



WRC

FIA WORLD RALLY

CHAMPIONSHIP

REDESIGN RIVALRY

AUDI V LANCIA

EVANGELOS JAMES MANOLIKAS

1902155



INTRODUCTION

Audi and Lancia are two of the most memorable automotive brand names in the world of Rallying. They are responsible for developing some of the most iconic Rally cars of all time.

The battle for the Constructors Championship in the 1983 World Rally Championship between the Lancia 037 and the Audi Quattro is one of the greatest rivalries in motorsport history





AIM

My aim is to redesign the Lancia 037 and Audi Quattro S1 for the modern world of Rallying and reignite the rivalry between both brands that started more than thirty years ago.

Each car will have a different design approach as they focus on and respect their own brands design ideology.

This will help differentiate the designs from each other and give them character.



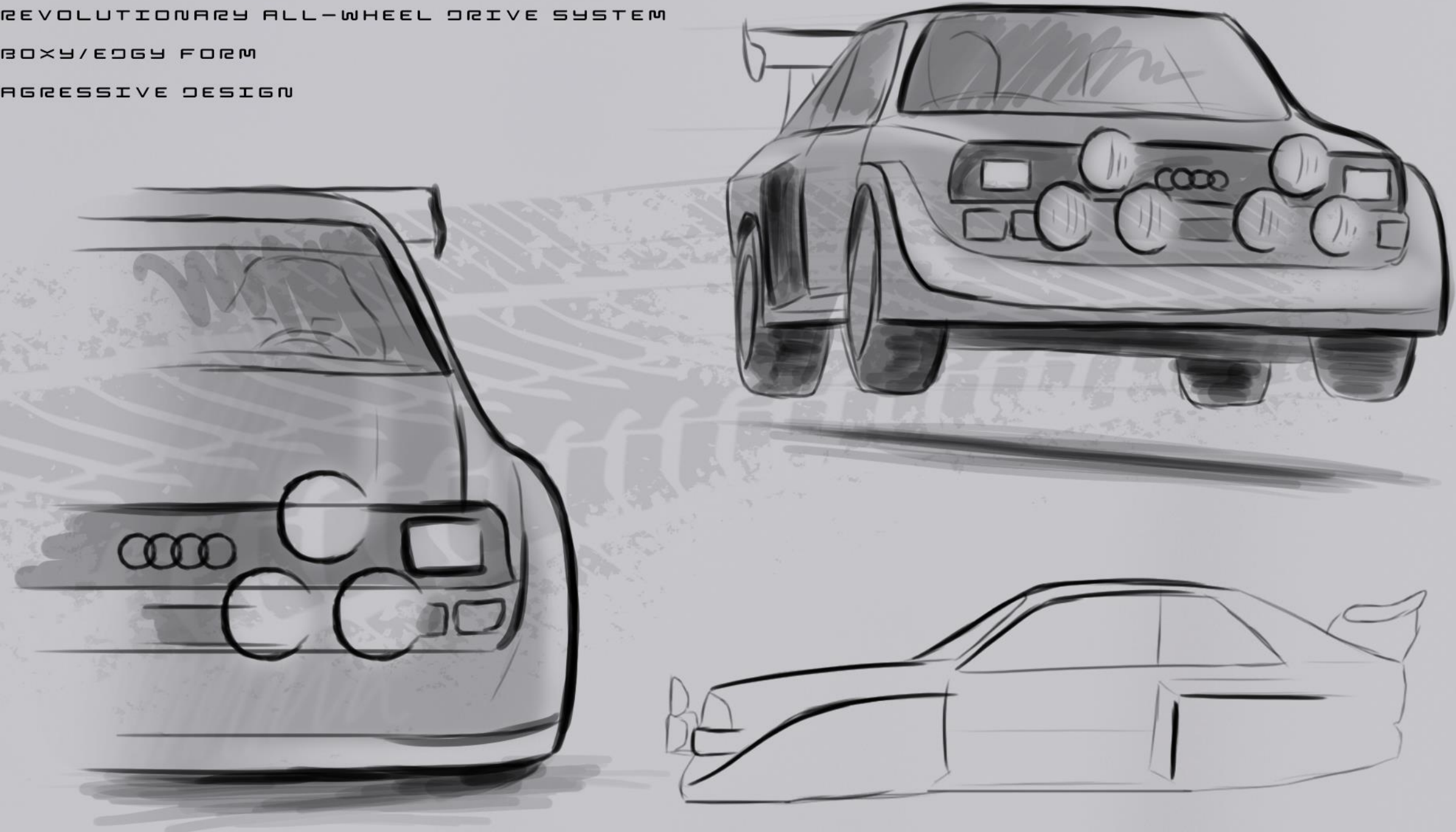


INSPIRATION



AUDI QUATTRO S1

- REVOLUTIONARY ALL-WHEEL DRIVE SYSTEM
- BOXY/EDGY FORM
- AGGRESSIVE DESIGN



MODERN DESIGN

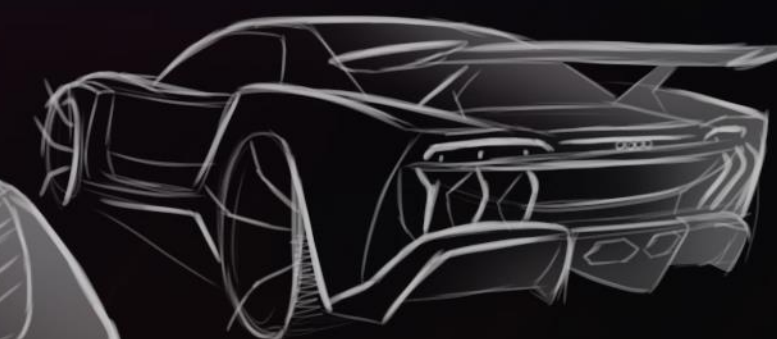
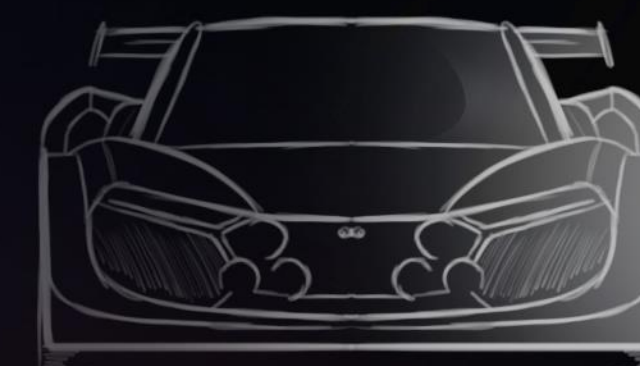
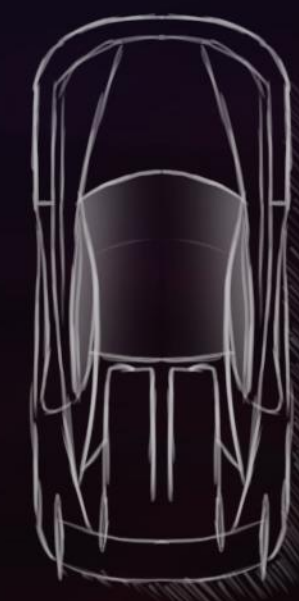
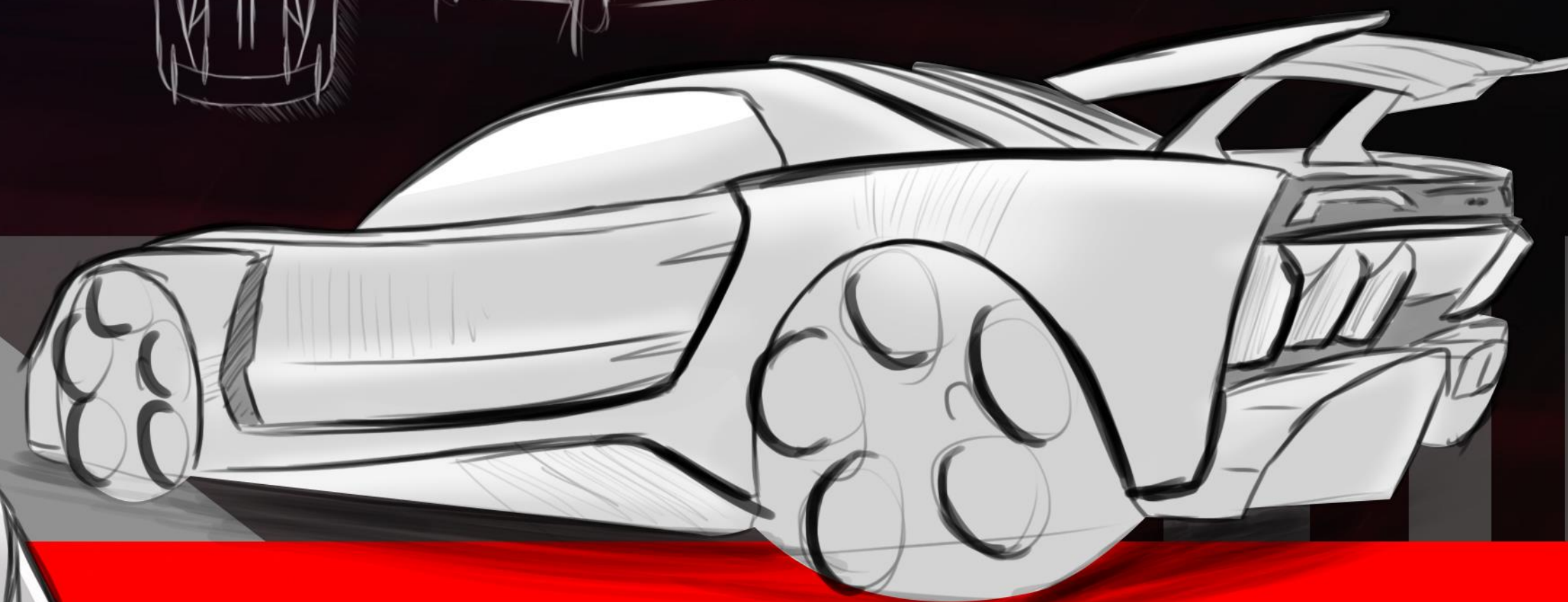
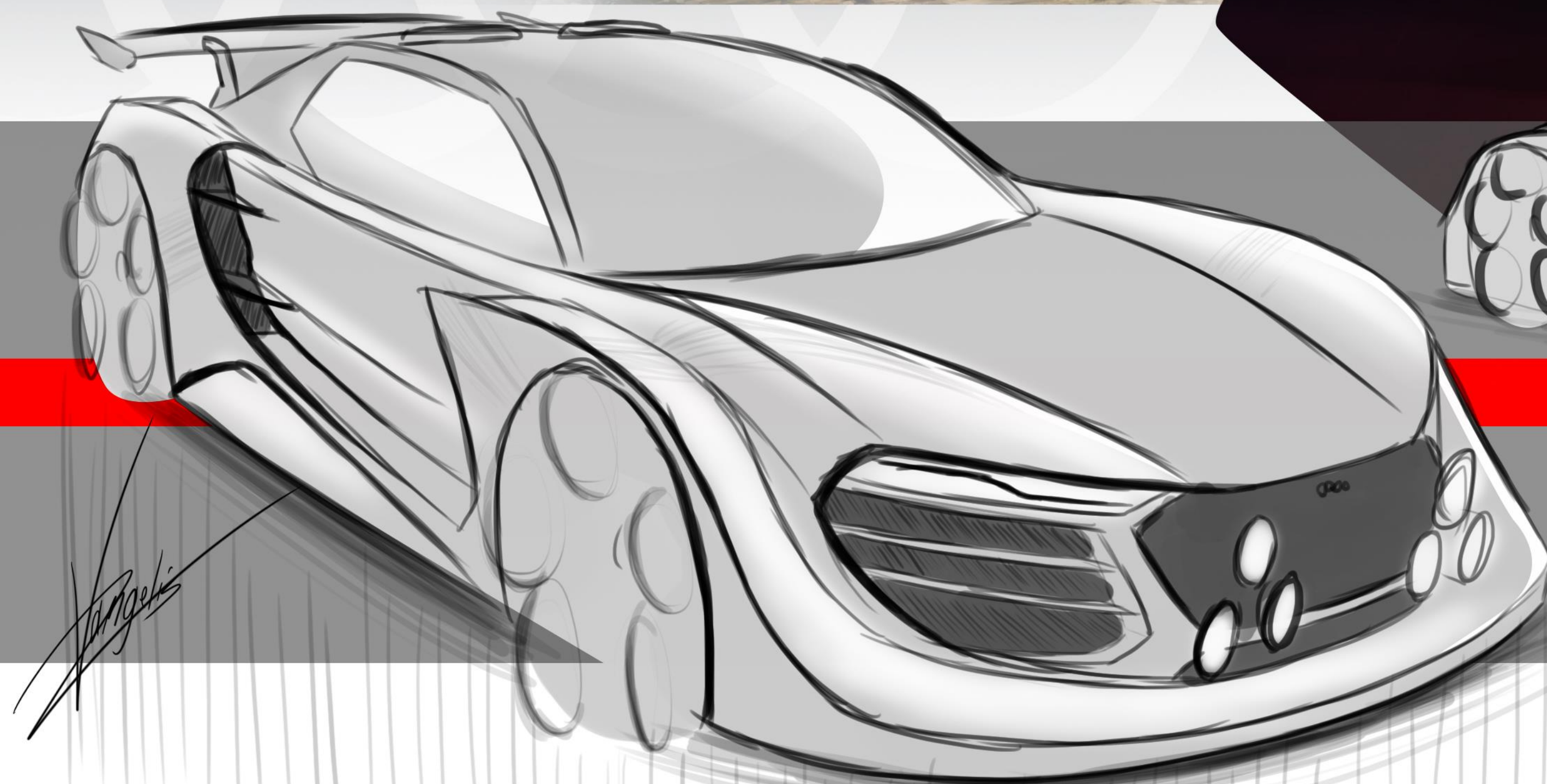




