

## New genset product design

### Situation and objective

- Customer requested Ricardo to develop a range of new genset.
- Ricardo undertook the styling of the body and frame and the engineering for the integrated power unit, merging engine development with styling and engineering of the canopy structure

### Ricardo responsibilities (on the canopy)

- Generation of styling proposals
- Definition of a correct positioning on the market
- Complete styling phase (sketches and virtual rendering)
- Concept phase for innovative technical solutions
- Color and graphics definition
- General layout of the product (frame and body)
- Ergonomy and HMI definition
- Complete 3D project on UG platform
- Complete 2D constructive drawings supply
- Ricardo Industrial Design Team supported Ricardo Engineering during all the industrialization phase

### Results and benefits

- The clients participate actively in the styling process for a correct product positioning on market
- The styling and HMI of the product was developed in simultaneous engineering with the engine, body and the frame structure
- Styling research was made according with technical engine needs, ergonom/HMI needs and technical feasibility of the frame and external panels according with local supplier (India) capability