

CORVETTE EV CONCEPT

*corvette* **EV**

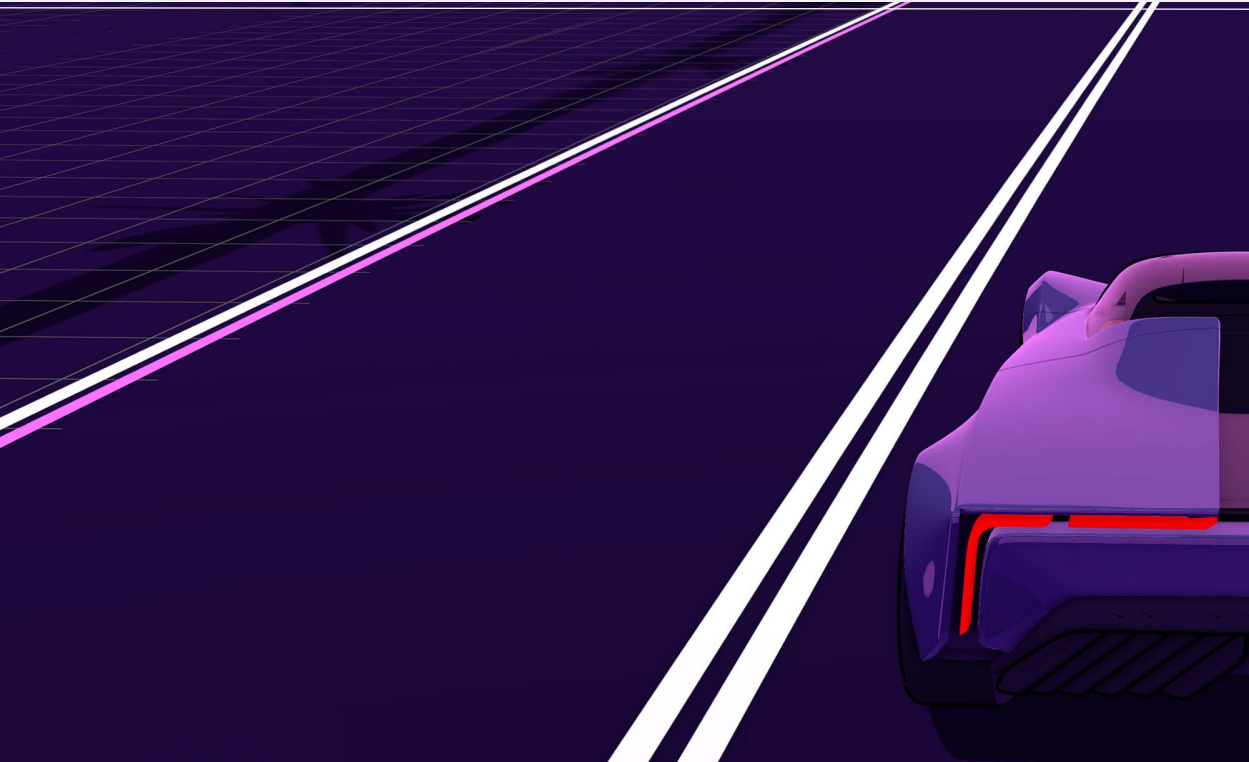
SELECTED WORKS OF ERIC STODDARD



CORVETTE EV CONCEPT



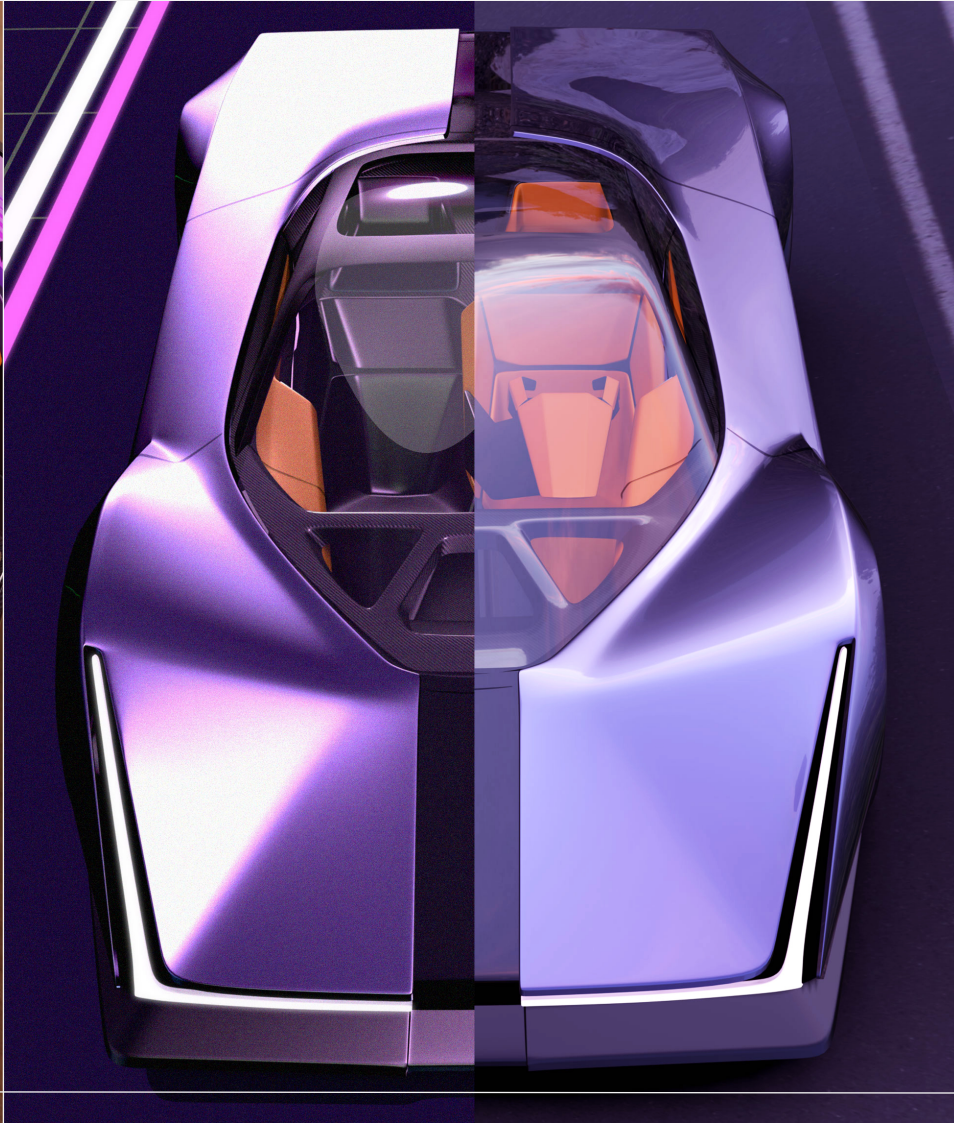
WHAT IF VIRTUAL RACERS COULD COMPETE AGAINST REAL DRIVERS?



SELECTED WORKS OF ERIC STODDARD



# WHAT IS THE DESIGN LANGUAGE OF ELECTRIFIED PERFORMANCE?



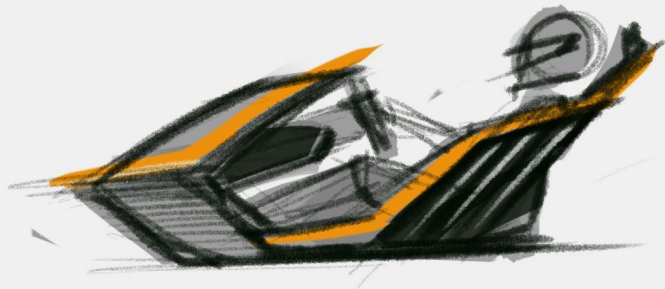


**Target User:** @SimRacingGirl  
**Occupation:** Sim Racing Champion

As the first 100% electric **CORVETTE**, GM is launching an all-new factory EV racing league, pitting sim racing enthusiasts worldwide against professional drivers in real cars. In addition to demonstrating the brand's leadership in battery electric propulsion and connected vehicle technologies, **CORVETTE** promises to attract young, tech-savvy new customers.

