

# About

We partner at all Design, Prototype, Engineering and Technology development levels. From design programmes to prototype vehicles and engineering deployment, VITAL works discreetly with OEMs and Start-ups to develop new vehicles.

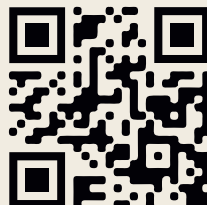
Formed in Coventry 2015, Vital Auto has a traditional garage origin story. From humble beginnings, our founders, driven by a love for design and engineering, have consistently fostered a spirit of creativity and an unwavering commitment to improving our practices.

By nurturing our process alongside cutting-edge technologies, we've ventured into uncharted territory, creating new and novel approaches within the design landscape. We've succeeded in 3D printing entire vehicle models using compostable materials, optimised manufacturing processes for faster and more efficient sub-assemblies, and even developed in-house ergonomic software to speed up design and engineering reviews for our world class OEM clients.

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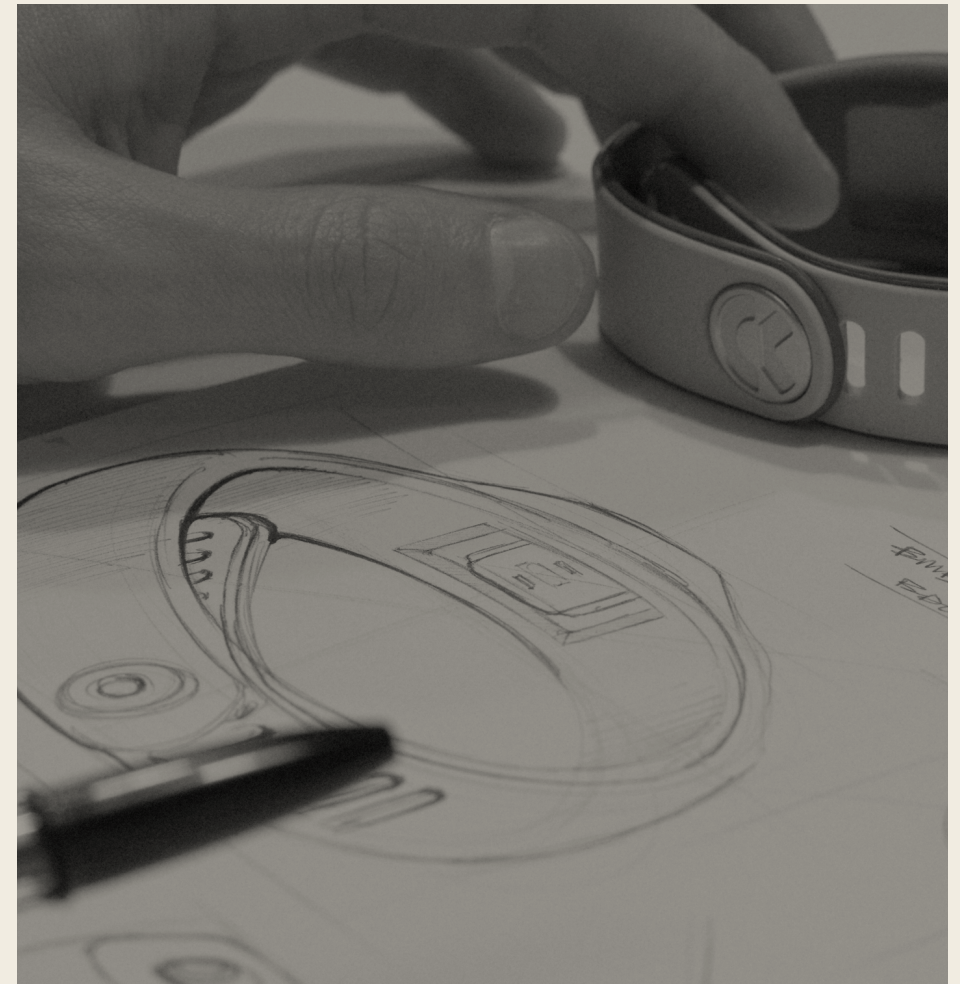


# Vital

DESIGN  
Service Manual

COLLECTION NUMBER  
02 - 06

ISSUED BY  
Vital Auto



# Design Capability

With a strong foundation in industrial design practice, we specialise in providing automotive design solutions that aim to make your project commercially successful and elevate your brand DNA. What sets us apart is our unrivalled expertise in design for manufacture and engineering prowess, which bring significant benefits to your design journey.

Our rigorous design process incorporates design research, idea generation, visual refinement, verification, and deployment into manufacture. By considering manufacturing constraints from the outset, we ensure that your designs are optimised for efficient production, cost-effectiveness, and adherence to quality standards. Our design for manufacture expertise ensures smooth and seamless transitions from design to the manufacturing phase, resulting in reduced time to market and enhanced product quality.

With our strong engineering background, we possess the technical know how required to bring your vehicle to market. We excel in 2D and 3D design and styling, meticulously refining every aspect of the design, from overall shape and proportions to intricate surface treatments and finishes and design features.

Creativity is at the heart of what we do at Vital. Our designers are passionate about pushing boundaries and exploring new design possibilities.

# Design Services

- 2D & 3D design development
- Brand alignment & integration
- Colour & material selection
- Competitor analysis
- Computer Aided Design (CAD), Solidworks, Catia
- Computer Aided Styling (CAS), Blender, Alias, Rhino
- Design & user research
- Design engineering
- Design for manufacture
- DFMEA
- Market investigation
- Prototype design development
- Technical investigation
- Technology roadmap

