講演番号	399

A Study on the Application of A-SEG Cladding Options

- Productive and Cost-saving Approch -

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A car is made up of numerous parts. Among them, external parts directly affect the design. The image changes depending on whether a specific part is applied or not, and the material and shape of the part applied. Considering the trend in which design is directly related to sales volume, it is no exaggeration to say that the success or failure of the model depends on the arrangement and operation of external parts. Unlike sedans that convey a clean and sophisticated feel, SUVs express a robust and masculine image, and for this purpose, cladding is applied to most SUVs. This is because there are no parts that highlight the image of an SUV as much as cladding. However, in the case of A-SEG, profitability is as important as the image of a vehicle, and it is quite burdensome to apply cladding that costs tens of thousands won. There are also frequent cases where cladding is decided to be included in product planning, but the cladding is eliminated due to profitability issues.

This paper introduces how to operate cladding optionally in the same model to meet both the profitability and customer needs of A-SEG. Design and engineering elements that should be considered when operating cladding with optional specifications are described in turn, and the effects are summarized. By lowering the purchase cost for customers who do not want cladding and providing a high-quality cladding model to customers who want it, customers have more choices, and manufacturers can apply the cladding required for SUVs to A-SEG.

This paper addresses constraints and review items for operating cladding as an option, such as minimizing investment costs, setting detailed shapes, and gaps with peripheral components. (Fig.1)

Based on what has been described so far, we have laid the Foundation for optional operation of cladding in vehicles where profitability is important, such as A-SEG. In the future, customers can no longer purchase cladding and deliver high-quality vehicles with cladding without the need to attach it to the vehicle.

Customers who dislike cladding can reduce the purchase cost burden by excluding it from the optional specifications.
This not only increases customer choice, but also manufacturers can operate cladding with optional specifications, thereby suppressing the increase in basic material costs and providing customers with a variety of images.

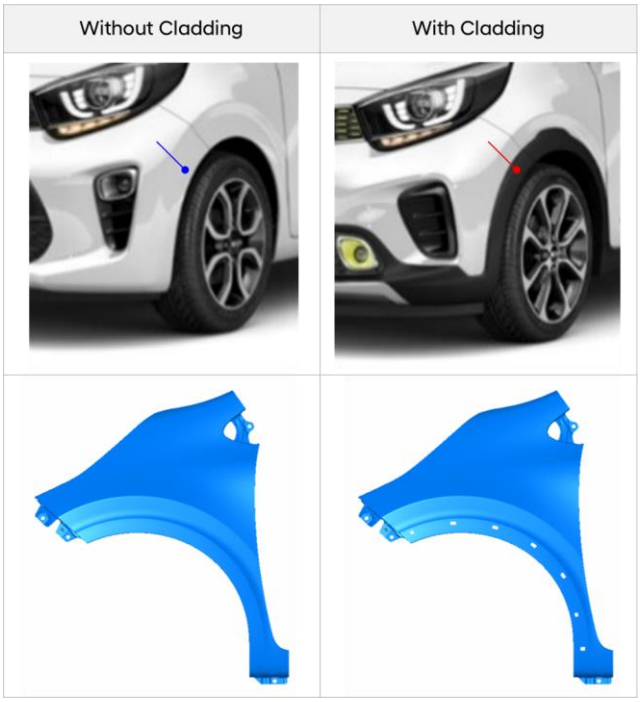

Fig 1. Optioanl Cladding Operation