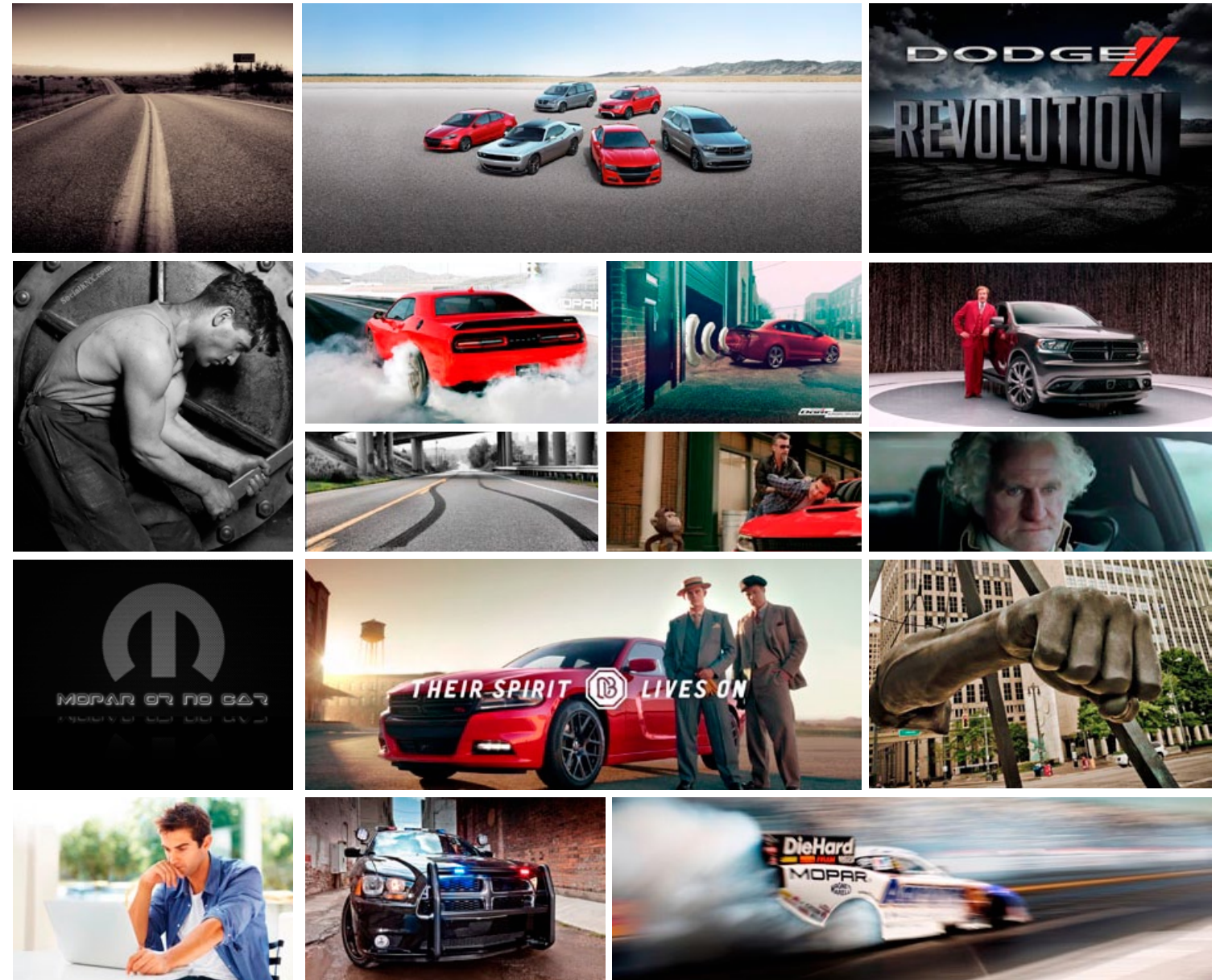




iconic design **study**

What Dodge Means to me:

- adding **performance** to everyday life
- not for the faint of heart
- buckle down and get the job done
- work hard **play** hard
- niche-level focus

