Clemson unveils concept car at GM headquarters

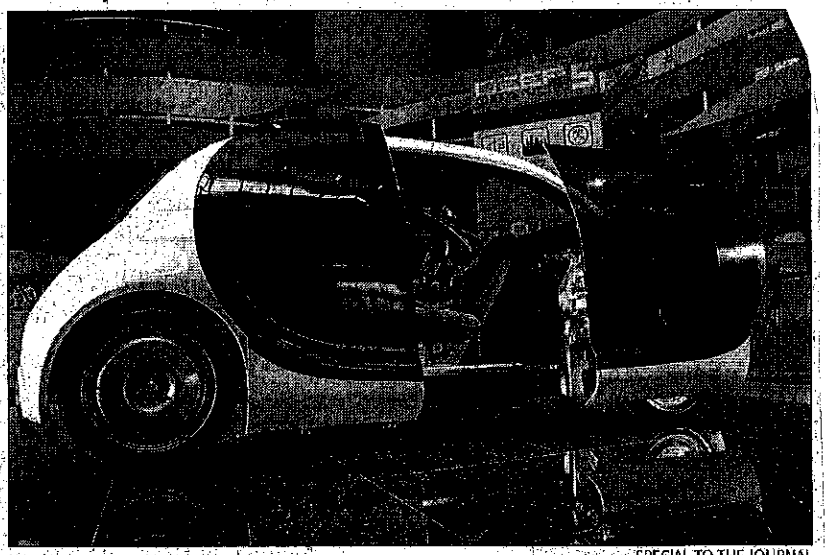
THE JOURNAL STAFF

DETROIT — Students in the Clemson University International Center for Automotive Research program took their latest concept vehicle to a national stage this week.

"Deep Orange 5," the fifth generation of Clemson's concept vehicle program, was unveiled at the GM Renaissance Center in Detroit on Tuesday. The vehicle is sponsored by General Motors.

Deep Orange 5 is designed for generations "Y and Z," or young adults, who will live in mega cities in 2020, according to the university.

"The students really immersed themselves into the personas of youth living in urban settings while designing this vehicle," said Stewart Reed, the chair of Art Center College of Design Transportation Design. "A uniquely functional and attractive design was achieved, which perfectly houses the multipurpose nature of this vehicle."



SPECIAL TO THE JOURNAL

Clemson University students unveiled "Deep Orange 5" at the GM Renaissance Center in Michigan this week. The car is designed for young adults who will live in mega cities in five years and has features that include a digital cockpit and color displays on both front doors facing outward for displaying digital messages.

The CU-ICAR program is headquartered at a satellite campus in Greenville and exposes automotive graduate students to industry professionals and several multi-disciplined university instructors.

The sixth- and seventh-generation Deep Orange concepts are under development and sponsored by Toyota Motor Corp. and BMW Group, respectively.

In terms of Deep Orange 5, Janet Goings, associate director of research and development at General Motors, called the experience with the students "exceptional."

"They came up with creative and innovative ideas for their defined target consumers," Goings said. "We were very impressed with their holistic approach and final result of this accelerated product development process."

The university streamed the unveiling live on Clemson TV, and Clemson students and university president Jim Clements shared the unveiling on social media, with Clements tweeting: "This is awesome!!" alongside a photo of the vehicle.