Racers have the opportunity to test their skills against World Champion driver **SimRacingGirl**. Beginners have the option of racing on their home Xbox, Playstation, PC or iOS devices, while more serious drivers can test their limits in the **CORVETTE** home racing simulator.

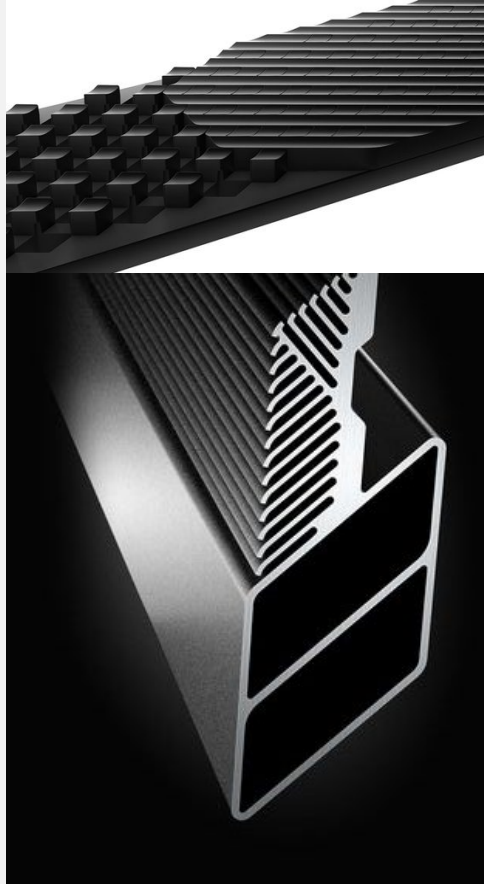
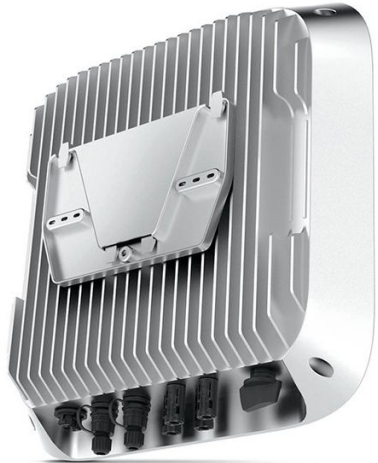
Winning drivers will be invited to compete alongside professional drivers and virtual racers in a real **CORVETTE**, on a live course. Events will be held on closed courses, along with rallies held on public roads. The car will feature advanced driver assistance technologies to prevent severe crashes. The vehicle interior will have the exact same controls and interface as the home simulator, and be 100% street legal.



## DESIGN LANGUAGE STUDY: ELECTRIC PERFORMANCE

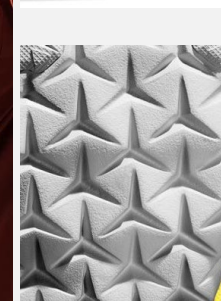
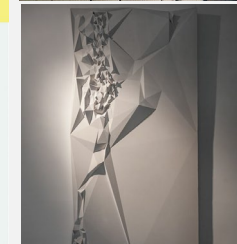
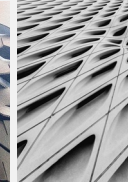
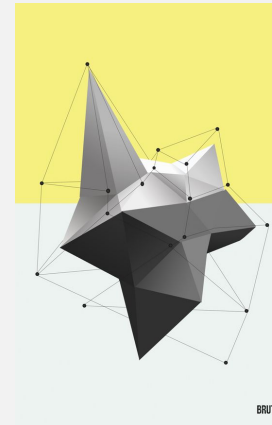


### PLATFORM: BATTERY ELECTRIC DNA: **HEAT SINK**



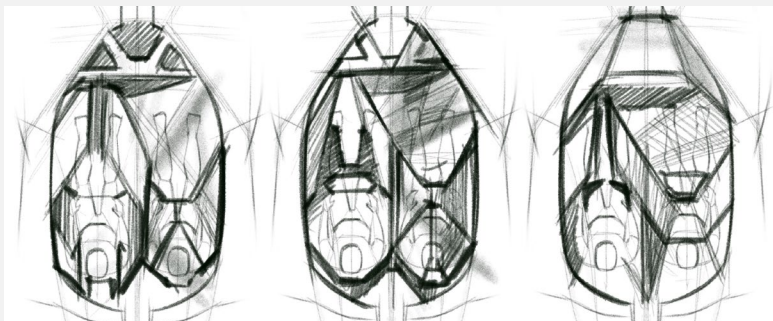
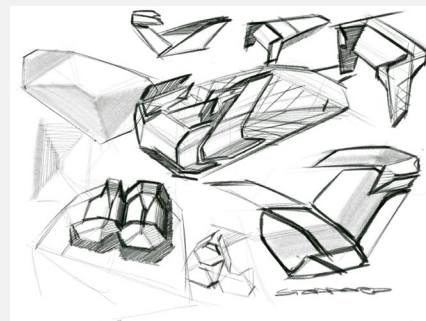
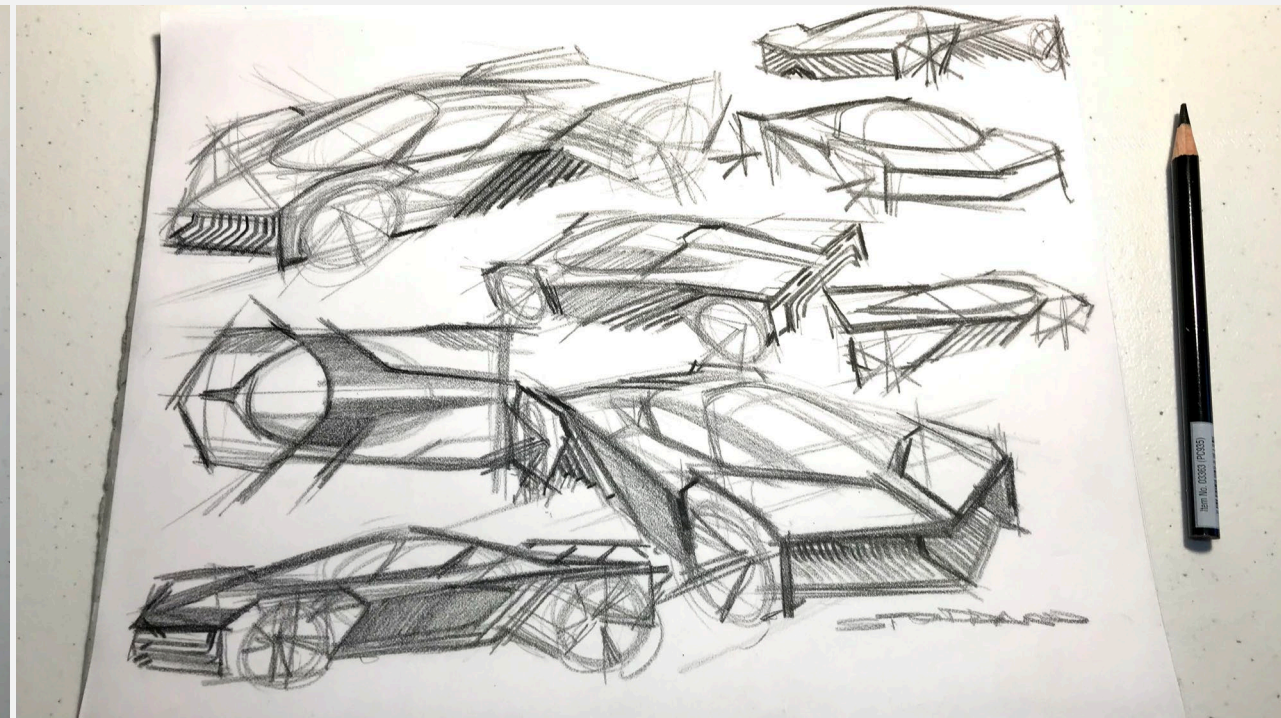
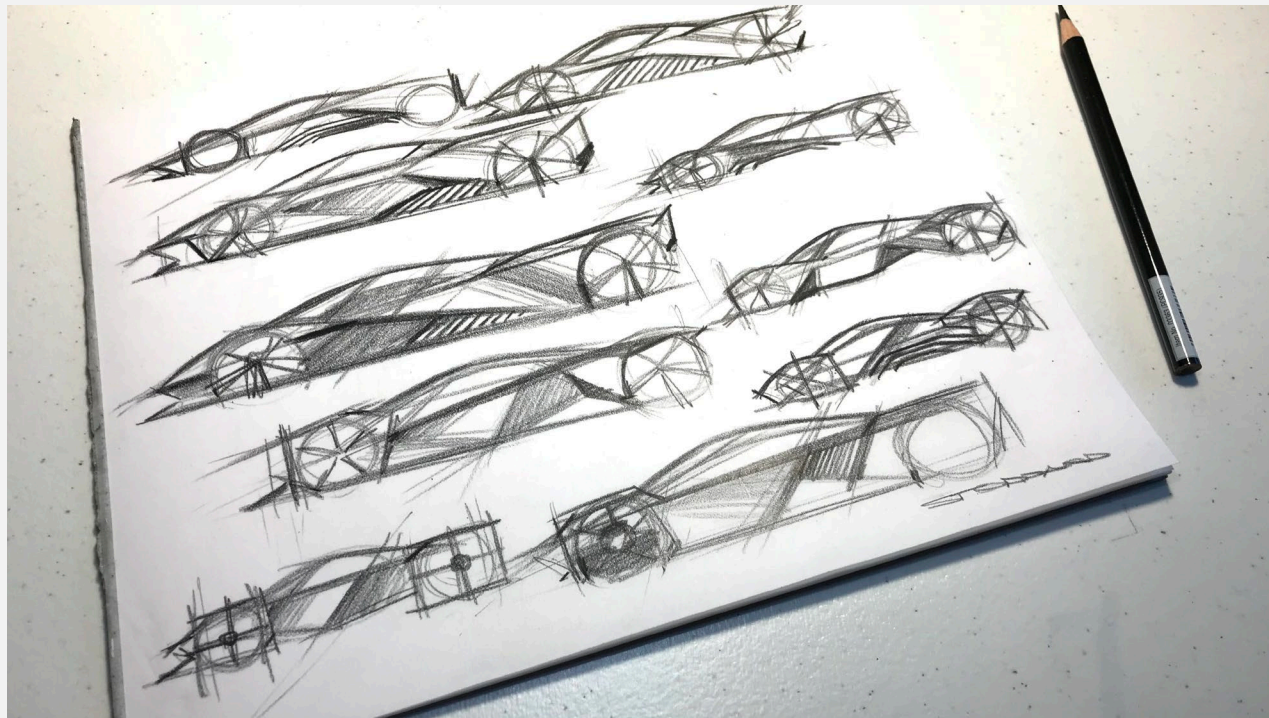
- LIGHTWEIGHT SIMPLICITY
- CHISELED, MACHINED SURFACES
- TECHNICAL PATTERNS