SKETCHING DEVELOPMENT

AUDI QUATTRO S10

SOPHISTICATED AND COMPLEX
TECHNOLOGICAL ADVANCEMENTS
AGRESSIVE DESIGN





INSPIRATION

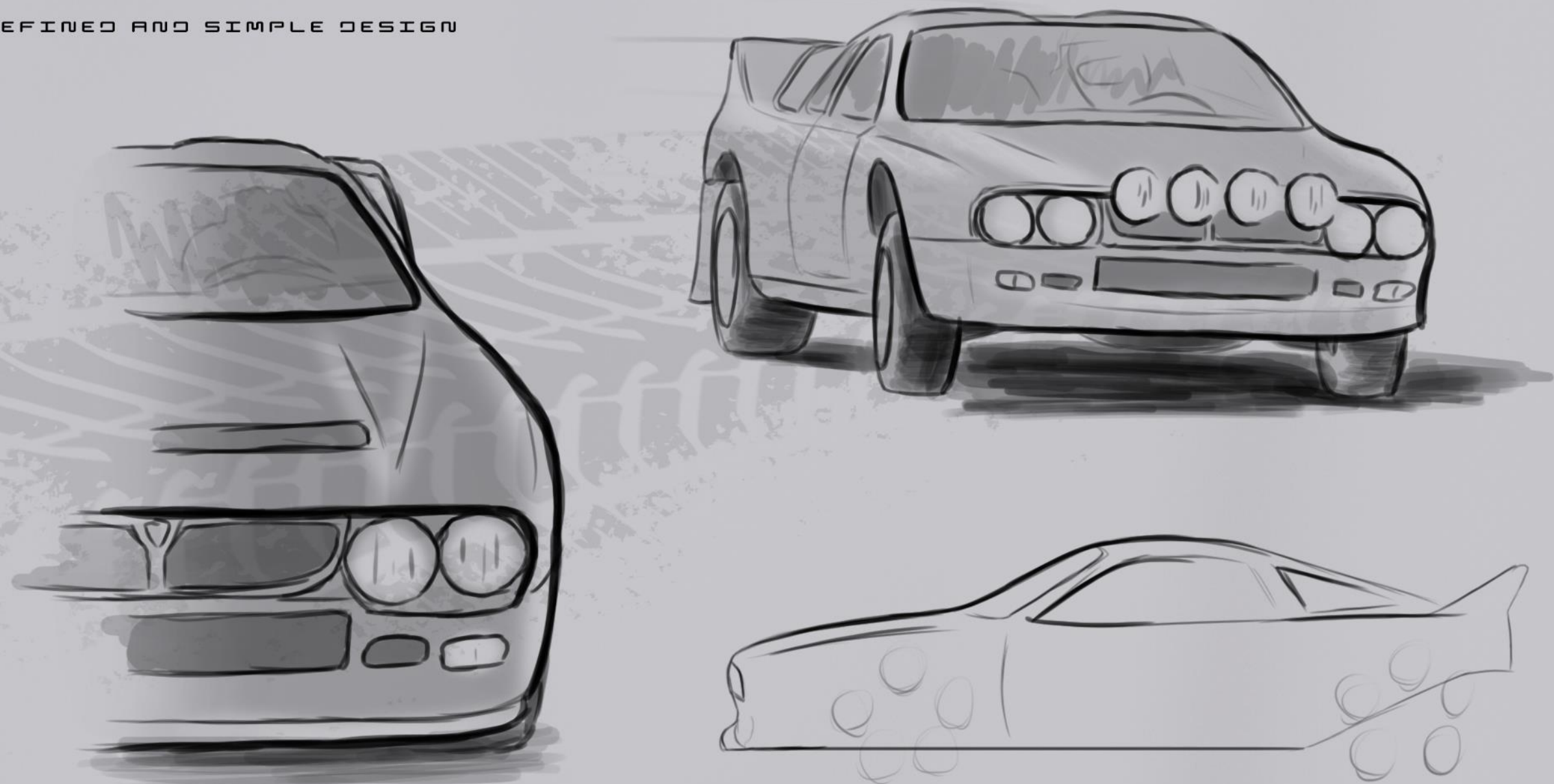


LANCIA 037

LAST REAR WHEEL DRIVE CAR TO WIN THE WRC

BOXY FORM

REFINED AND SIMPLE DESIGN



MODERN DESIGN

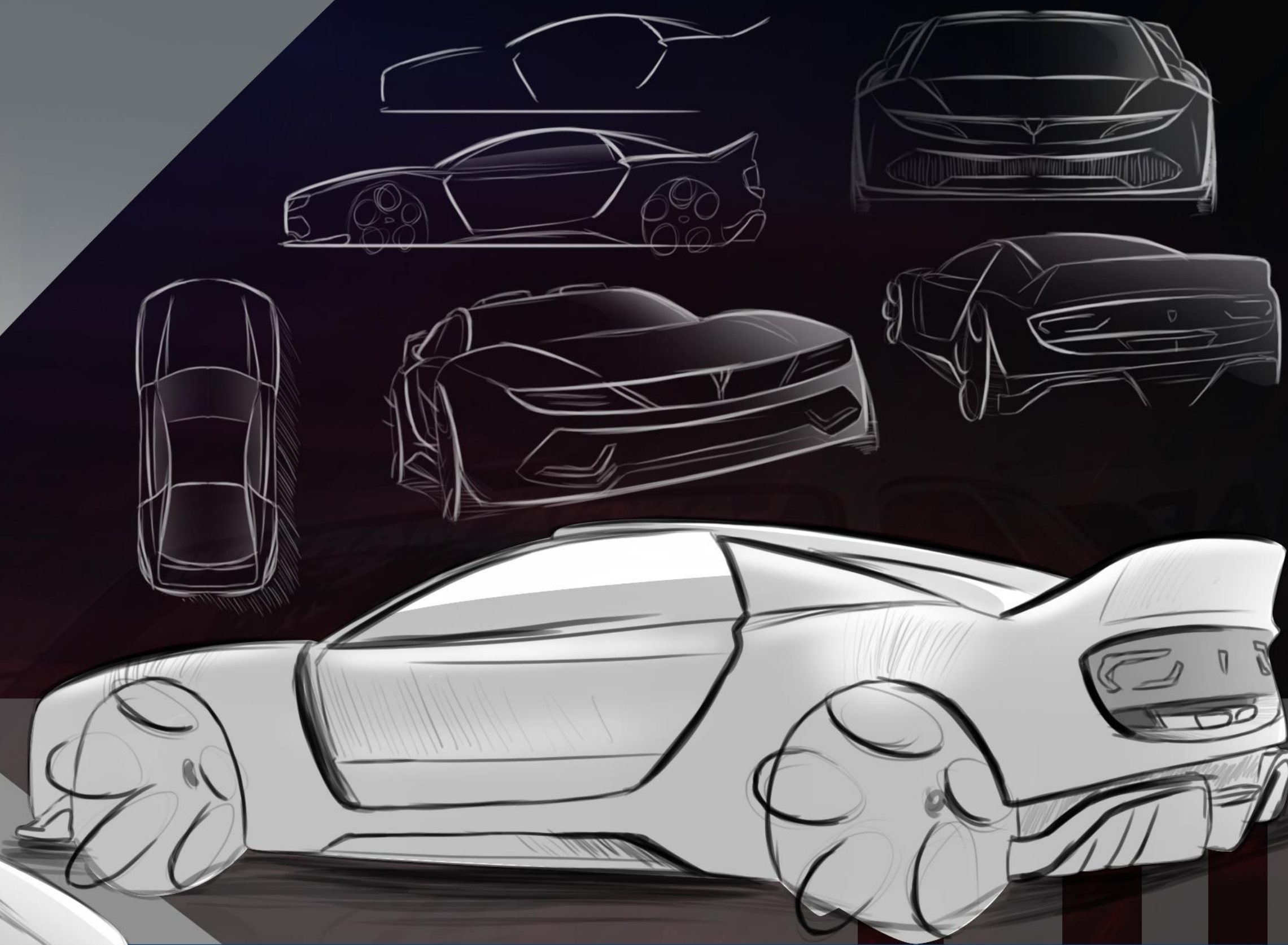
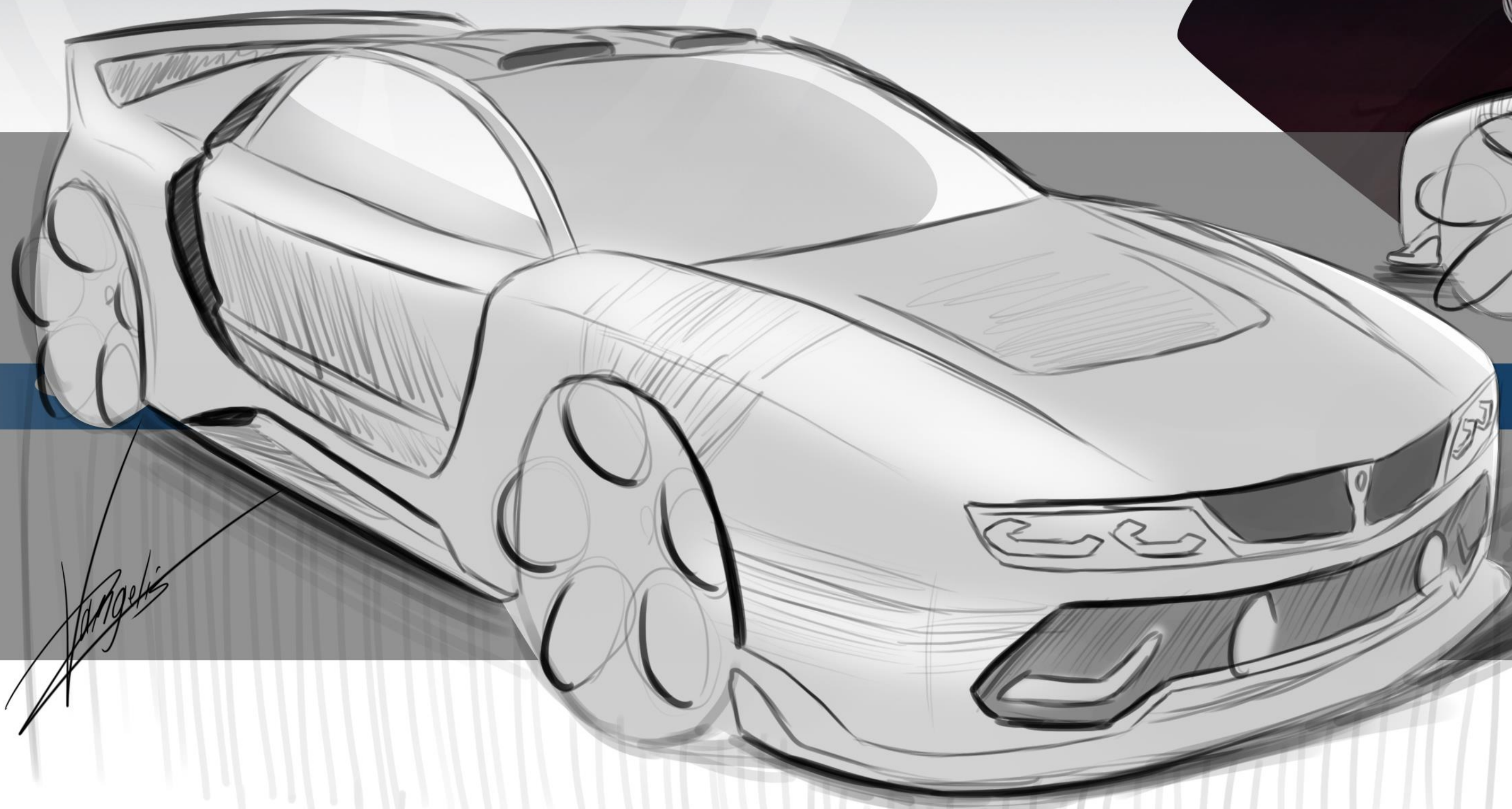




