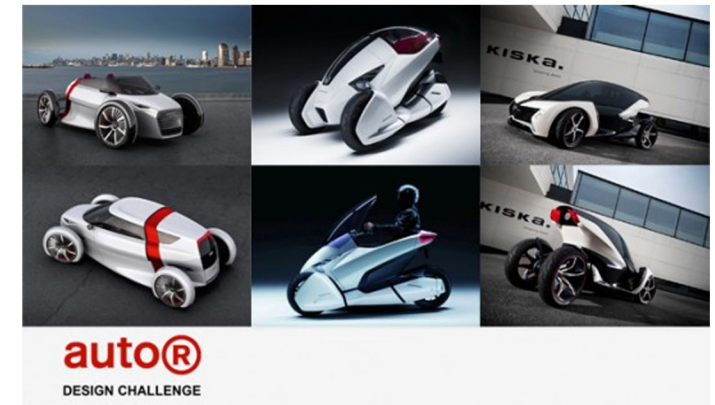


Auto R design Brief - External Project.

Auto R design conference has announced the 2012 edition of its design challenge, that asks participants to create an attractive electric micro vehicle.

Urban Mobility is booming. By 2015 thirty million scooters will be sold annually. People are buying them to move fast through urban traffic, where cars can't and save fuel. In the same time, many commuters don't choose two wheelers because they're neither comfortable nor drivable in all weather.

This niche is so big that manufacturers started to create vehicles just for them. Motorcycle companies experiment with bigger and automotive with smaller vehicles. They all fight for the same people. We challenge you to create the most desirable urban vehicle of them all.



Auto R