- GREYTONES WITH PRIMARY COLORS
- SYNTHETIC MATERIALS
- GEOMETRIC, FOLDED SHAPES



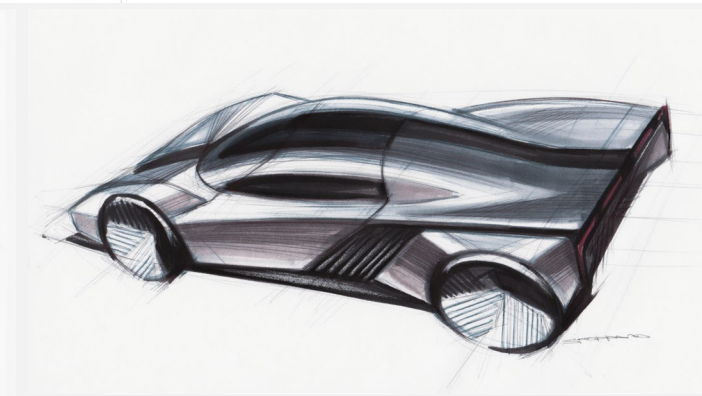
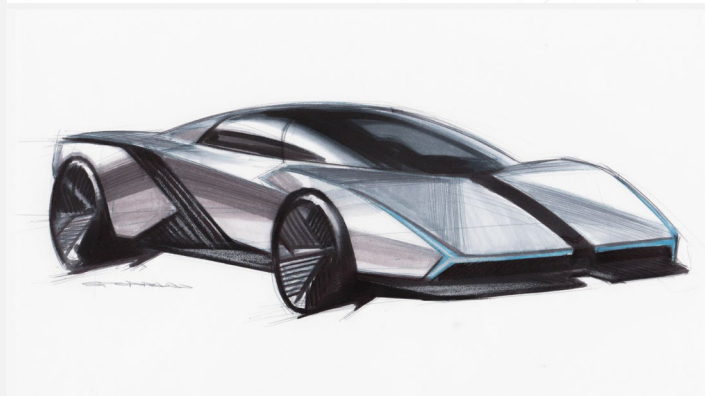
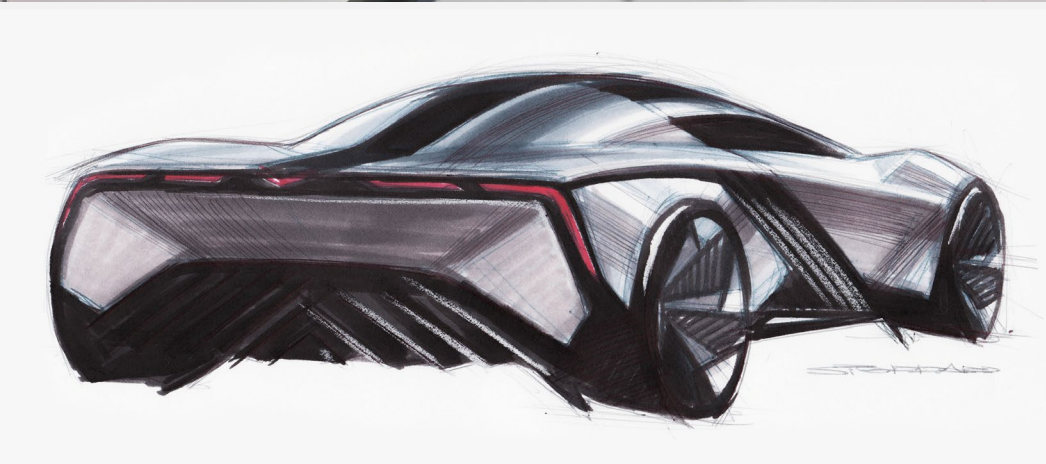
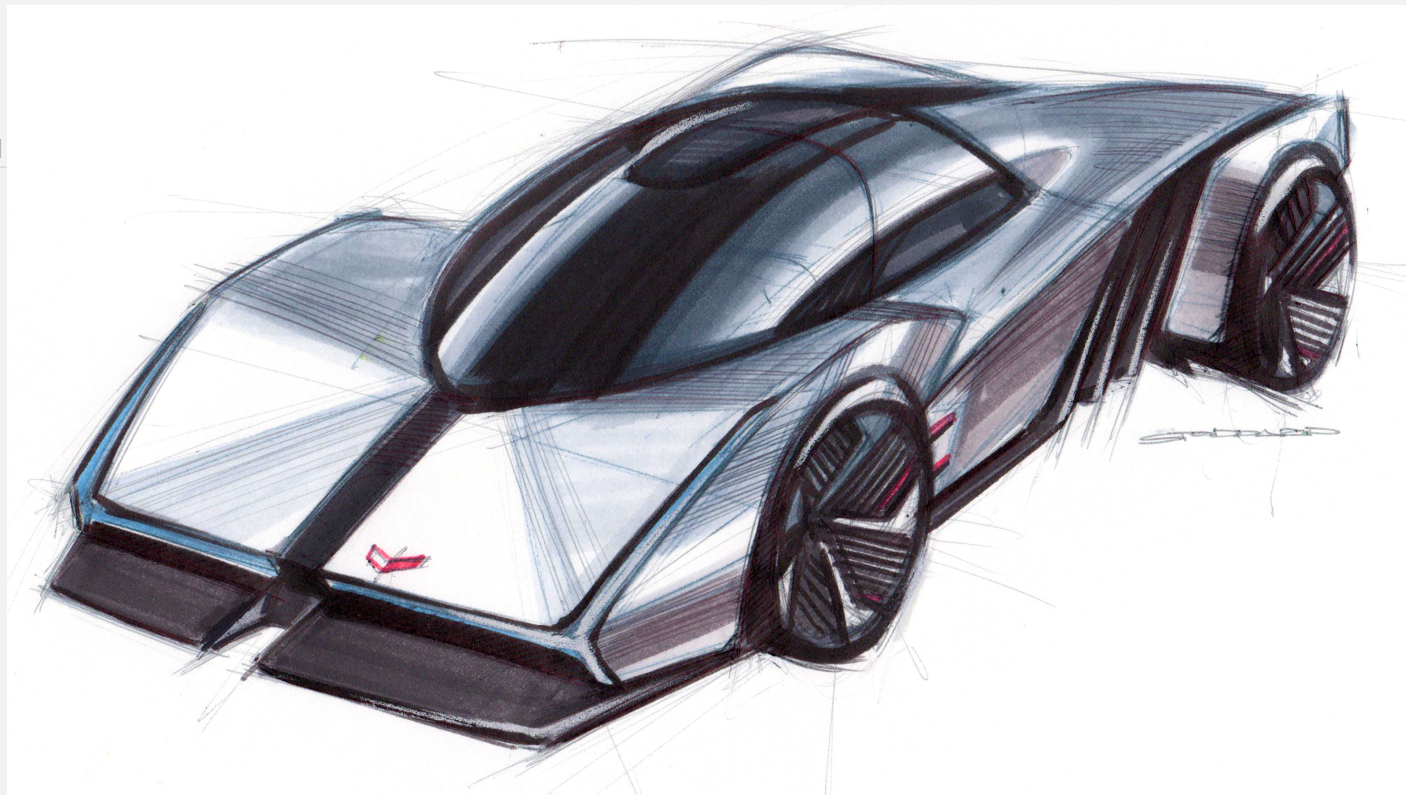