SKETCHING DEVELOPMENT

LANCIA 037B

BEAUTY AND SIMPLICITY
SIMPLE AND REFINED DESIGN
PROMOTING AN ELEGANT FORM





Handwritten signature

FINAL DESIGN



Handwritten signature

FINAL DESIGN

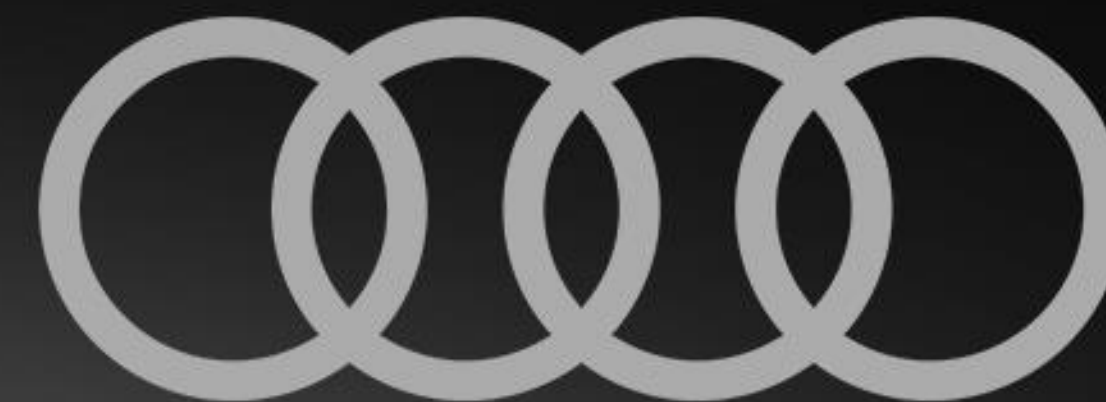


AUDI QUATTRO S10
3D MODEL



LANCIA 037B
