



"Urban Car": un "concept car urbano" y ecológico orientado a las necesidades y preferencias de los usuarios [

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text (article)

Analítica

In the context of a trend for the improvement of the environment and the quality of life, a series of research lines exist, supported at the National and European levels, with priorities oriented to a new concept of vehicle that reduces pollution levels and space saturation in our cities, adapted to the present needs. With these antecedents, IBV is working in the generation of a new oriented to the user concept urban vehicle with reduced weight and low consumption. The project approaches the problem from four different perspectives: needs and preferences of the user, motorization and feeding with alternative sources of energy, reduction of the weight of the structure with new plastic components and optimization of the mechanics of the automobile in this new scene. This new concept of vehicle has been developed using the most novel techniques of emotional engineering to be able to design a final product that reflects the preferences, habits of use, needs and expectations of the end users

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