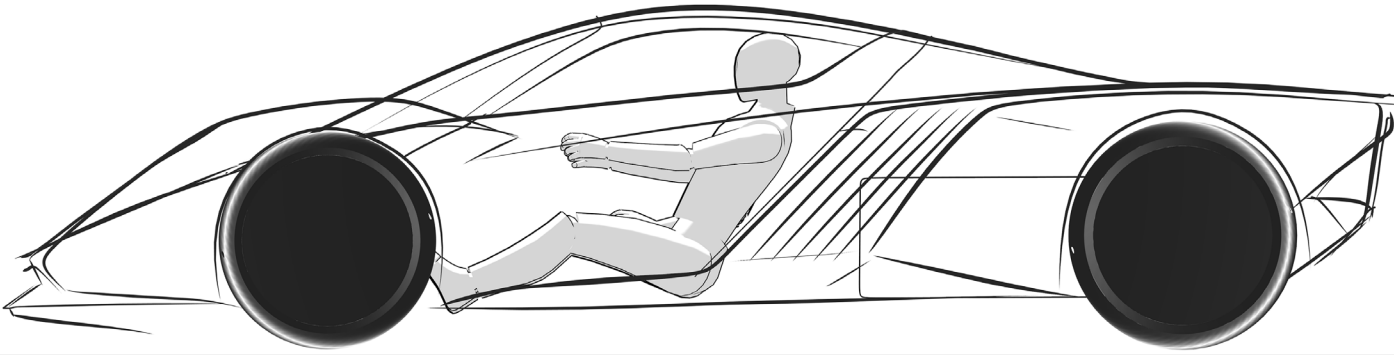
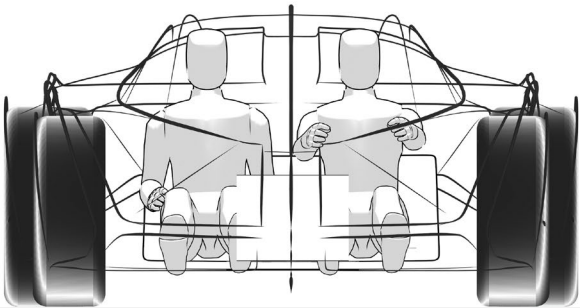
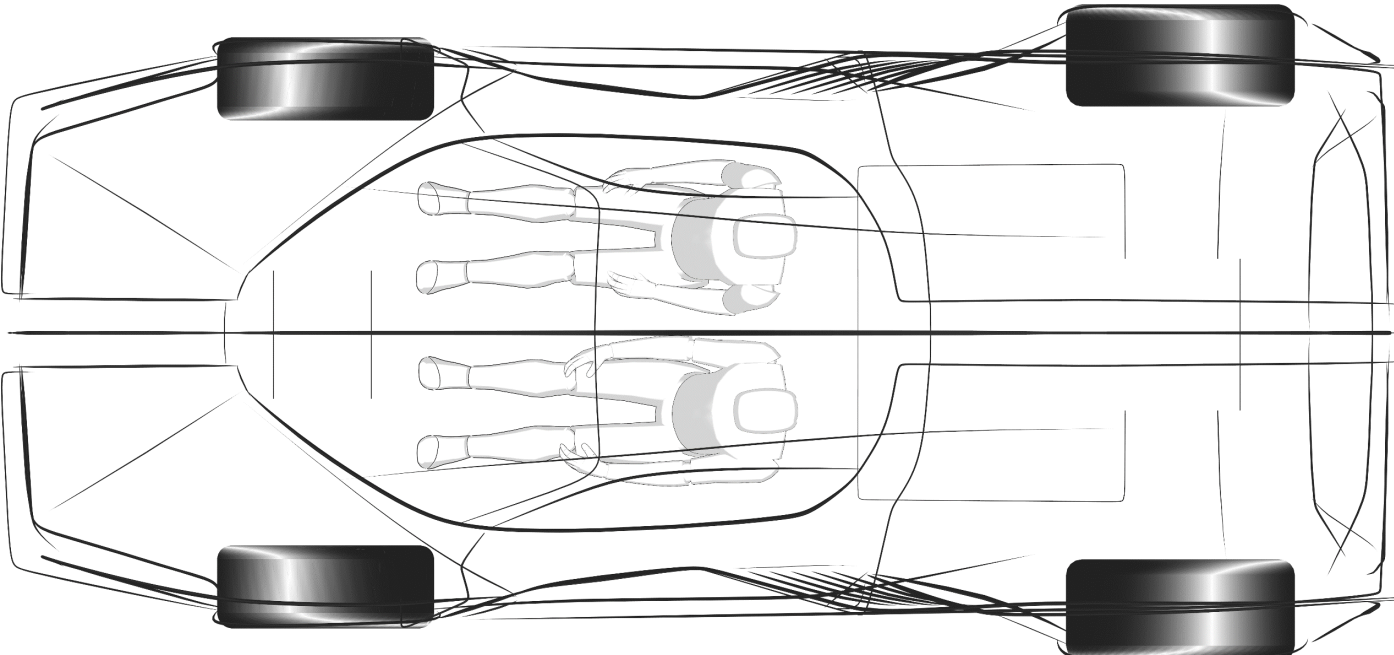
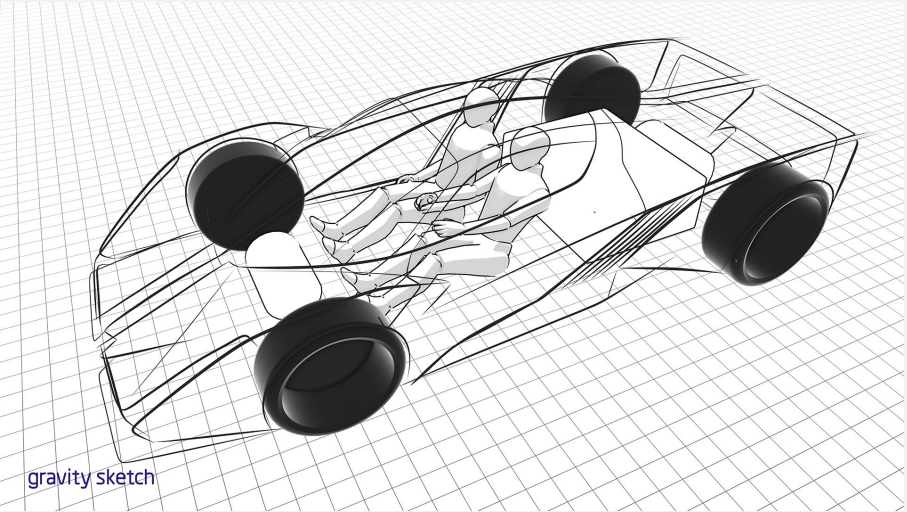
EARLY SKETCH EXPLORATION





