

ROYAL ENFIELD

SUMMER INTERNSHIP

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ROYAL ENFIELD

ABOUT THE COMPANY



ROYAL
ENFIELD

THE FAMOUS BULLET



ROYAL ENFIELD

ASSIGNED TASK

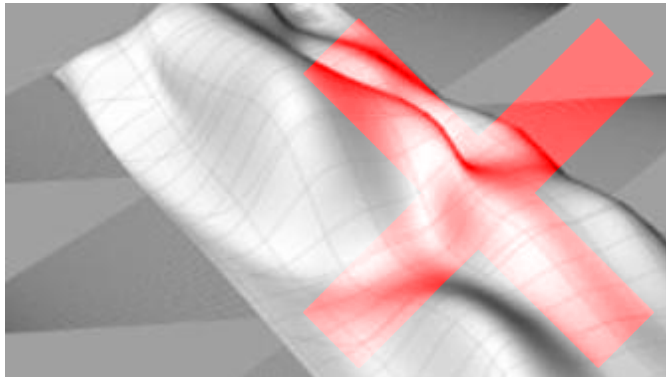
The task is to create concept for “Iphone inspired Royal Enfield”.



STUDY OF IPHONE DESIGN

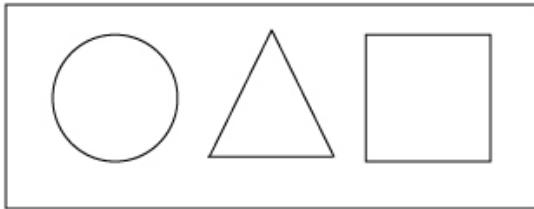