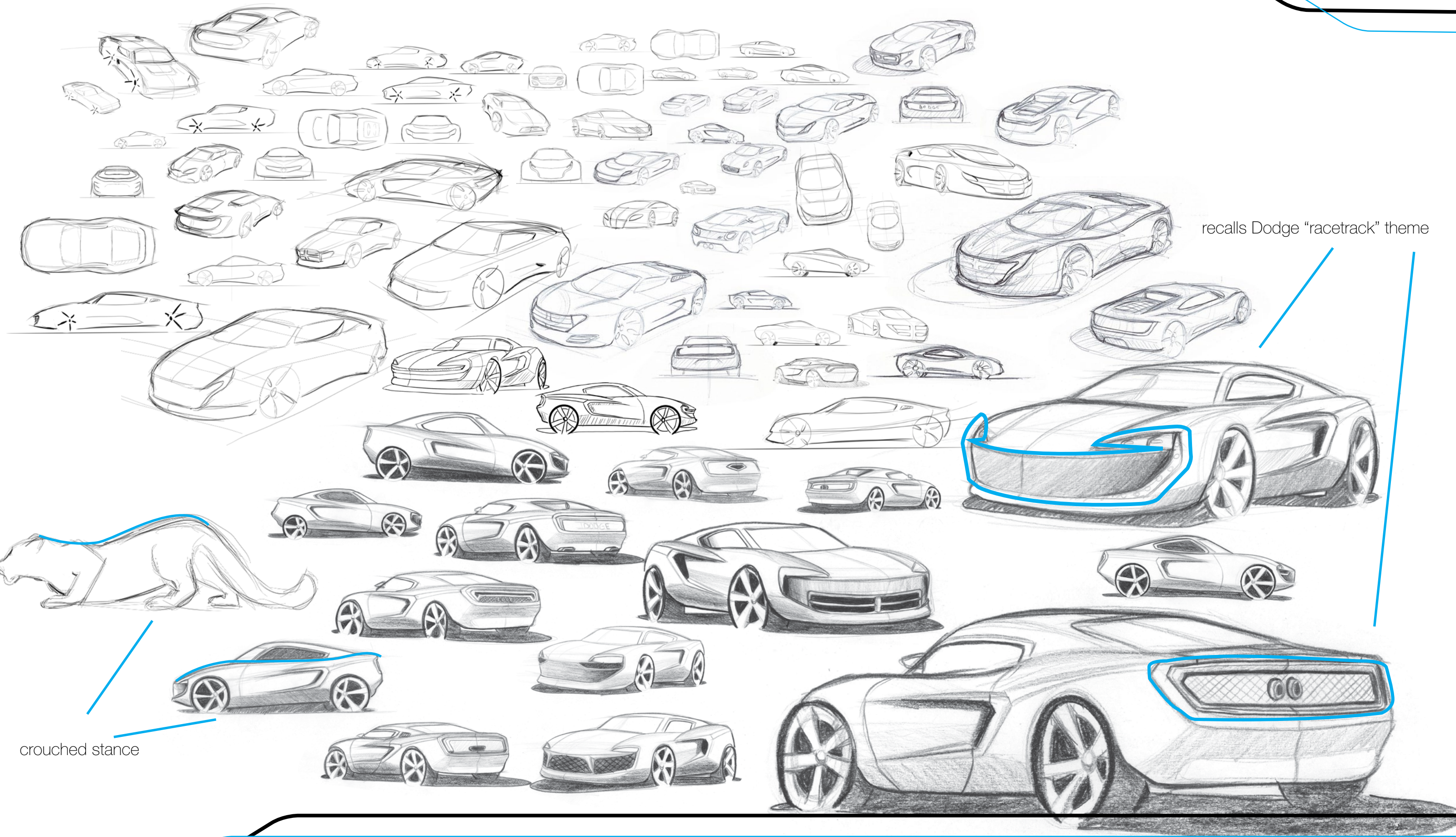


The Dodge Razor



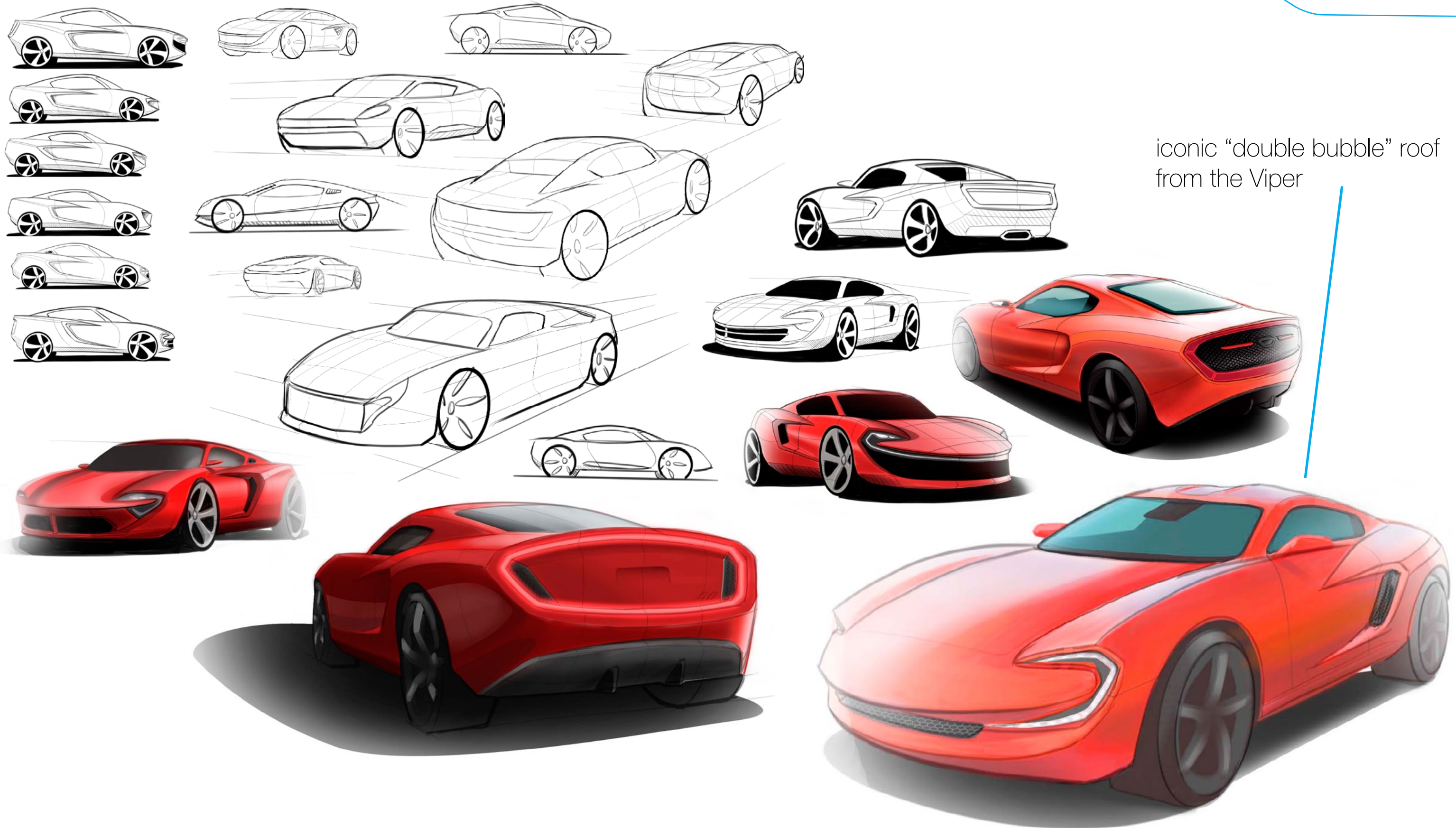
- the only 2-door sports coupes available right now are the Viper and Challenger
- Demon and Razor concepts show room for two-seater below Challenger
- needs to be just as iconic as its big brothers
- pure driving experience
- mid-engine for balance and integrity
- affordable exoticism and sportiness
- honest and unassuming





recalls Dodge "racetrack" theme

crouched stance



iconic "double bubble" roof from the Viper

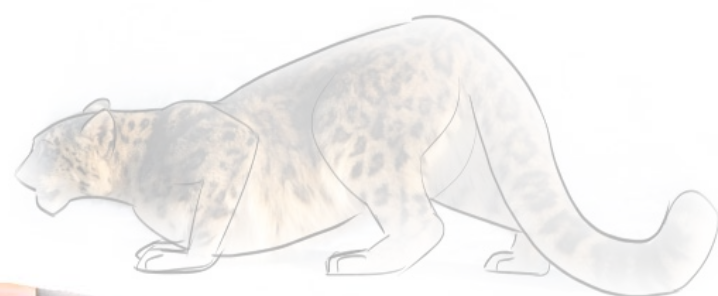
Driver Focused

- angled dash towards driver
- simple forms to reduce distraction

recalls Dodge "racetrack" theme



crouched stance, ready to pounce



full LED lighting



sharp, angled lights recall angry eyes, turning into fangs



take the
long way home...

