

BMW Unveils The Vision EfficientDynamics

An Impossible Mission without Computer Graphics Technologies

September 09, 2009 - 11:14

Debuting at the 2009 Frankfurt Motor Show, the BMW Vision EfficientDynamics is a sporty 2+2 seater that showcases the brand's latest EfficientDynamics technologies, a laboratory vehicle that showcases a number of innovative technologies aimed at increasing efficiency.

Exterior Design

In the design process the need for sustainable management is borne out most clearly by the GINA (Geometry and Functions in N-fold Augmentation) concept.

The GINA principle was particularly well-suited for developing visions for the future reflecting both the wish for emotional style and individual character as well as the quest for sustainable management and efficiency.

BMW Vision EfficientDynamics Design SketchFrom the dimensions of its wheels through the design of the rear lights and all the way to the configuration of the cockpit, BMW Vision EfficientDynamics boasts a number of details both outside and inside which go beyond conventional solutions.

The design of BMW Vision EfficientDynamics combines functionality with a powerful emotional impact. The drive components and the body and interior elements are coordinated and matched to one another.

A fully integrated design philosophy provided new options in using harmonized design principles connecting the exterior and the interior and providing an interacting effect between the two areas.

The front, side, rear and roof areas, for example, flow smoothly into one another. Dynamically contoured surfaces and shapes, in turn, create highly attractive light and shade effects accentuating the light and sporting character of the car in an emotional manner.

The exterior design makes use of a new Layering Technology which allows to layer one surface on top of the other, creating very smooth seams and joints to reduce the number of components and the weight of the car.

Interior Design

The instrument panel is deliberately padded only where technical components have to be appropriately covered, thus making an important contribution to passenger safety in the event of a collision.

The instrument cluster played a fundamental role right from the start in the design process, serving as the

starting point for all surfaces within the interior and thus creating a particularly powerful rendition of that driver orientation typical of BMW.

Natural materials and light colors on the seat upholstery and all interior linings underline the light, sophisticated and sustainability-oriented atmosphere within the passenger compartment.

More Information at www.bmw.com. Image and Videos Courtesy of BMW AG