

Design drives success

A continuous design process—from concept to production-quality design



Improve your automotive product development workflow with high-fidelity visualization

Explore more concept variants and produce better quality designs in less time

Expand creativity

Important decisions about automotive design are made at the earliest stages of product development. The best design departments in the automotive industry promote creativity and sketch and ideate as many concepts as possible, incorporating both physical and digital design processes.

Autodesk software and solutions help to accelerate 3D ideation and early concept modeling so design teams can present realistic visualizations for more accurate design reviews. They provide tools for:

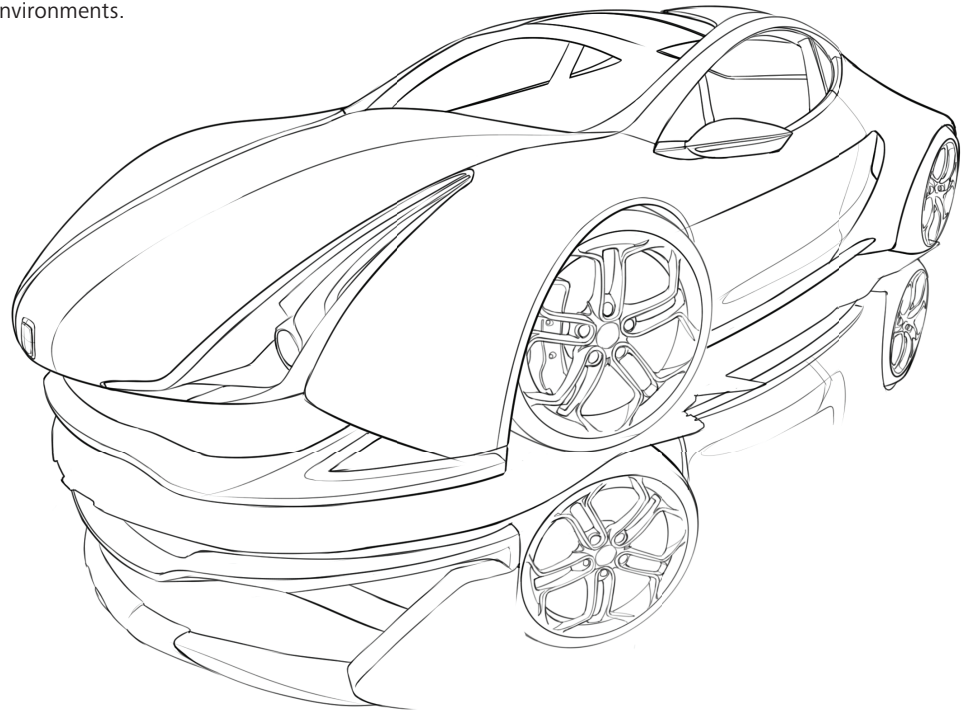
- Digital sketching: Quickly ideate and refine design concepts with digital sketching and illustration tools.
- Fast digital concept modeling: Speed the process for creation and exploration of design concepts.
- Design evaluation: Present and compare design options with stakeholders for better decision making.