Unibody Design



No complex surface transitions

STUDY OF IPHONE DESIGN



Use of basic shapes



Simple and sophisticated

STUDY OF IPHONE DESIGN



Sleekness



Rounded corners

STUDY OF IPHONE USERS



MINIMALISTIC

STATUS SYMBOL CLEAN DESIGN

APPS

SOPHISTICATION

EXPERIENCE

SIRI

SPEED

PRESTIGE

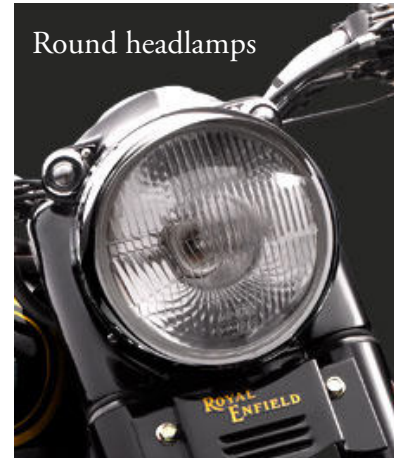
ROYAL ENFIELD

STUDY OF ROYAL ENFIELD DESIGN

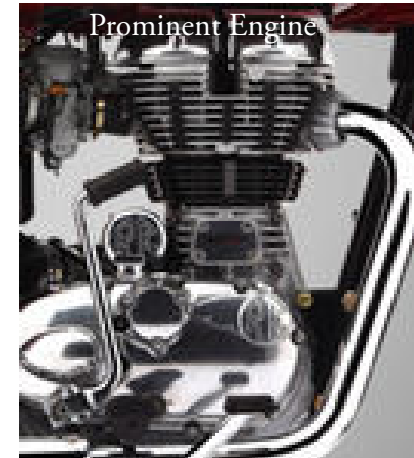
Tall stance



Round headlamps



Prominent Engine



Large wheels

Disconnected body panels

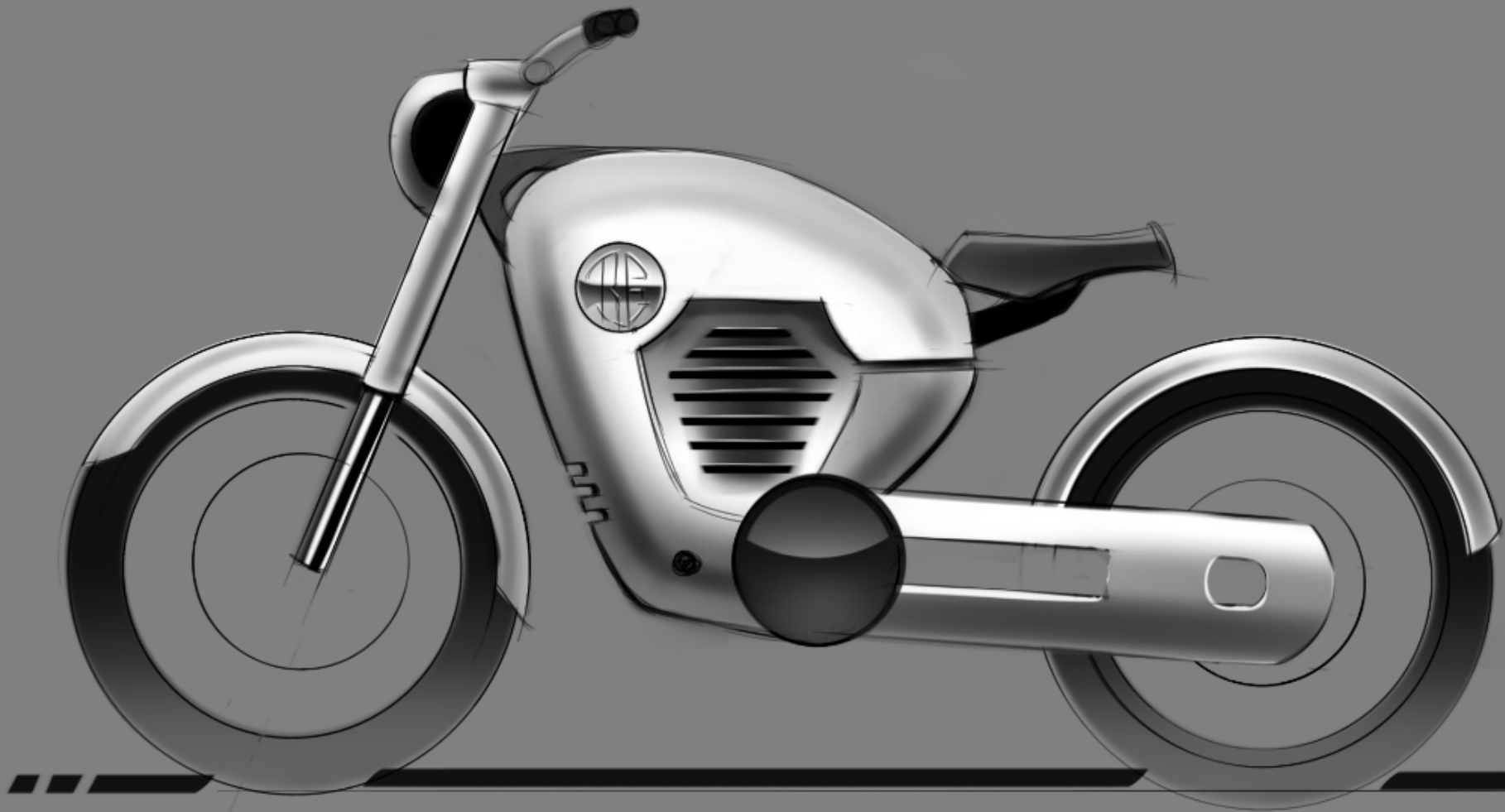


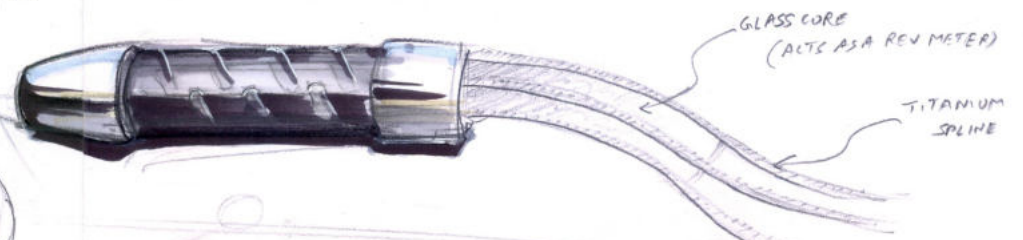
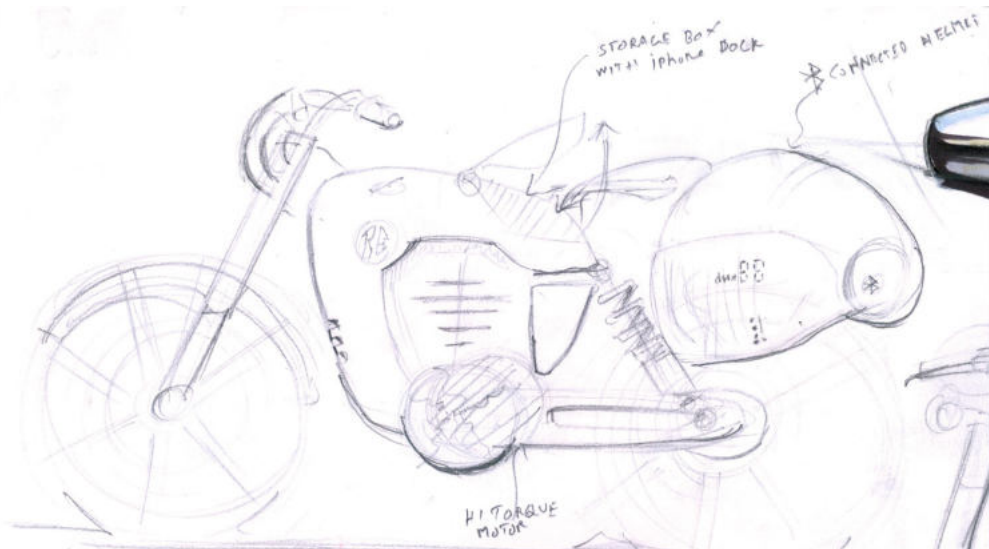
Tear drop fuel tank