3D MODEL

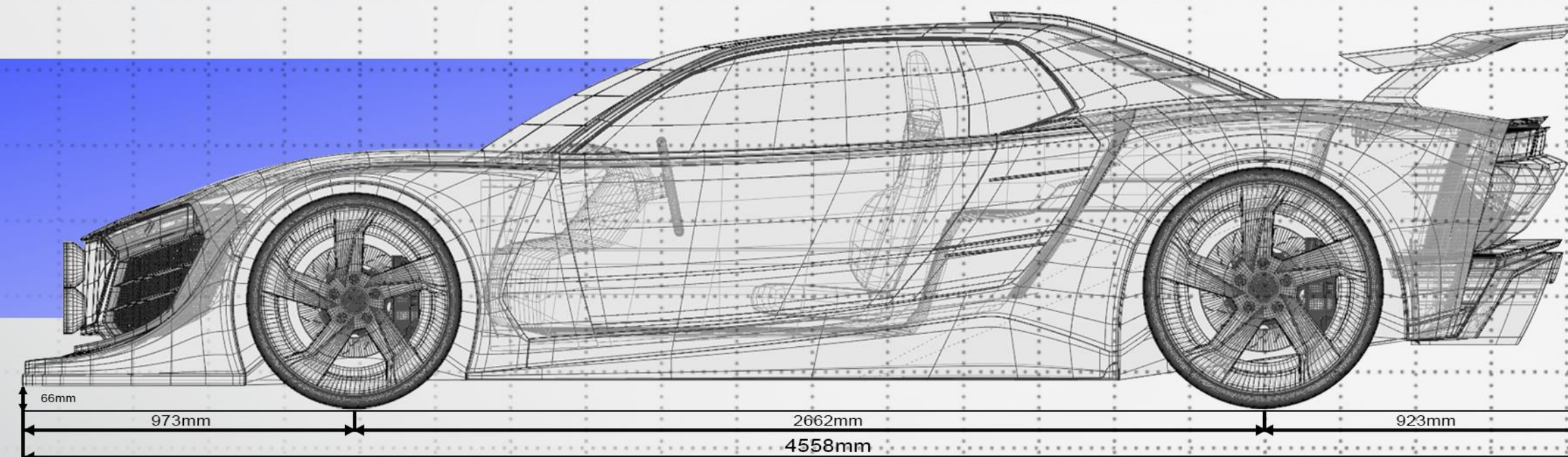




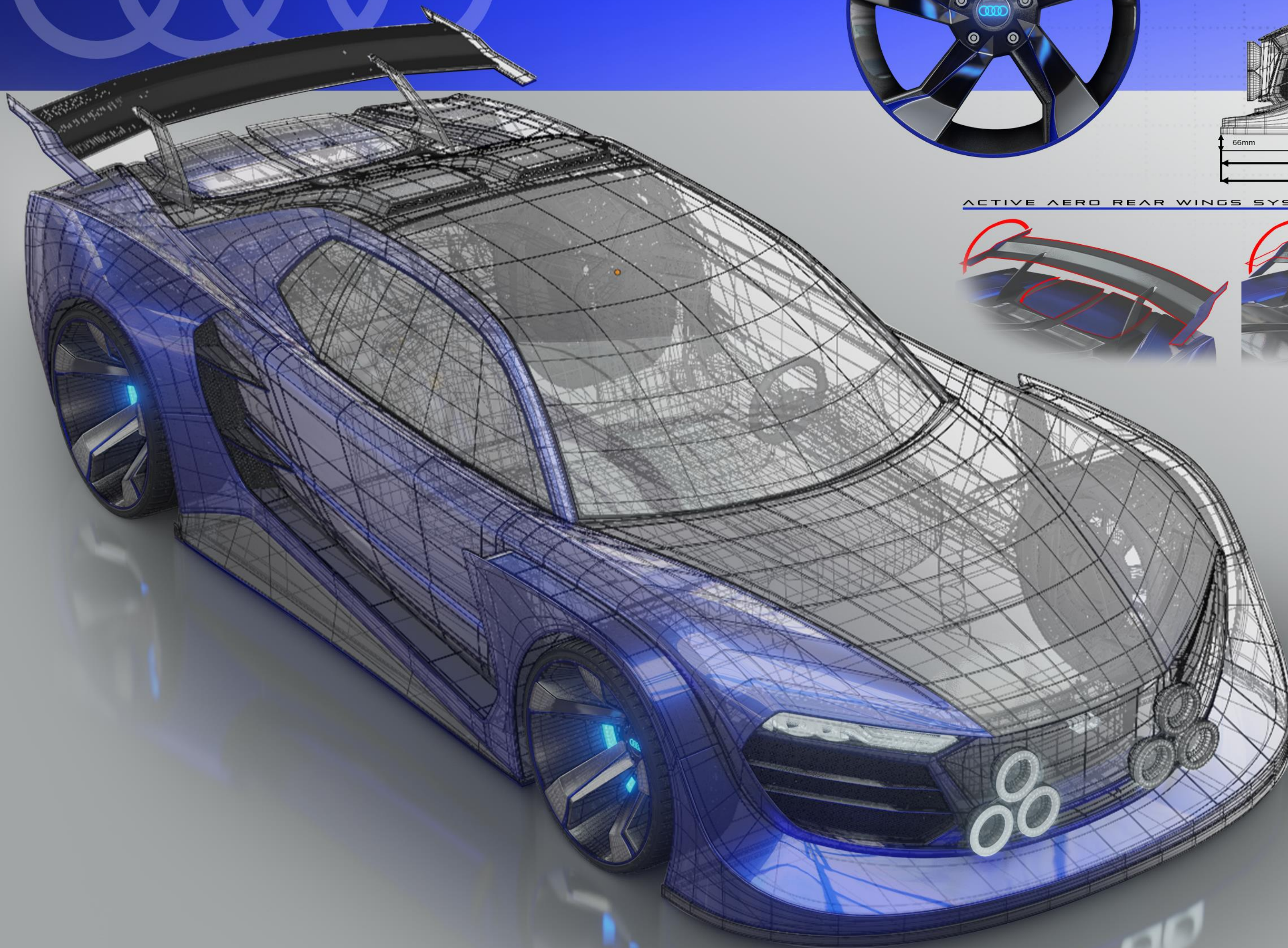
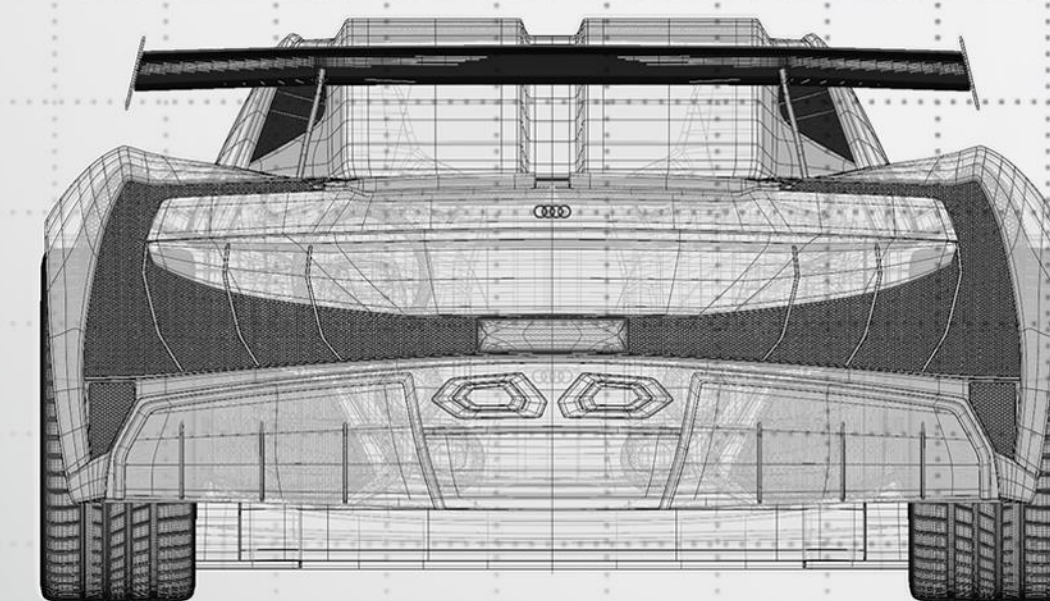
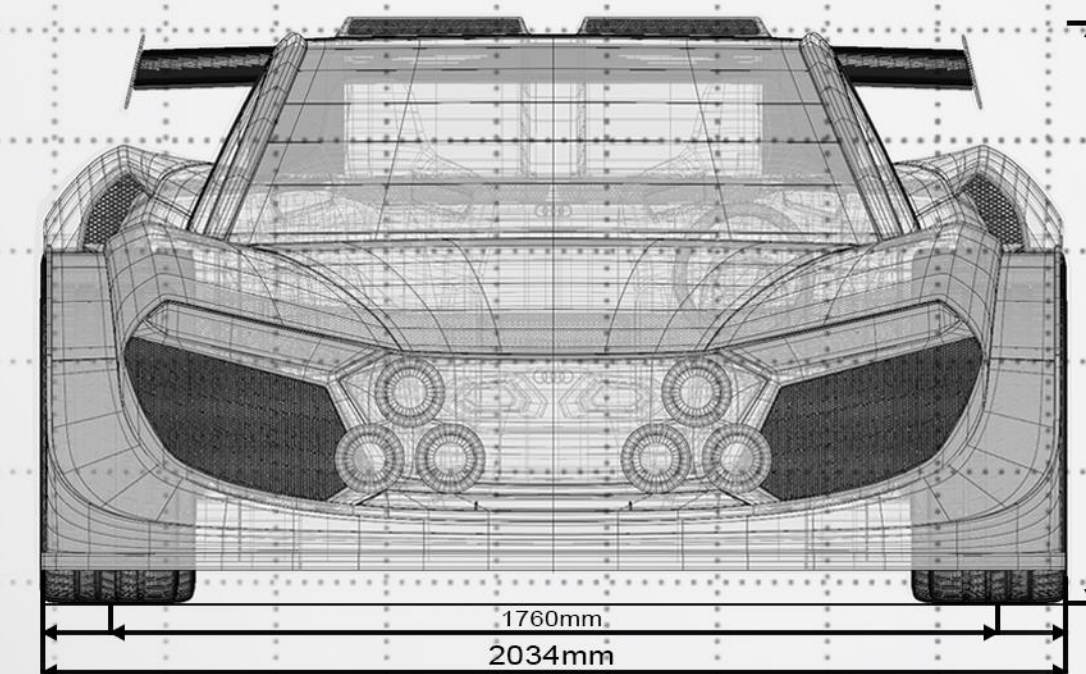
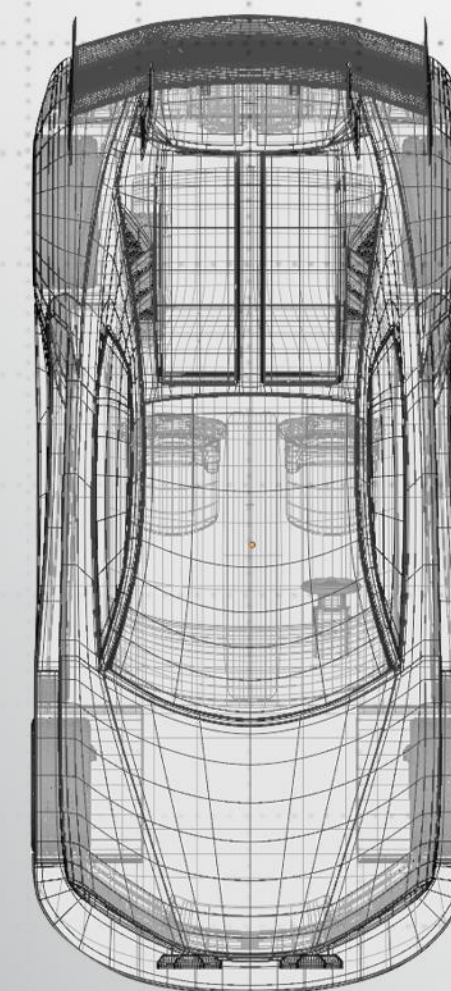
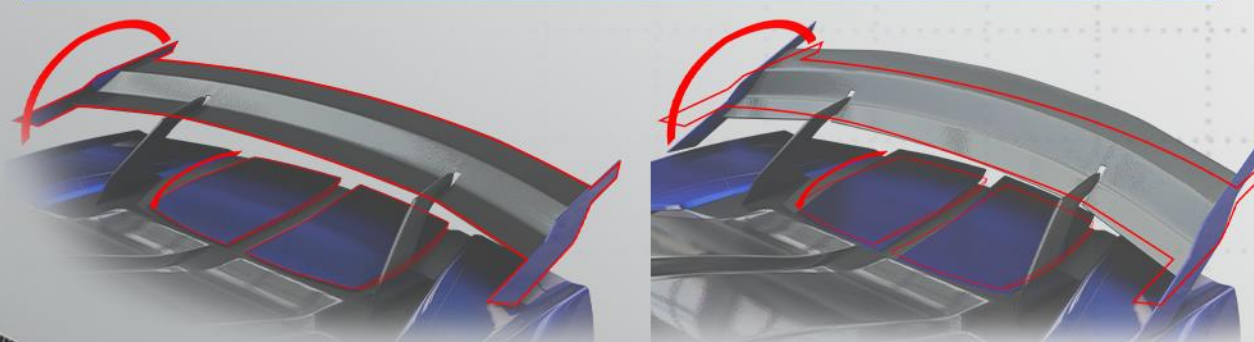