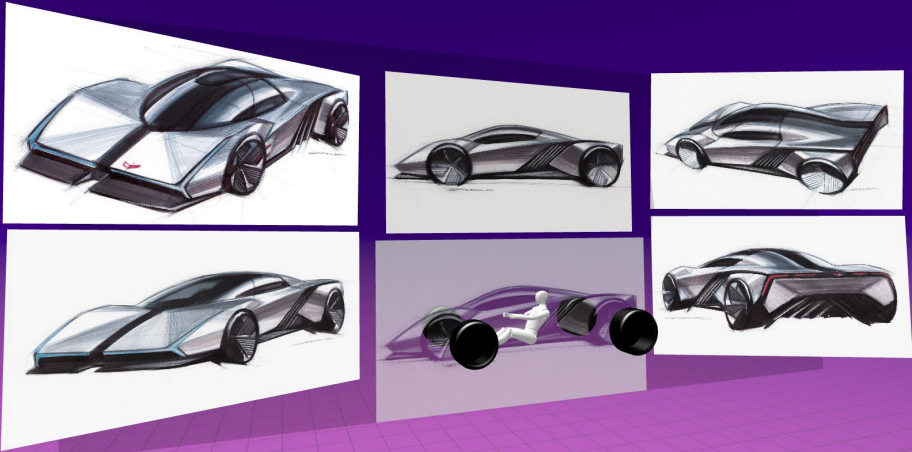
EARLY SKETCH EXPLORATION



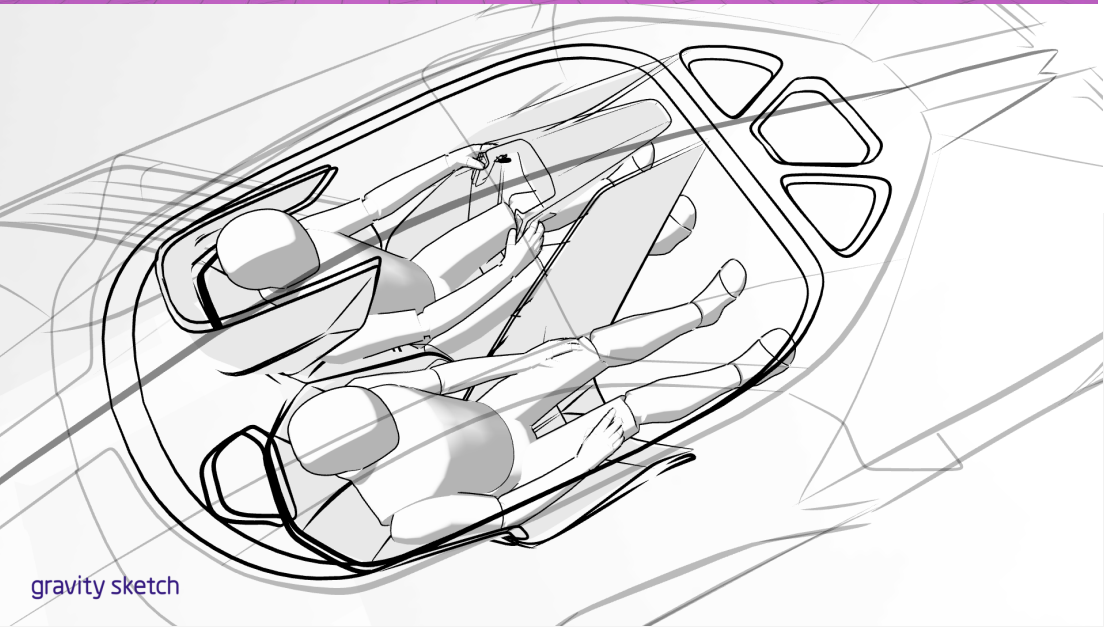


← WHEELBASE: 2733 MM →

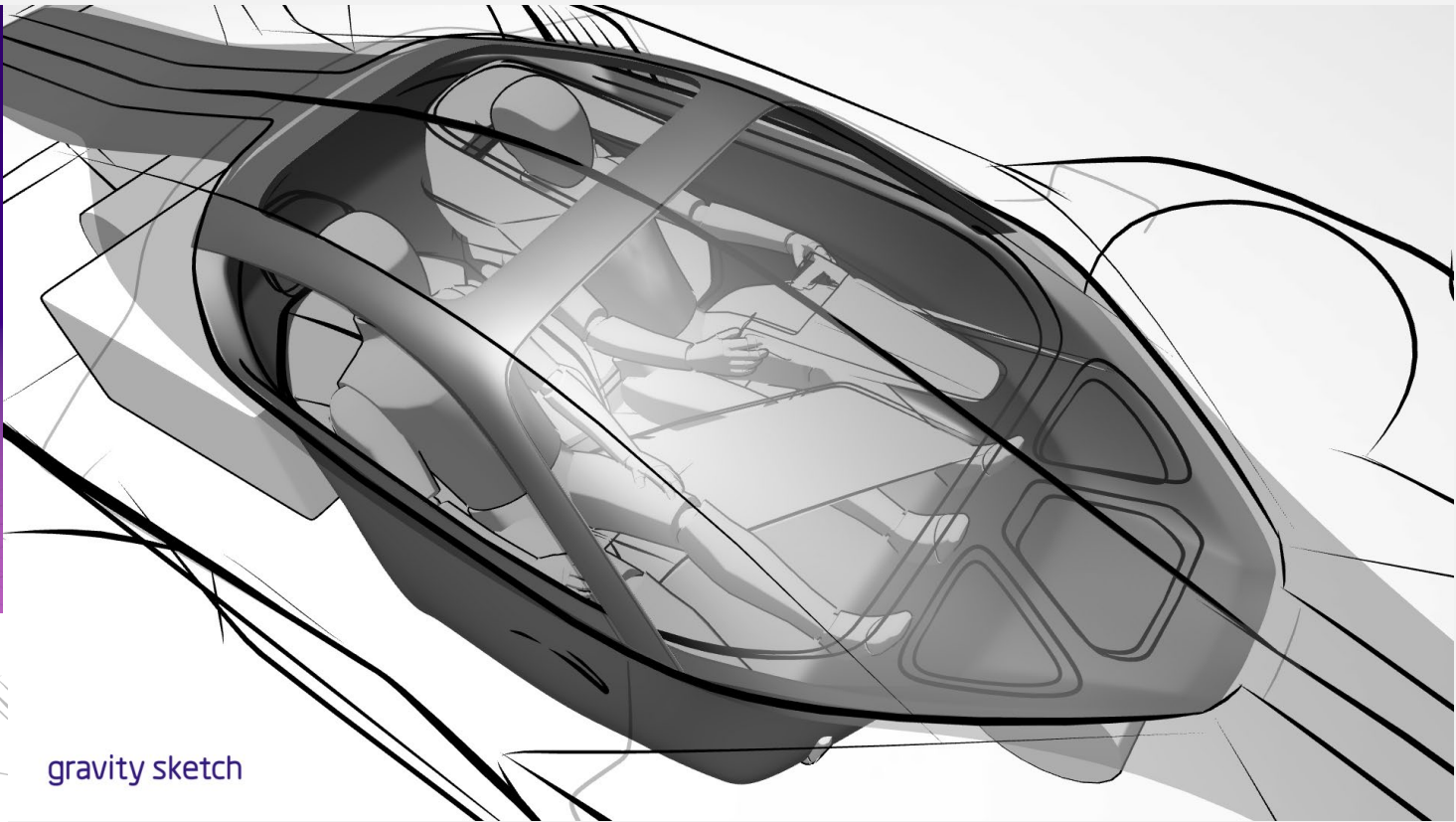




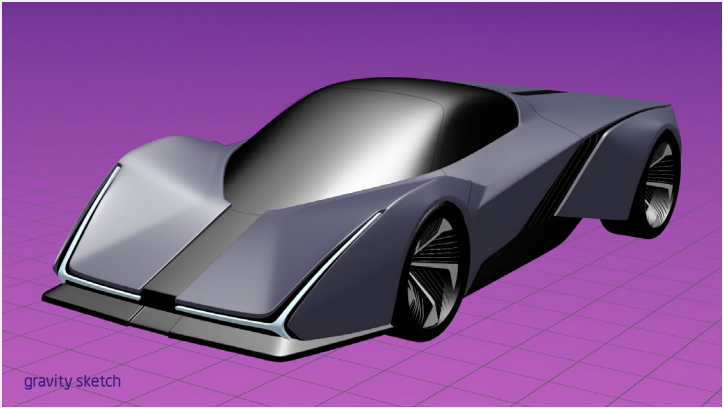
gravity sketch



