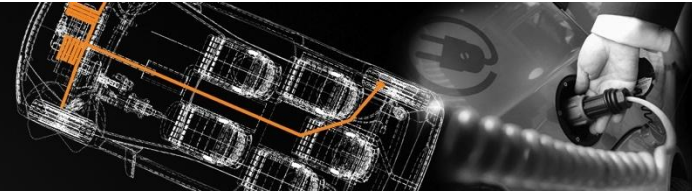
1 June 2011

Micha Lesemann

*fka*

# Project Introduction

## Objectives, Content & Scope

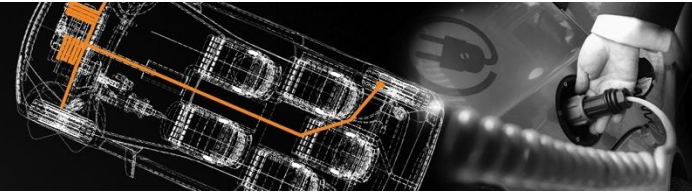


- Exploration and identification of conceptual design options for EVs
- Assessment of electric drive technologies and components by 2020
- Understanding of customer preferences of EVs
- Collection of a broad library of vehicle concepts
- **Development of three detailed vehicle concepts following a purpose design approach**
- **Qualitative assessment of the three vehicle concepts**
- Compilation of design practices/rules/freedoms & limitations for urban EVs
- Production of scaled rapid prototyping models of the three vehicle concepts