RIM DESIGN

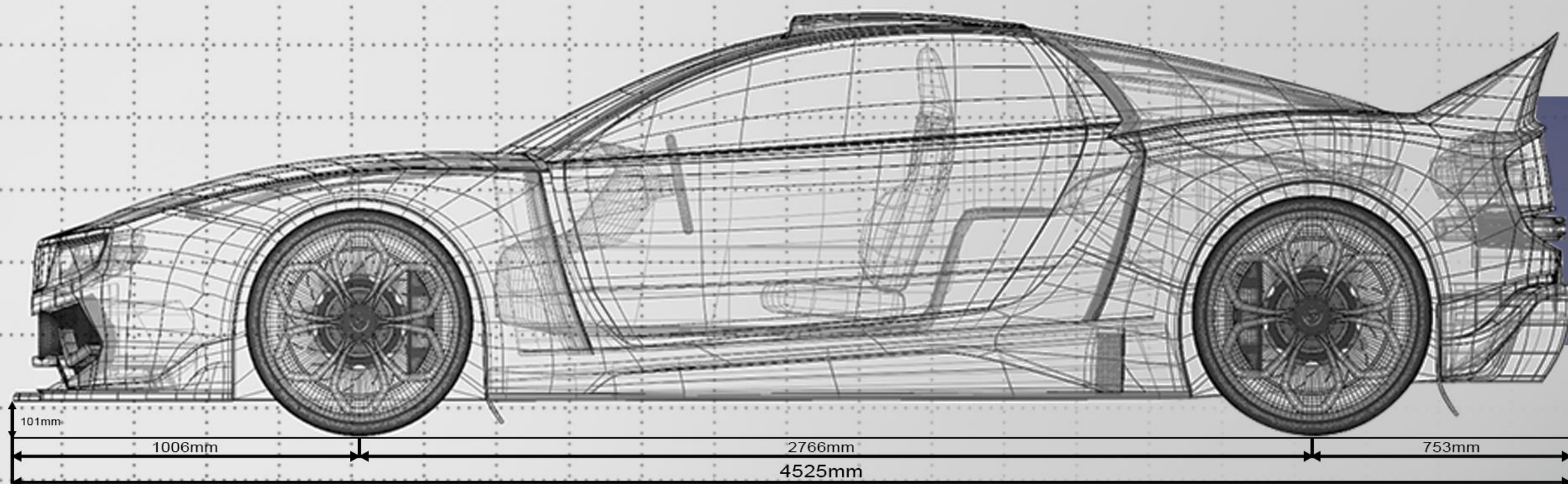


ACTIVE AERO REAR WINGS SYSTEM

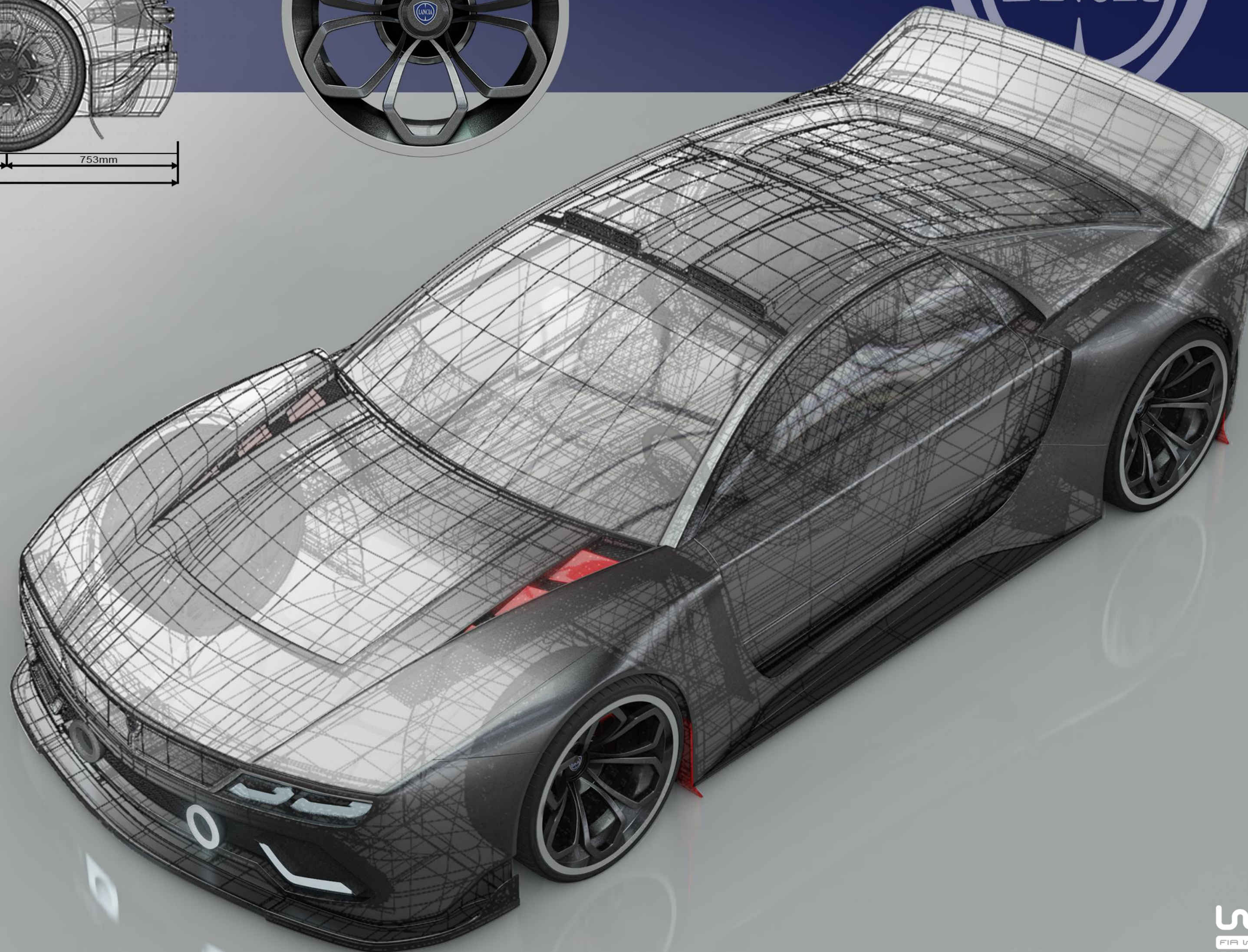
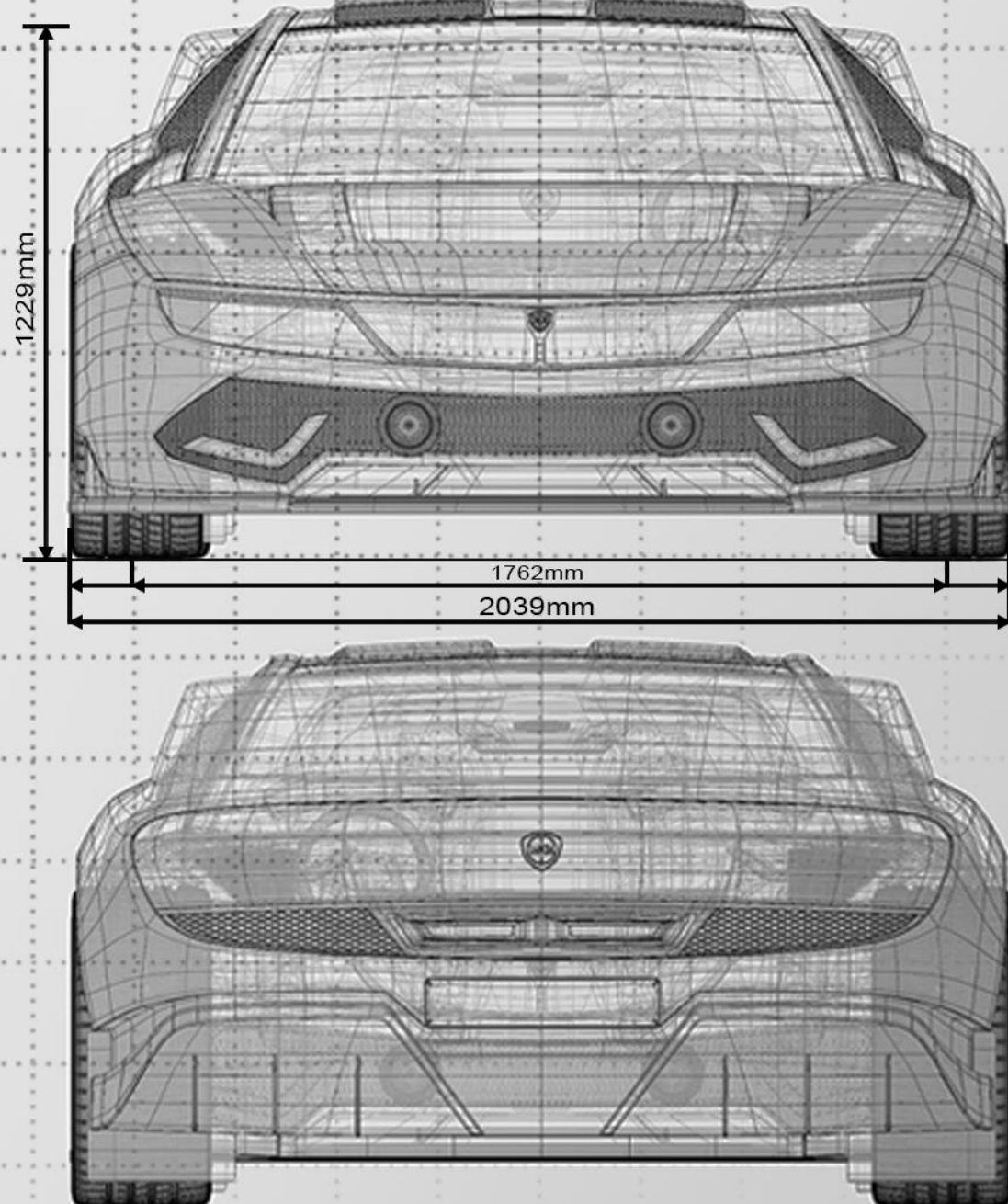