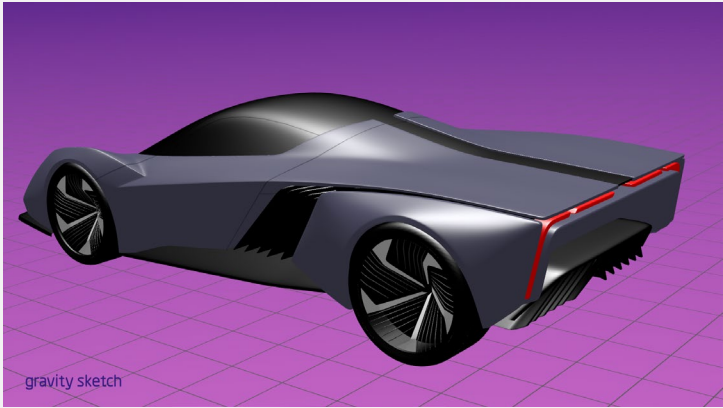
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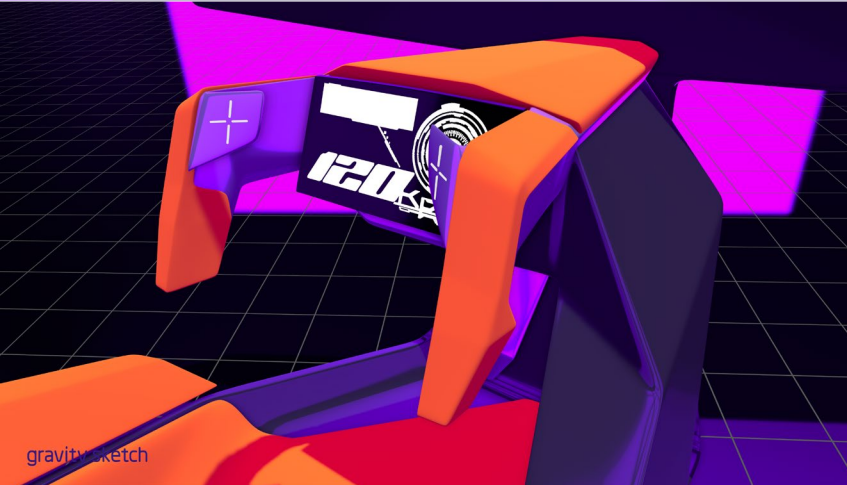
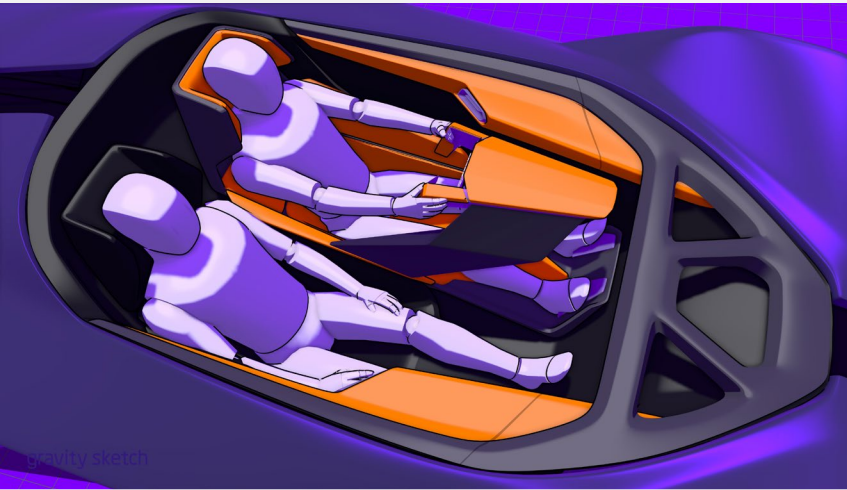
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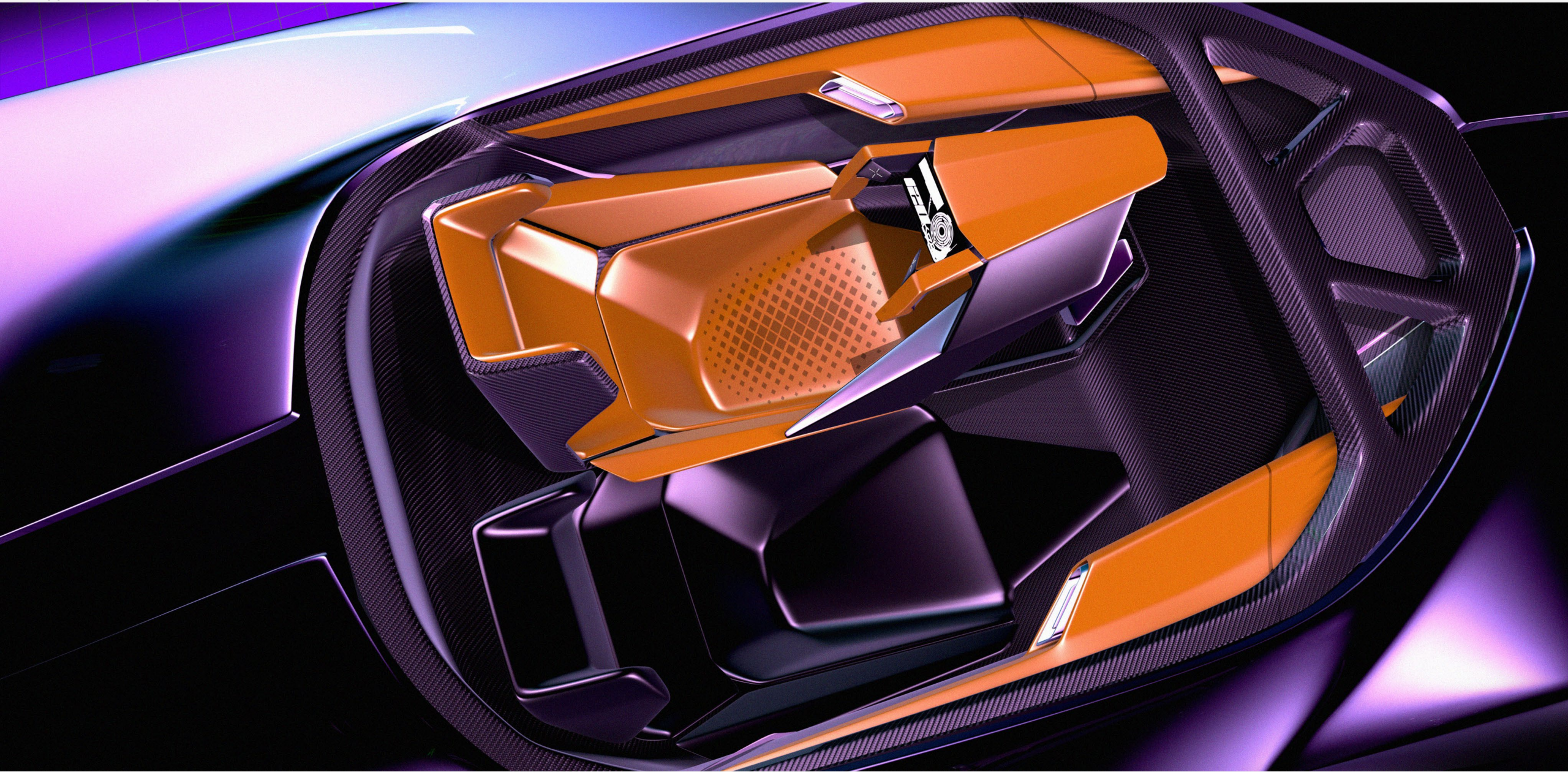