# Project Introduction

## Geographical Overview



### VOLKSWAGEN

AKTIENGESELLSCHAFT

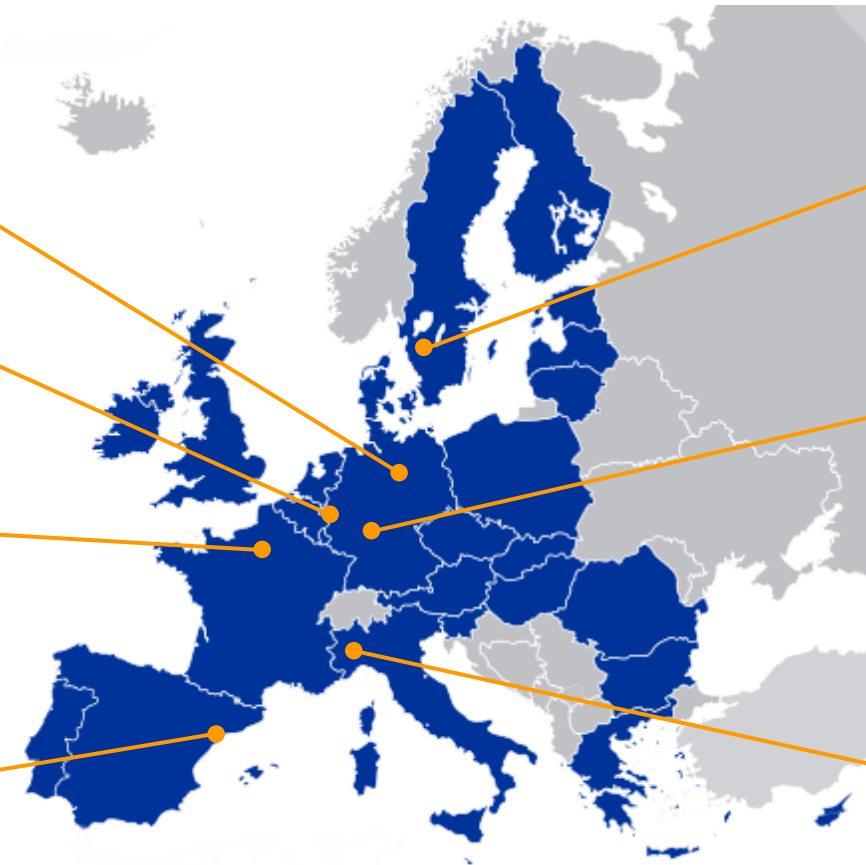
### SAFER

VEHICLE AND TRAFFIC SAFETY CENTRE AT CHALMERS



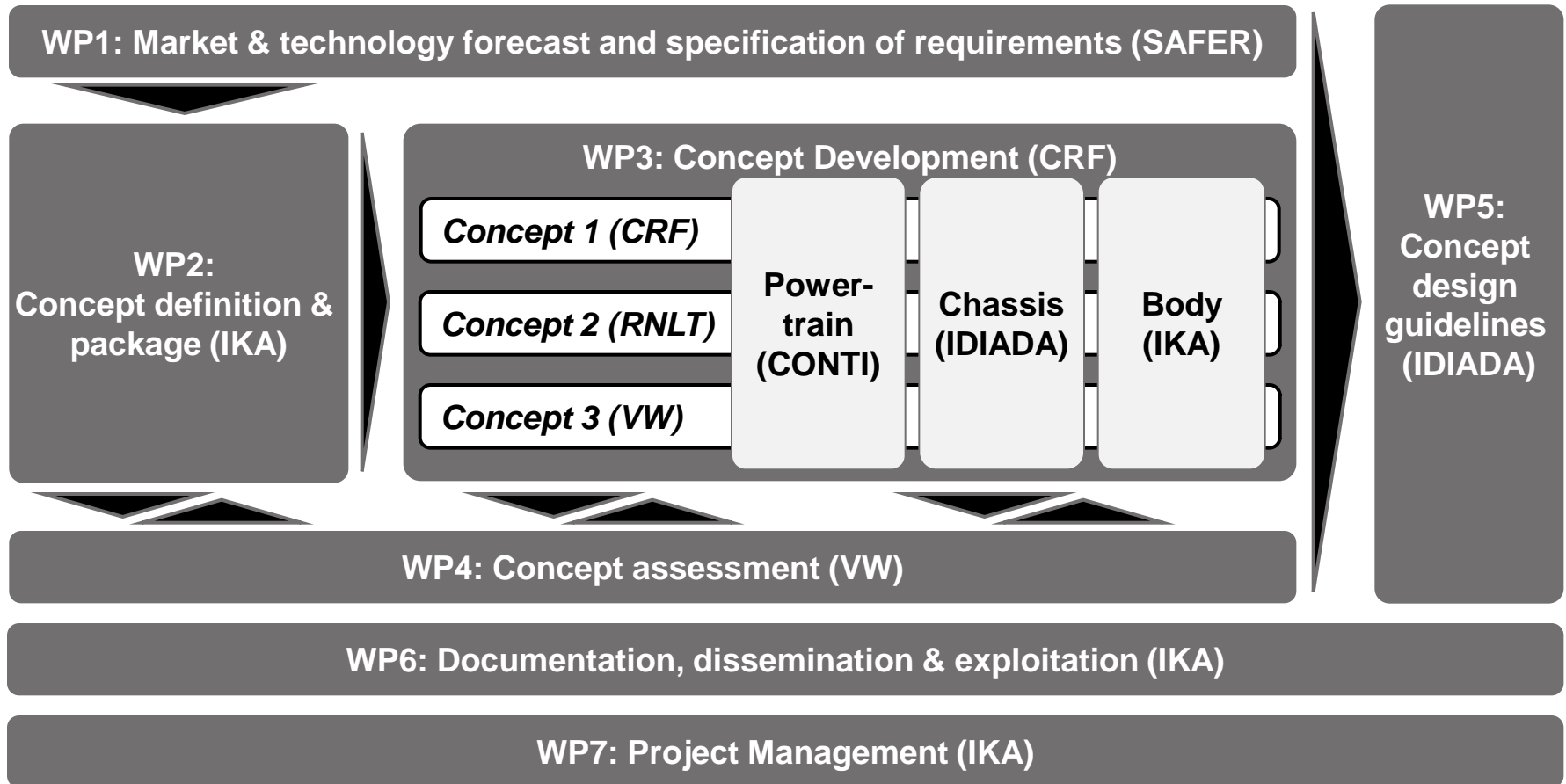
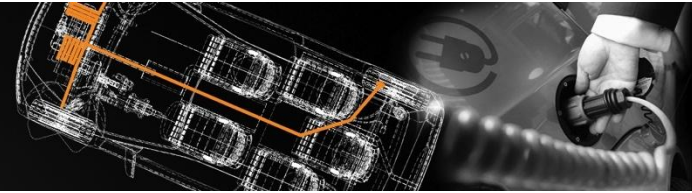
### Applus<sup>+</sup>