ROYAL
ENFIELD

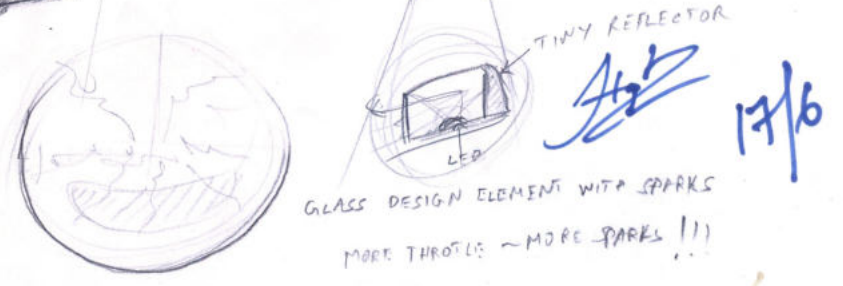
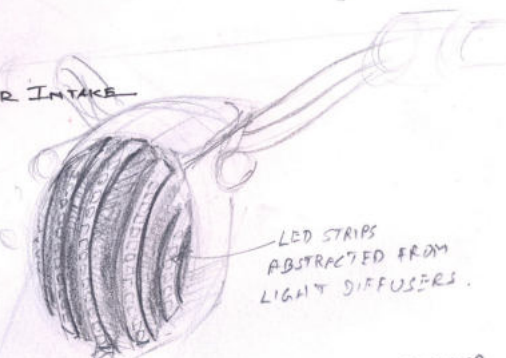
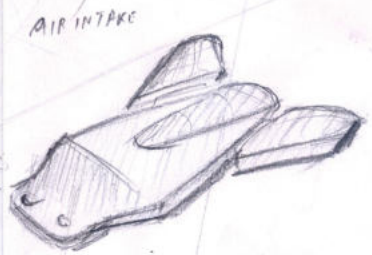
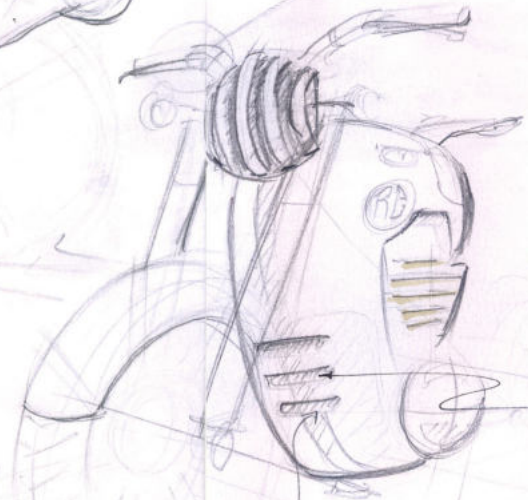
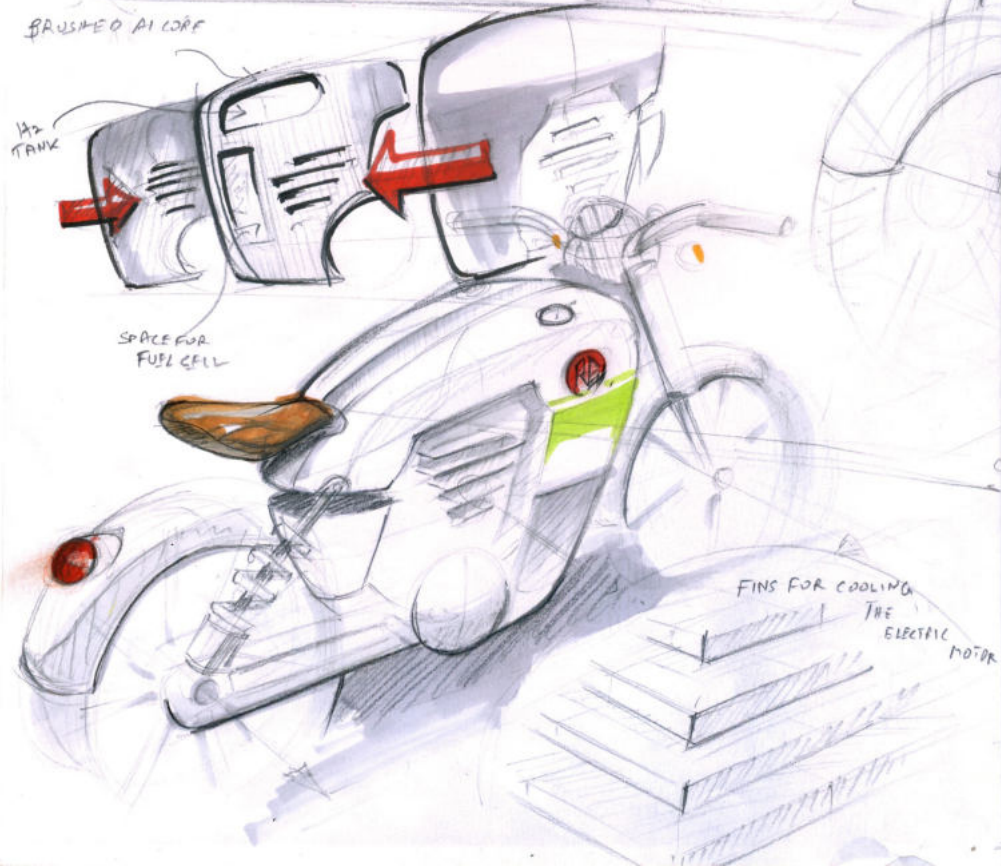
CONCEPT 1