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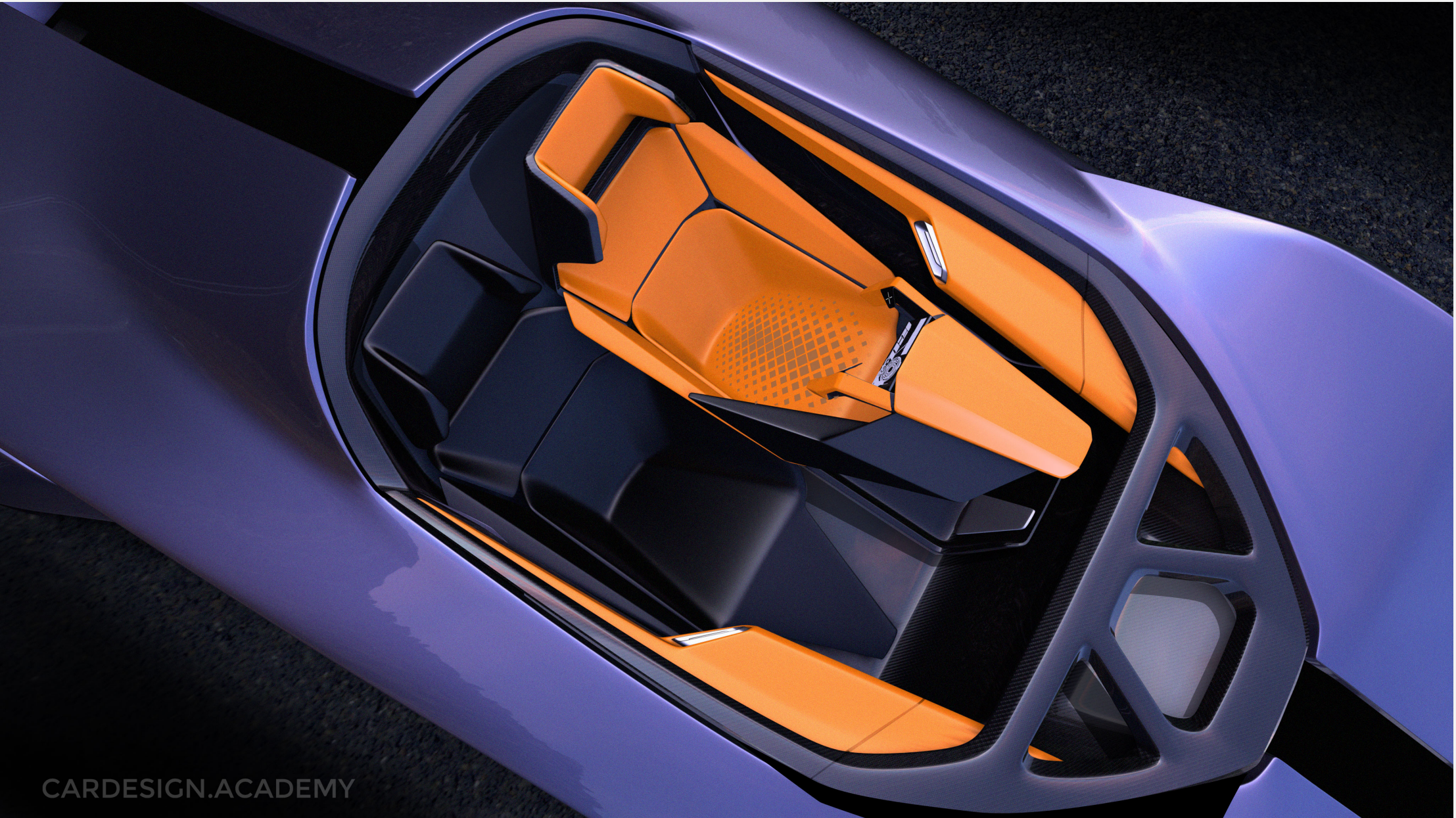
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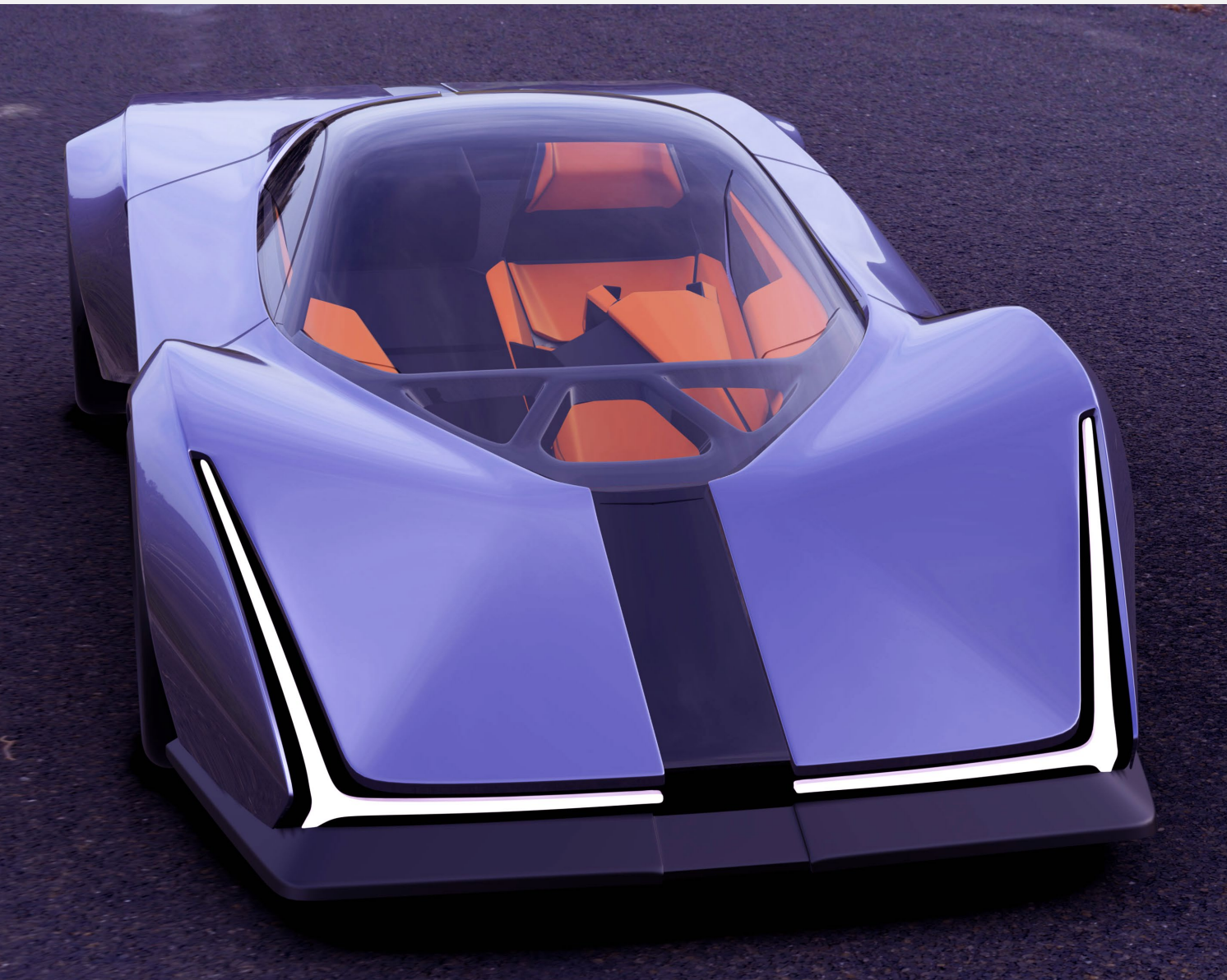