IDIADA

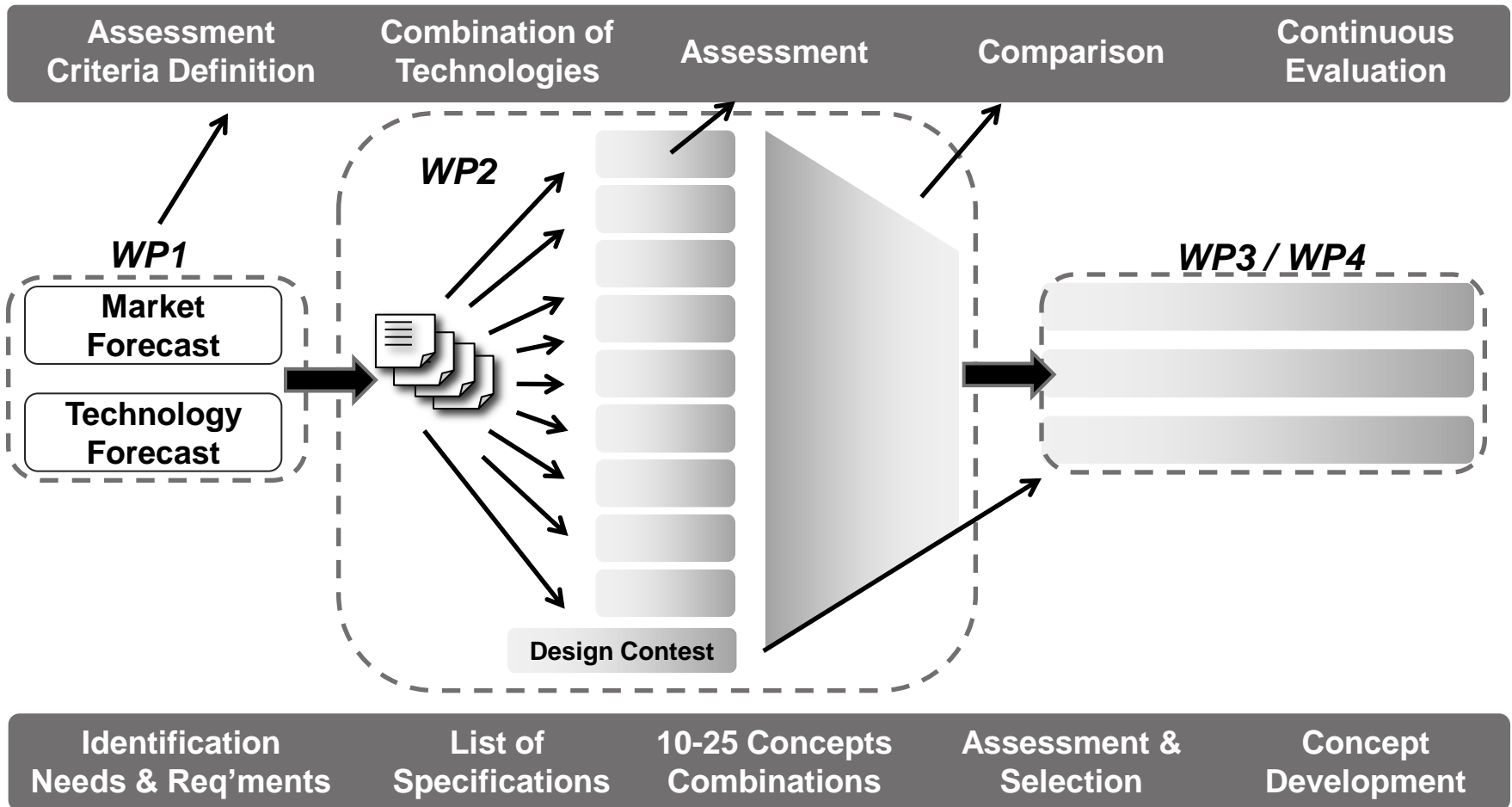
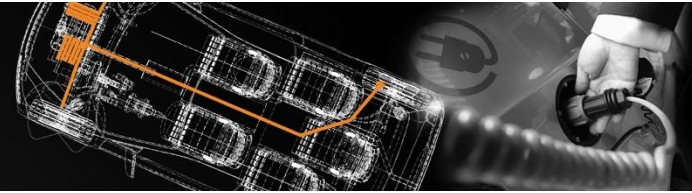