AUDI
QUATTRO S1
WRC

FIA WORLD RALLY
CHAMPIONSHIP



RIM DESIGN



LANCIA
037B











quattro 510





| 0 3 7





| 0 3 7





| 0 3 7





| 0 3 7





| 0 3 7





quattro 510



quattro 510



 quattro s1

EL SAUCO ↑
BUENOS AIRES →

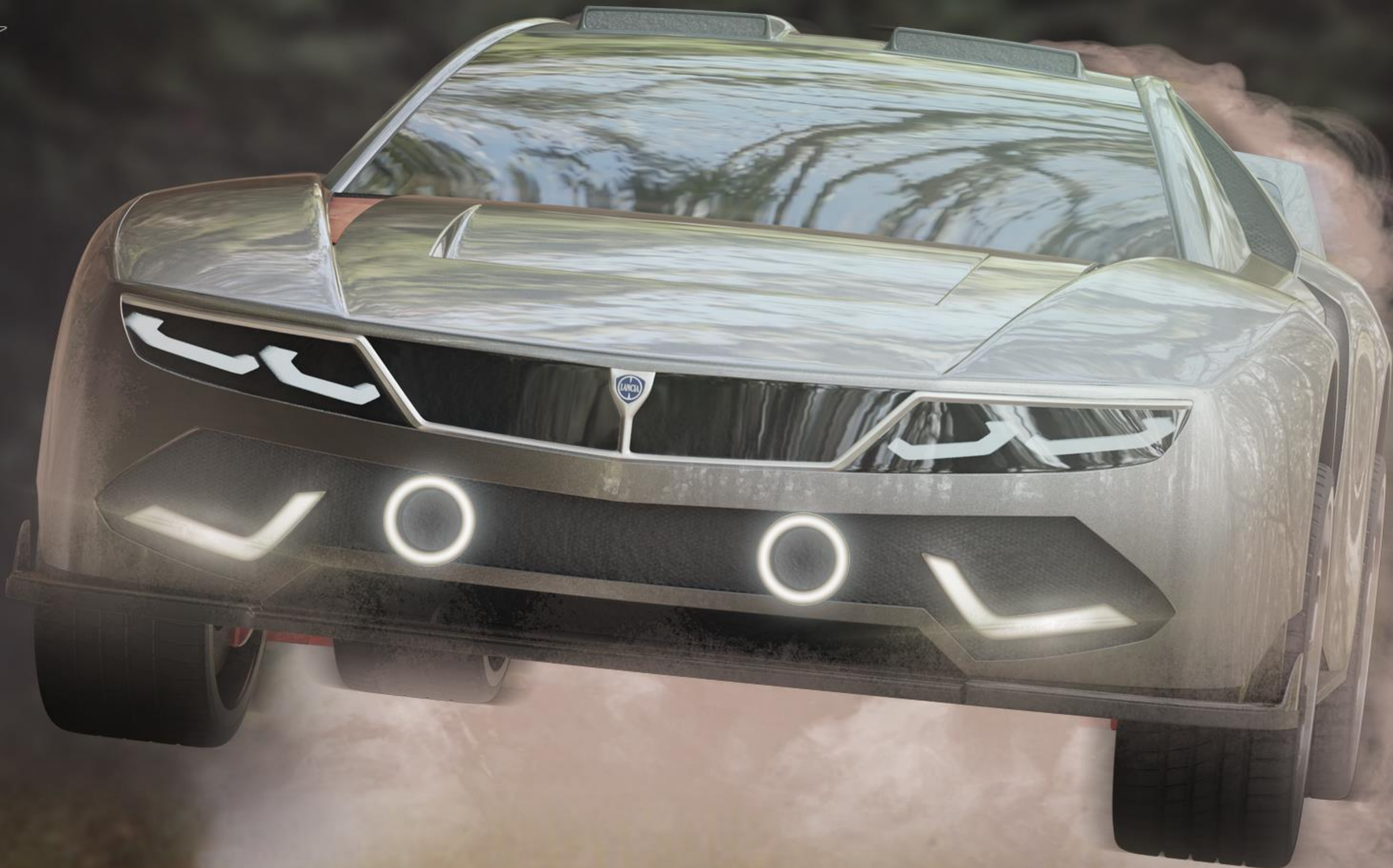


| 0 3 7





| 0 3 7





| 0 3 7



WRC

FIA WORLD RALLY
CHAMPIONSHIP



Angelis

WRC

FIA WORLD RALLY
CHAMPIONSHIP



Angelis

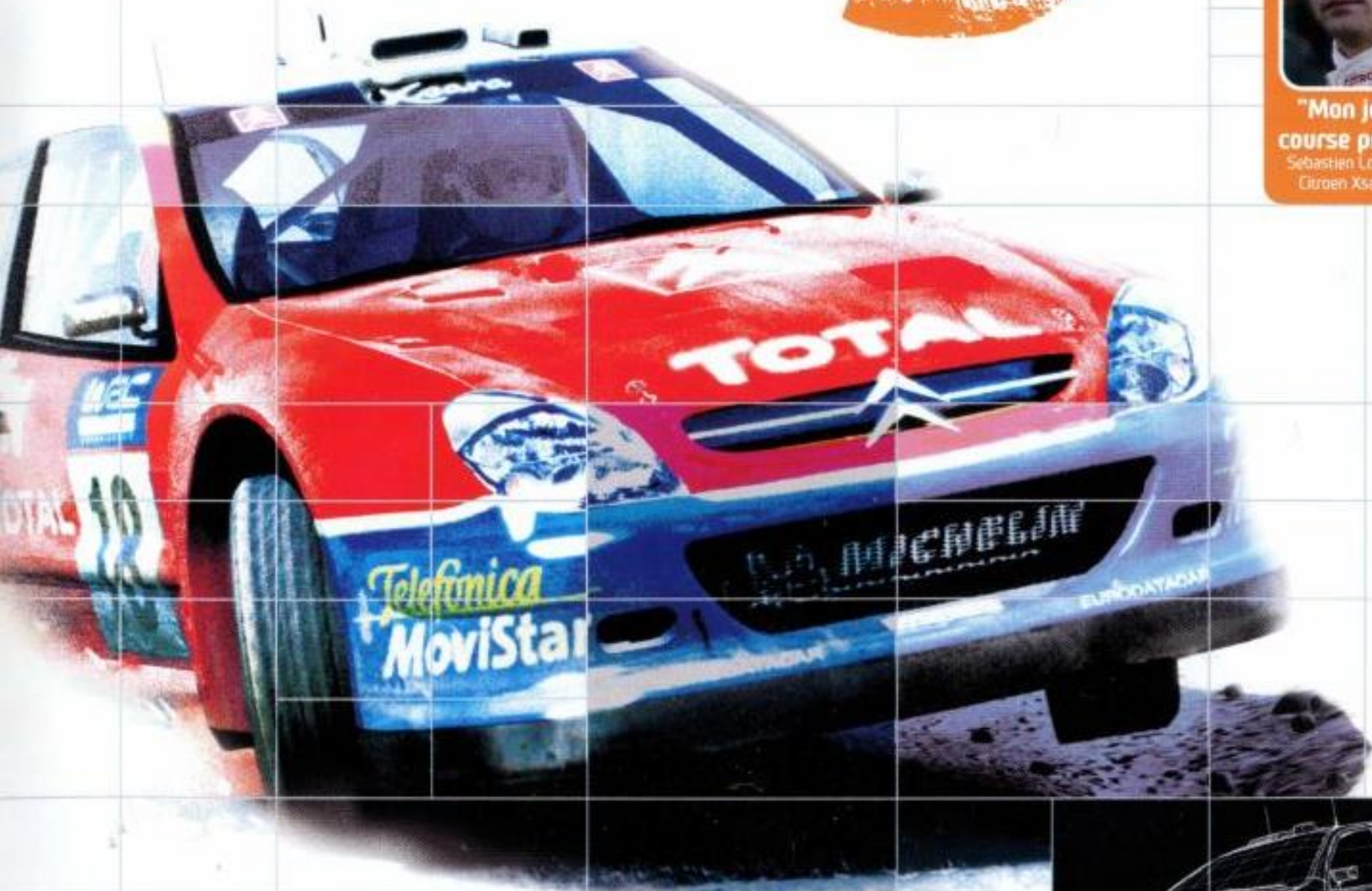