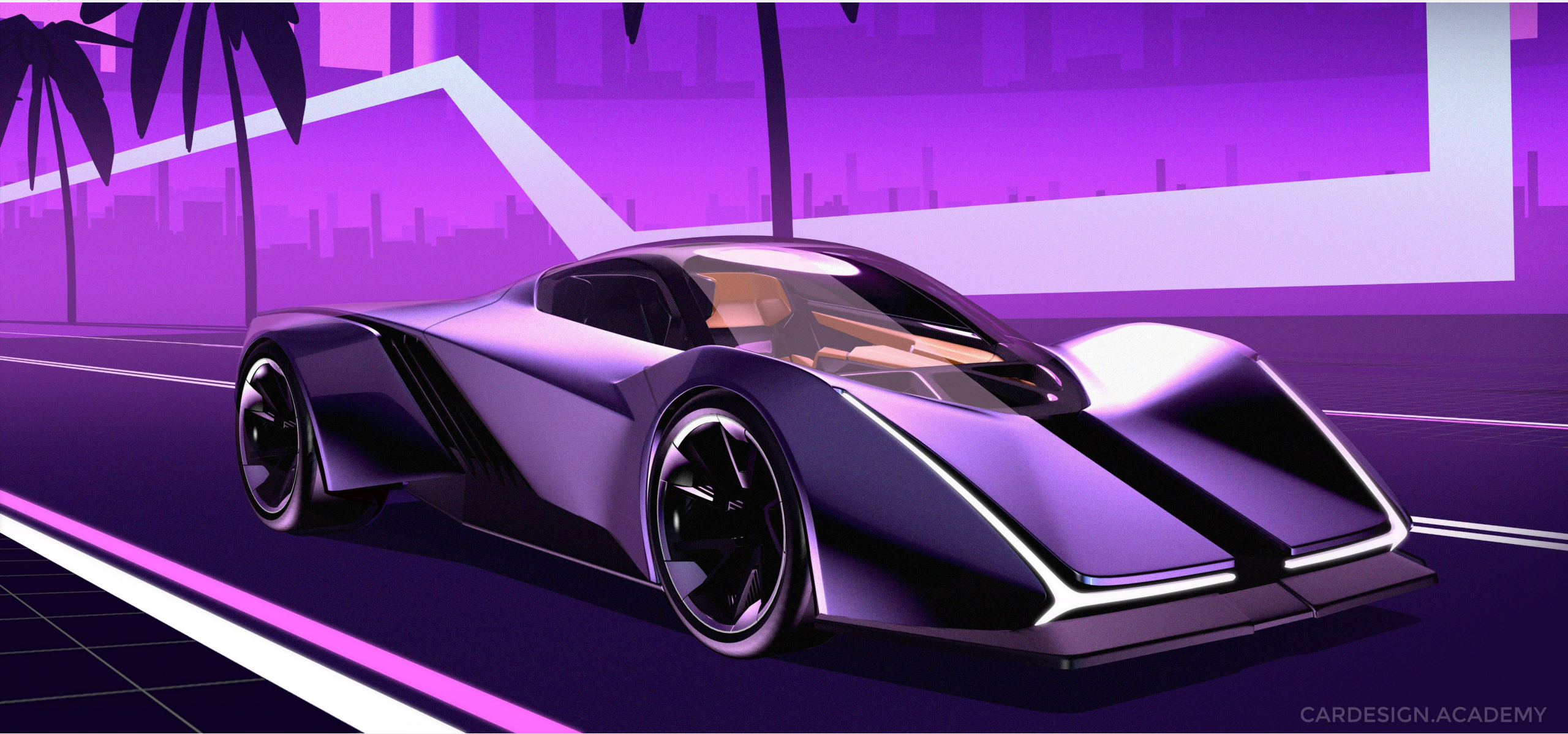








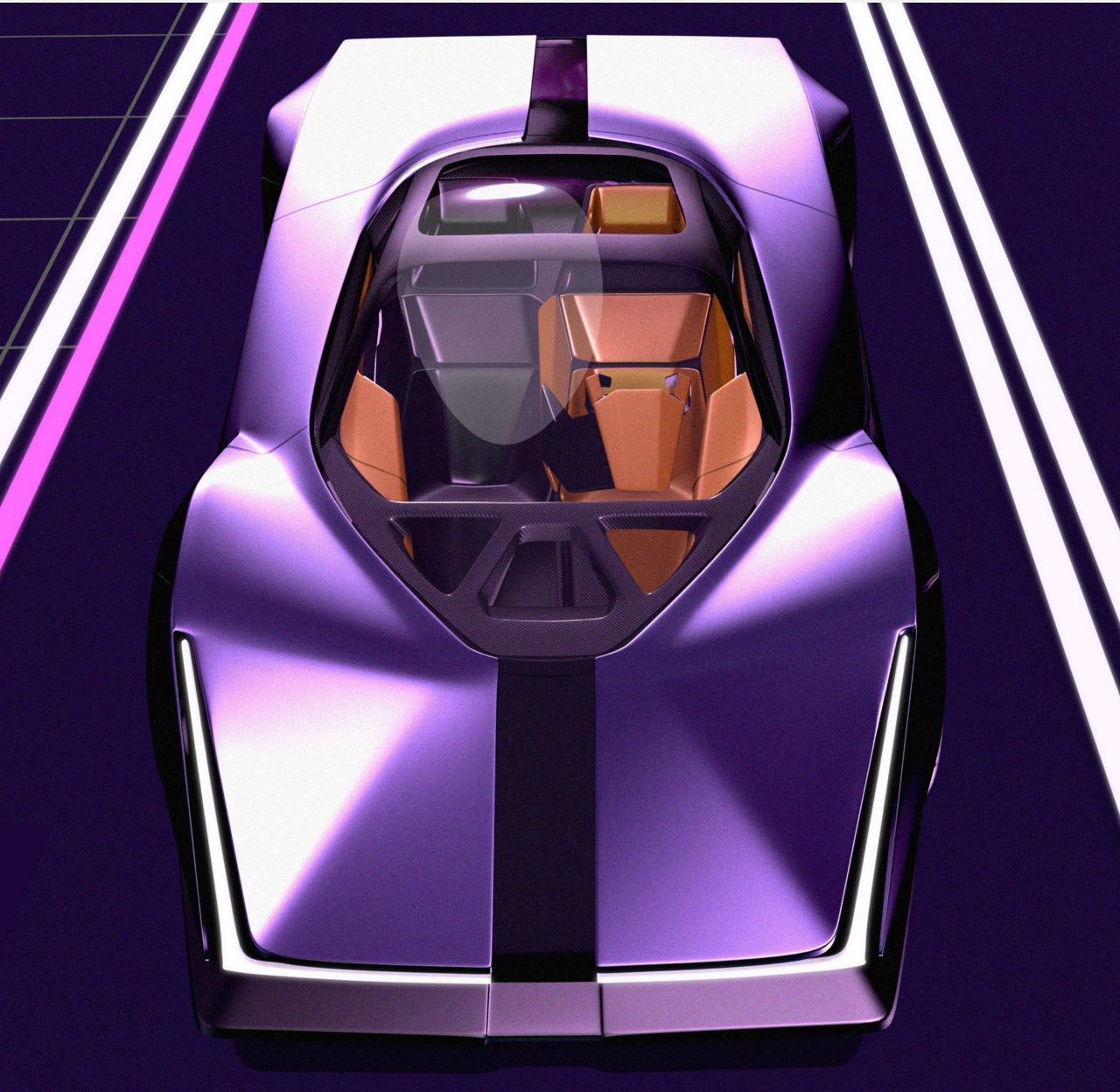
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CARDESIGN.ACADEMY

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