# Project Introduction

## Work Package Dependencies

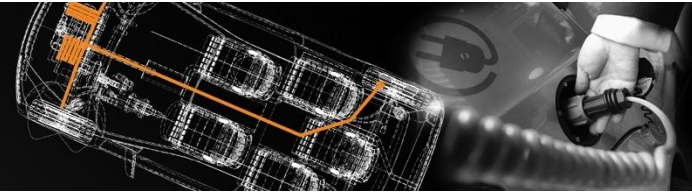


# Project Introduction Workflow



# Project Introduction

## Timing of Actions

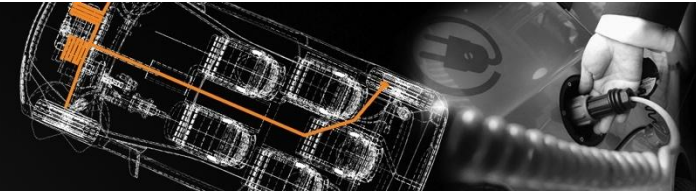
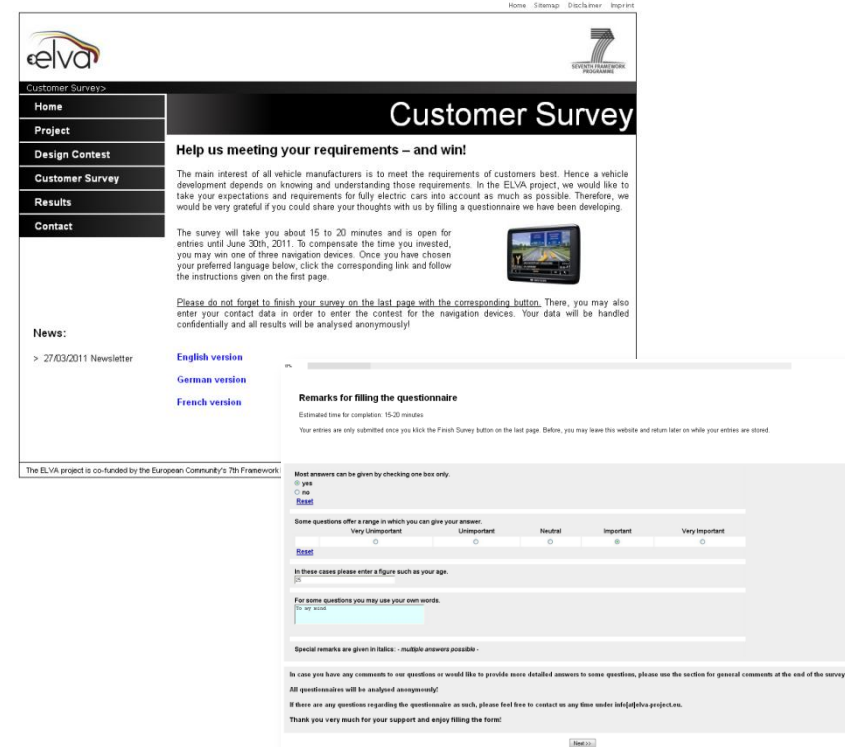


Year		10	2011												2012												2013				
Month		D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M
Project Month		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
<b>WP1</b>	<b>Market &amp; technology forecast</b>																														
<b>WP2</b>	<b>Concept definition &amp; package</b>																														
2.1	Overall concepts definition																														
2.2	Basic package concepts																														
2.3	Body shape definition																														
2.4	Design contest																														
2.5	Assessment of basic concepts																														
2.6	Selection of concepts																														
<b>WP3</b>	<b>Concept development</b>																														
<b>WP4</b>	<b>Concept assessment</b>																														
<b>WP5</b>	<b>Concept design guidelines</b>																														
<b>WP6</b>	<b>Documentation/dissemination</b>																														
<b>WP7</b>	<b>Management</b>																														

# Project Introduction

## Customer Survey

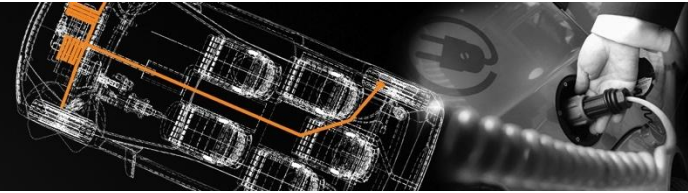
- Customer requirements will be analysed by a large scale survey which is currently running.
- It can be accessed using these links:
  - EN: [www.elva-project.eu/survey.html](http://www.elva-project.eu/survey.html)
  - DE: [www.elva-project.eu/umfrage.html](http://www.elva-project.eu/umfrage.html)
  - FR: [www.elva-project.eu/questionnaire.html](http://www.elva-project.eu/questionnaire.html)
- The survey is open until 30 June 2011.
- Please share your opinion with us and encourage also colleagues, friends & family to join this survey!

The screenshot shows the 'Customer Survey' page. It features a navigation menu on the left with options: Home, Project, Design Contest, Customer Survey (highlighted), Results, and Contact. The main content area includes the ELVA logo, a title 'Customer Survey', and a sub-header 'Help us meeting your requirements – and win!'. Below this, there is a paragraph explaining the survey's purpose and a small image of a navigation device. A 'News' section shows a '27/03/2011 Newsletter' link. Language options for 'English version', 'German version', and 'French version' are provided. A 'Remarks for filling the questionnaire' section contains instructions and a 'Start' button. The bottom of the page includes a footer with the text 'The ELVA project is co-funded by the European Community's 7th Framework'.