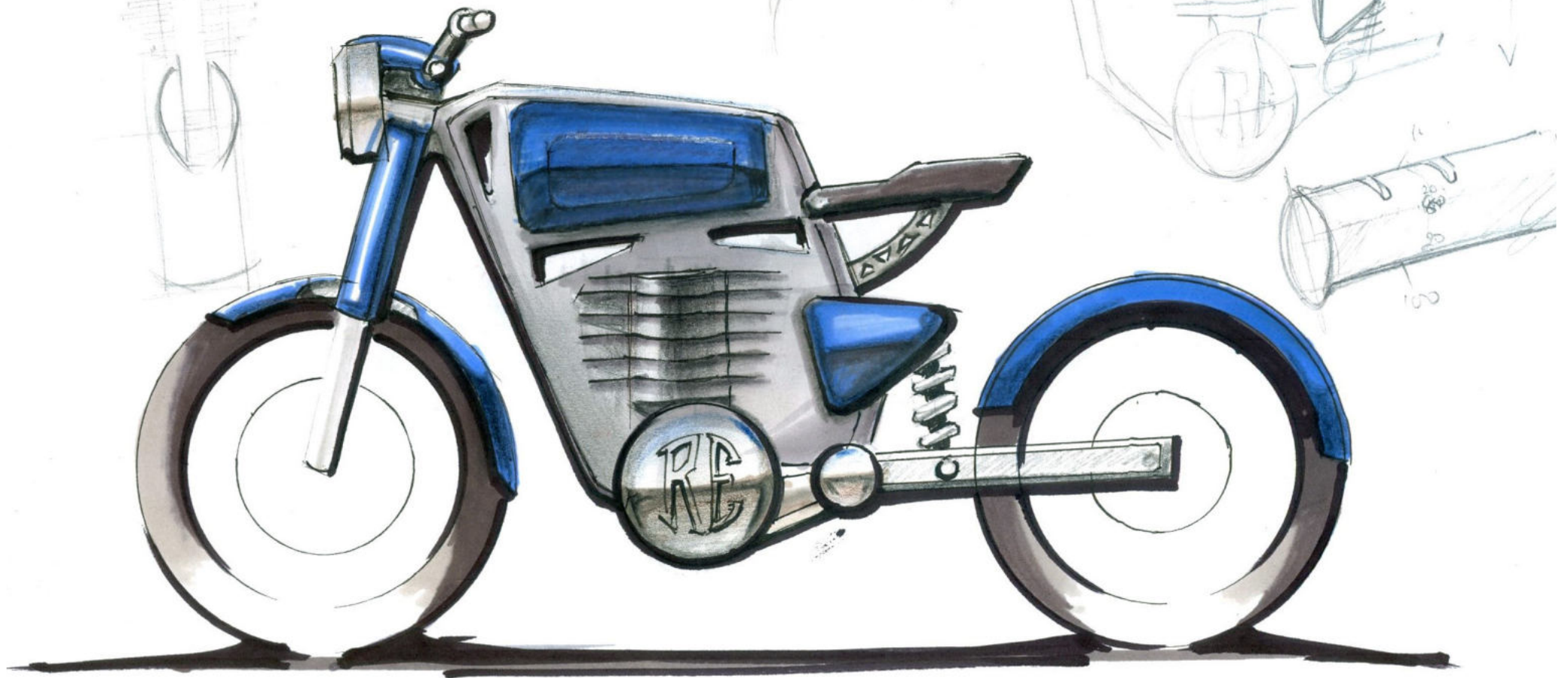


iELECTRA

SOPHISTICATION. SLEEK. RESISTANCE



CONCEPT 2



SPACE FOR TANK

TANK COVER

MACHINED ALUMINIUM CORE

CYLINDER PART OF THE
ALUMINIUM CORE

PISTON GOES INTO
THIS CYLINDER

CRANK CASE ATTACHED
TO THE CORE

THIS CAN HAVE
INSULATED WALLS TO
PREVENT HEAT BEING
TRANSFERRED TO THE CORE

