

UNIVERSITI TEKNOLOGI MARA

**THE IMPACT OF POWER SOURCE
TO THE OUTLINE DESIGN OF A K-
CAR (PASSENGER) SEGMENT**

ABDUL AZIM BIN ABDUL RASHID

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ABSTRACT

This research discusses on the issue of power sources and its relationship with the outline design of a K-car passenger segment. As power sources is significantly important in propelling a car, it is important too on noticing its ability on causing impacts on car design outcome both; design appearance and design outline. Moreover, as small sized and light in weight car (specifically terms as K-car in Japan) are projected to be the most practical for city drive currently and in future, it also believed that electric drive soon will become the most convenience and best choice for this purpose. For this reason, it appears that there are some significant impacts causes from this phenomenon, when K-car started to use an electric drive in comparing to its previous source, gasoline. This research not only discovers the demand of electric sources towards the K- car, in fact to establish design opportunity on how the package, form, space and function can be creatively utilized by designers. Therefore, there are more than just changes in mechanism, technology and powertrain. Instead the changes in design character on both; design appearances and profile have an impact to the way cars have been designed. The important used of electric power sources to the K-car, it tend to create its own design language in meeting the future design direction in comparison to combustion power source. These changes had offer new opportunity for Research and Development department to market the electric vehicle (EV) for consumer as EV tend to be in a negative perspective. Therefore, design is not only for aesthetic purposes but also important to impress consumer for its function, space and package design.

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TABLE OF CONTENTS

	Page
CONFIRMATION BY PANEL OF EXAMINERS	ii
AUTHOR'S DECLARATION	iii
ABSTRACT	iv
ACKNOWLEDGMENT	v
TABLE OF CONTENTS	vii
LIST OF TABLES	ix
LIST OF FIGURES	x
CHAPTER ONE: INTRODUCTION	1
1.1 Background of Study	1
1.2 Problem Statement and Issues	6
1.3 Aims of Study	9
1.4 Objectives Of Study	9
1.5 Research Questions	9
1.6 Scope Of Study	10
1.7 Significance of Research	10
CHAPTER TWO: THE RELATIONSHIP BETWEEN POWER SOURCES WITH DESIGN OUTCOME; BOTH OUTLINE AND CHARACTERS DESIGN OF K-CAR (PASSENGER) SEGMENT	13
2.1 Introduction	13
2.2 History of Vehicle Power Source	13
2.2.1 Most Common Types of Energy Sources available for Cars Propulsion	16
2.2.1.1 Definition of Energy	16
2.2.1.2 Type of Energy Source	16
2.2.1.3 Form of Energy	16

2.2.1.4	Vehicle Version	17
2.3	K-Car Passenger Segment	57
2.3.1	The Car Segment	57
2.3.2	The History of K-car	63
2.3.3	The K-car Regulation and Specification	67
2.4	Relationship between Power Source and the K-car Outline Design	67
2.4.1.1	K-car car with Internal Combustion Engine (ICE) Version	67
2.4.1.2	K-car with Electric Version	73
2.4.1.3	K-car with Radical Innovation	77
2.5	Relationship between Power Source and the K-car Design Characters	82
2.5.1	K-car with Internal Combustion Engine (ICE) Version	83
2.5.2	K-car with Electric Version	84
2.6	Summary	89
 CHAPTER THREE: RESEARCH METHODOLOGY		 91
3.1	Introduction	91
3.2	Literature Search	91
3.3	Variables	92
3.4	Conceptual Framework	93
3.5	Research Questions	94
3.6	Research Hypothesis	95
3.7	Qualitative method	95
3.8	Participants	97
3.9	Scope of study	99
3.10	Summary	100
 CHAPTER FOUR: RESULTS, FINDINGS AND DISCUSSIONS		 101
4.1	Introduction	101
4.2	Interviews	101
4.2.1	Research Question 1	102
4.2.2	Research Question 2	111
4.2.3	Research Question 3	119