Perfect design

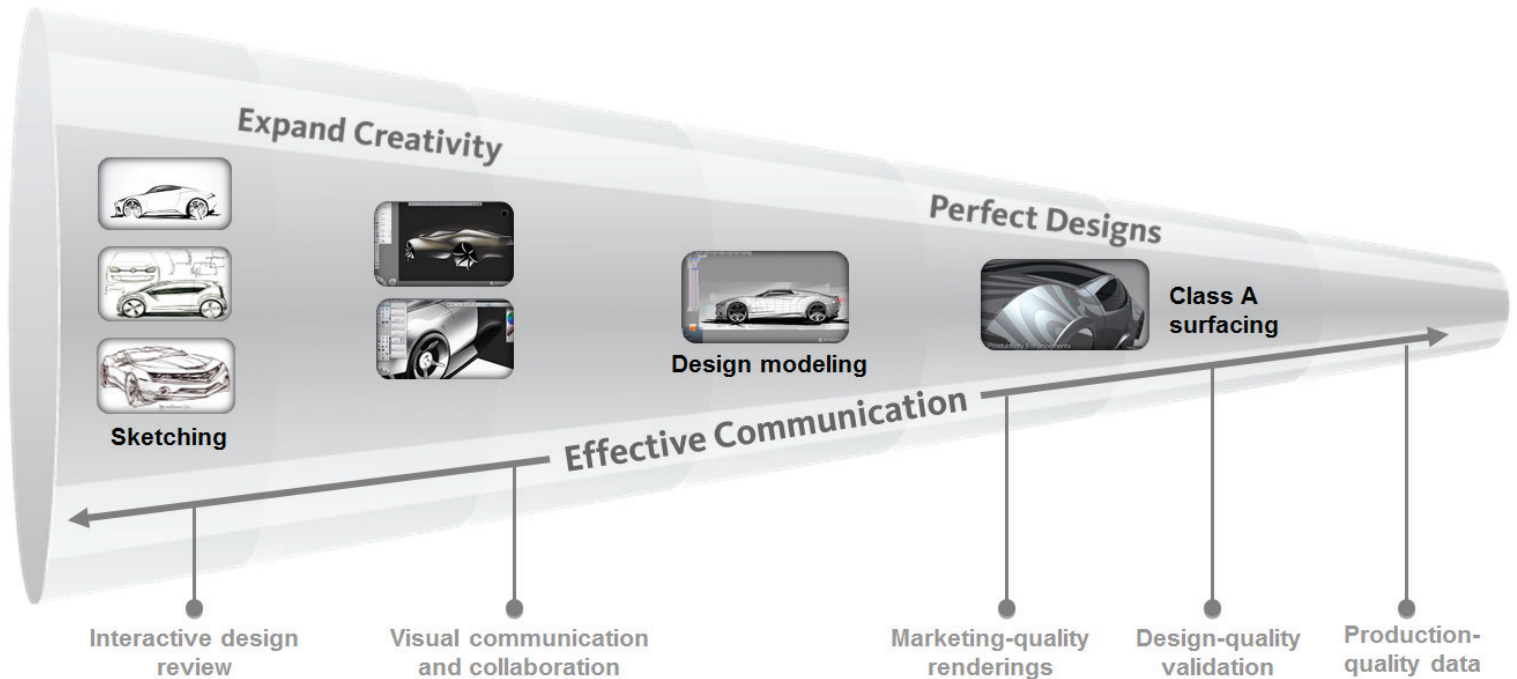
With automotive design and visualization tools from Autodesk you can reuse 3D design data as you transition through different phases of the design process. An integrated toolset enables you to manage your 3D concept, detailed design, and product-quality design model, allowing you to maintain design intent and integrity without losing data.

Validate your design quality through integrated surface analysis capabilities in combination with direct NURBS rendering, providing pixel-precision surface displays:

- Fast and flexible design modeling: Quickly ideate on any imaginable shape and refine innovative details.
- Create production-ready class-A models: Move from a single data model final design to a production-ready model using a common toolset.
- Validate your design virtually. Access accurate visual simulation and efficient evaluation tools, from desktop to fully immersive display environments.



Automotive Design and Visualization Workflow



Communicate efficiently

Integrated automotive visualization workflows from Autodesk allow you to communicate design data efficiently and consistently across processes, geographies, vendors, and partners by ensuring fully reusable and consistent visualization data throughout the product development lifecycle.

High-fidelity visualizations help to inform decisions and promote efficient communication, whether they are used for interactive design reviews or for in-process production of marketing-quality imagery.

Autodesk provides a seamless workflow for passing production-quality surface data into next-step engineering processes, minimizing loss of design intent:

- Create high-fidelity, real-time, interactive visualizations. Make informed design decisions, exploring design aesthetic, equipment levels, and options using the highest-fidelity design visualizations.
- Communicate and collaborate visually. Increase productivity through efficient visual communication and collaboration across teams and geographies using common data.

- Generate marketing-quality design imagery. Use a continuous process from design visualization to virtual photography and animation.
- Collaborate with engineering teams. Share production surface data with common CAD applications.



Bring abstract data to life

The art of “virtual reality” is to make the nonexistent visible and bring abstract data to life. Using visualization in the automotive design and development process allows designers, executives, engineers, and marketers to minimize reliance on physical prototypes, and see, evaluate, and vet their future models long before production begins—and with greater speed, flexibility, and accuracy than ever before.

Innovation, stability, and strength

When you invest in automotive design and visualization tools, you want the security of knowing your technology partner will be able to meet your needs both today and in the future. Founded in 1982, Autodesk offers a proven record of strength, growth, and innovation. A world leader in design innovation technologies, Autodesk is committed to building and supporting the new design tools automotive designers and engineers need. No competitor matches the breadth and depth of Autodesk's product portfolio—or global community and ecosystem. When you invest in Autodesk design and visualization tools, you'll partner with a financially stable company.

For more information

To find out more about what makes Autodesk a leader in automotive design and visualization, visit

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