# Project Introduction

## Concept Definition



### Basis specs

#### Brainstorming workshop

- Project partners
- Selected additional persons
- Two creative days

#### Open design contest

- Few limitations
- Design brief



### Broad collection of ideas

#### Analysis phase

- Feasibility, technical potential
- Sustainability

#### Design detailing

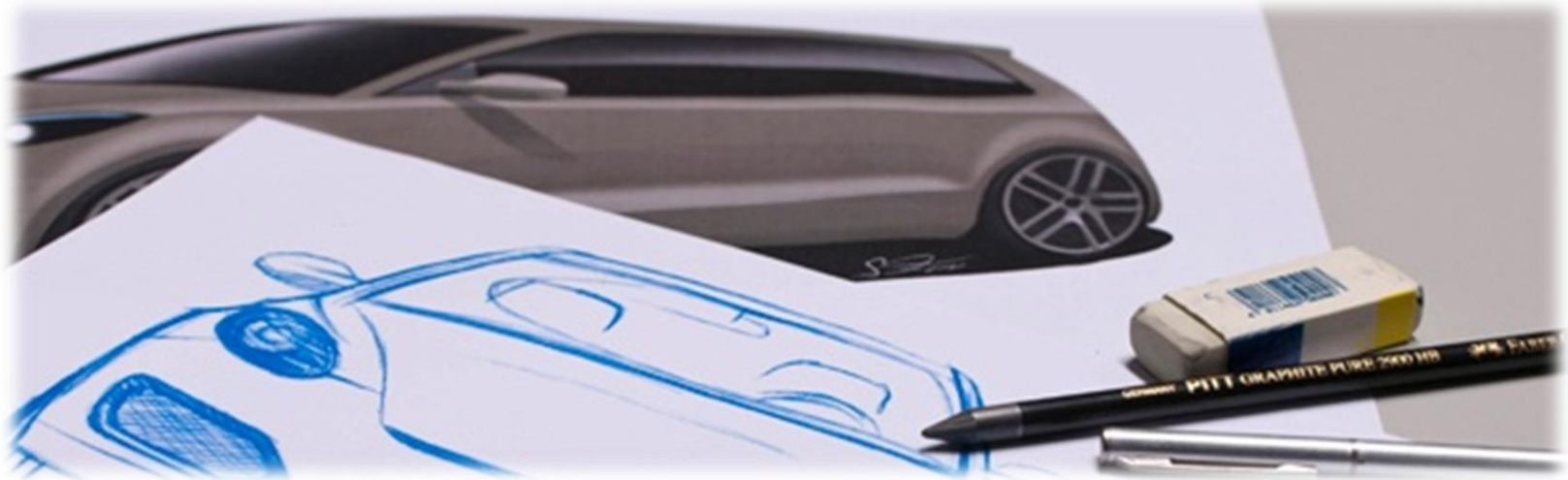
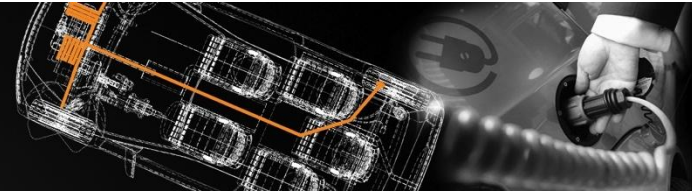
- More limitations



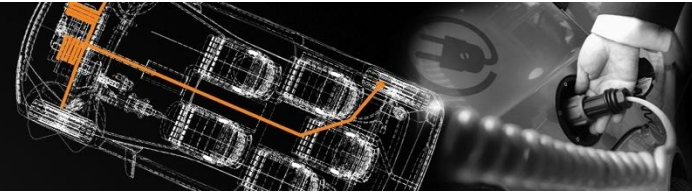
### Consolidation workshop

- Presentation of all positively evaluated ideas
- Discussion and conclusion

# Project Introduction Design Contest



- A two-stage design contest will be arranged involving design schools, freelance designers and every interested person.
- Stage 1: open design contest with few limitations
- Stage 2: design detailing with further technical requirements
- A winner's ceremony is scheduled for December.

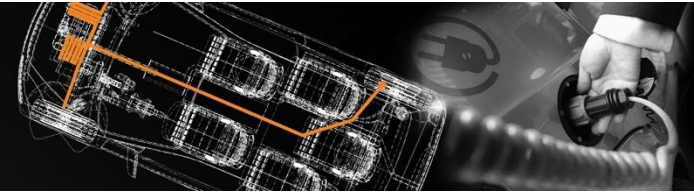


Thank you very much for your attention!

[www.elva-project.eu](http://www.elva-project.eu)



# Contact



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