



## Autodesk Alias Software Helps Volvo Car Corporation's Vision of Luxury and Good Design

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Software played a key part in creation of much acclaimed Concept You

FARNBOROUGH, England--(BUSINESS WIRE)--Feb. 8, 2012-- [Volvo Car Corporation](#) (Volvo) one of the global car industry's strongest brands, has revealed that [Autodesk design and visualisation software](#) was key to the successful design of its [Concept You](#) car. The fully-functional concept model was unveiled to great critical acclaim at the Frankfurt Motor Show last autumn.



Volvo's Concept You car, designed with the help of Autodesk software. (Photo: Business Wire)

Following the earlier success of Volvo's Concept Universe at the Shanghai Motor Show in April 2011, the Volvo design team was under extreme pressure to further refine its ideas and produce a working

model with full interior in a matter of months, in time for Frankfurt. Both concepts were created to demonstrate Volvo's vision for the future of luxury cars under its new ownership.

Using [Autodesk Alias software](#), the concept modelling team was able to quickly create [digital prototypes](#) from the designer's initial sketches. This enabled the team to quickly hone and test the design on screen, helping to save time and maintain the original design integrity behind the concept. As a result, designers were able to get to the best option with the technical surfacing and visualisation of the car as quickly as possible without having to start from scratch with every iteration.

Although the Volvo team was working under a particularly tight deadline, timescales such as this are becoming typical in such a competitive industry. Cars are becoming increasingly complex and sophisticated with a high technical content, yet manufacturers are under pressure to design them faster, while incurring lower costs. Like Volvo, a growing number of manufacturers are using Autodesk Alias to accelerate the entire design process from concept to class A modelling.

As part of the design workflow, Volvo also used [Autodesk Showcase software](#) for advanced visualisation of its ideas. This enabled the concept to be quickly communicated to the design management team and board so that they could easily understand what was being created. Despite the punishing time-frame, Volvo's new concept was ready in time to create a real talking point at the show. The automotive press was full of accolades, describing the car as, "beautifully done", "a much-needed tonic" and simply "stunning".

A long-term user of Autodesk software, Volvo has recently become a Platinum Support customer which gives it direct access to Autodesk experts, promoting a two-way dialogue to help influence future development of Alias and other products.

### About Autodesk

Autodesk, Inc., is a leader in [3D design](#), engineering and entertainment software. Customers across the manufacturing, architecture, building, construction, and media and entertainment industries -- including the last 16 Academy Award winners for Best Visual Effects -- use Autodesk software to design, visualise and simulate their ideas. Since its introduction of AutoCAD software in 1982, Autodesk continues to develop the broadest portfolio of state-of-the-art software for global markets. For additional information about Autodesk, visit [www.autodesk.com](http://www.autodesk.com).

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