CLASSIC WRC VIDEO GAME
COVER RECREATION

PAL

LE JEU OFFICIEL DU

WRC3

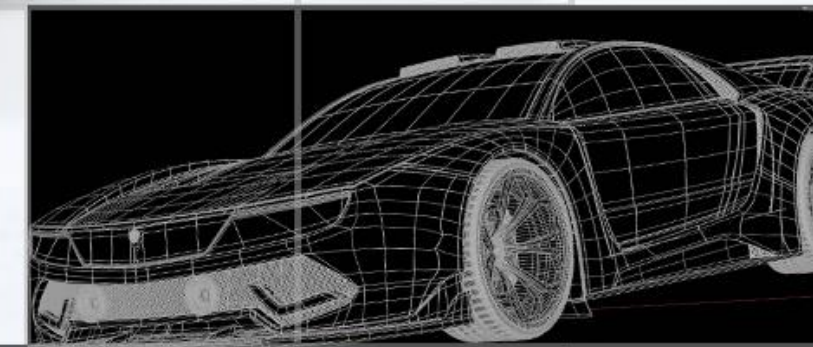
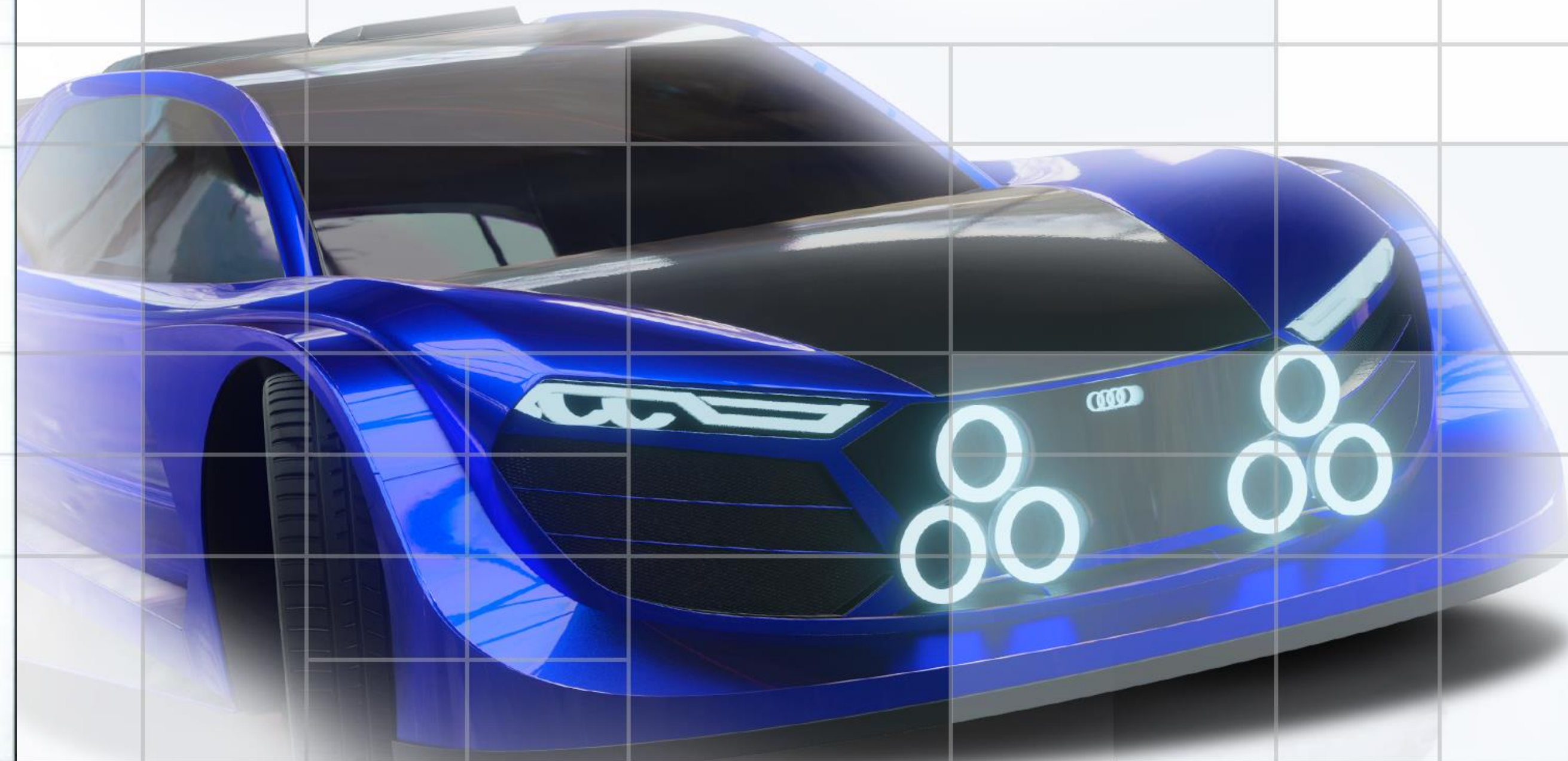
FIA WORLD RALLY CHAMPIONSHIP



ORIGINAL

WRC

FIA WORLD RALLY
CHAMPIONSHIP



RECREATION



037

L ^ N C I ^

Handwritten signature: Vangelis



MODERN RALLY VIDEO GAME
WALLPAPER



Vangelis

WRC

FIA WORLD RALLY
CHAMPIONSHIP



Handwritten signature





Manolikas

EVANGELOS JAMES MANOLIKAS

1902155