

LIMITLESS POSSIBILITIES FOR WOOD IN AUTOMOTIVE

Neue Horizonte für den High-Tech
Werkstoff HOLZ

In a Digital Age

Morgan Plus Eight



Morgan “Works”



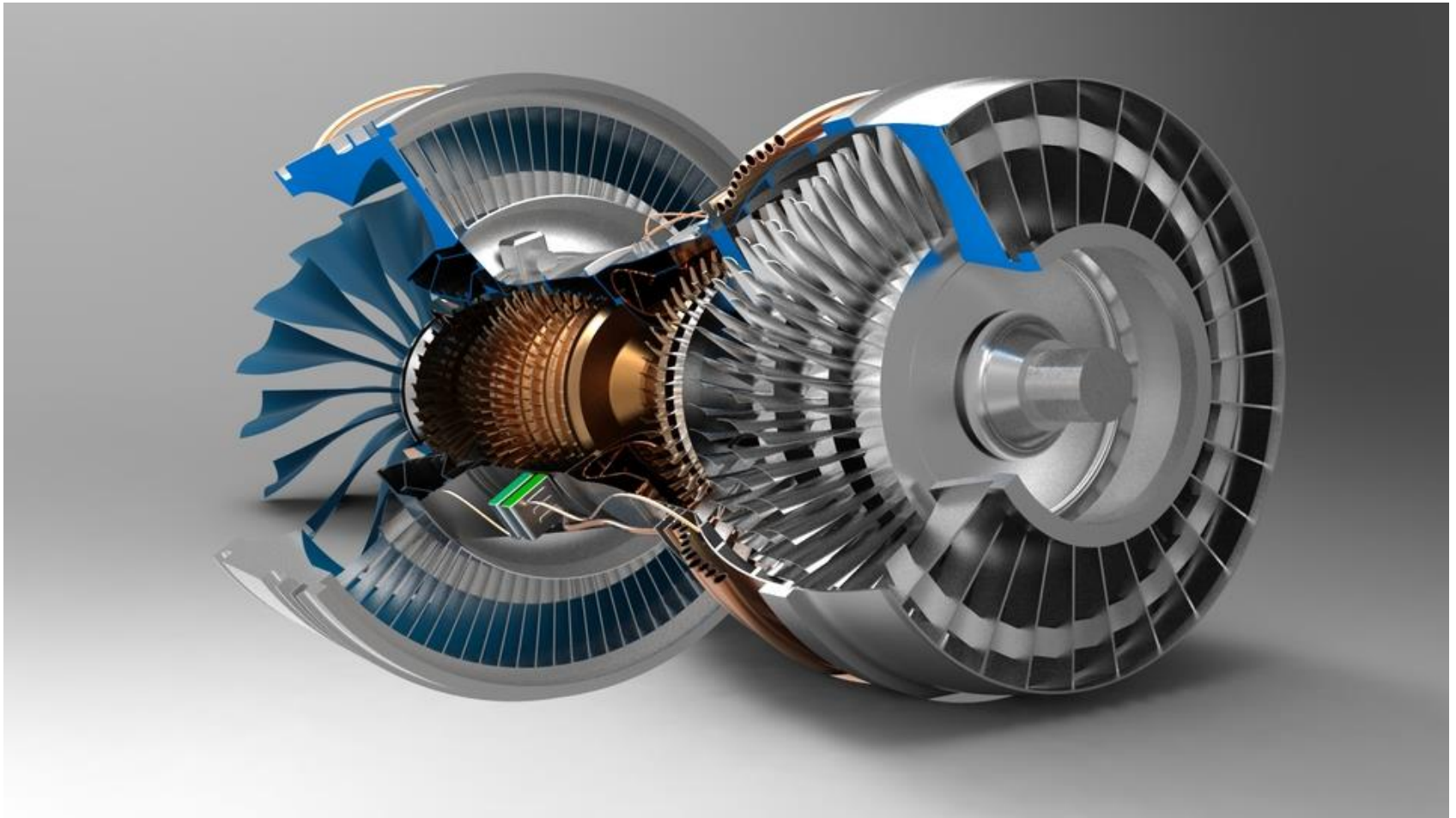
Morgan Aero Chassis at the Geneva Car Show 2000



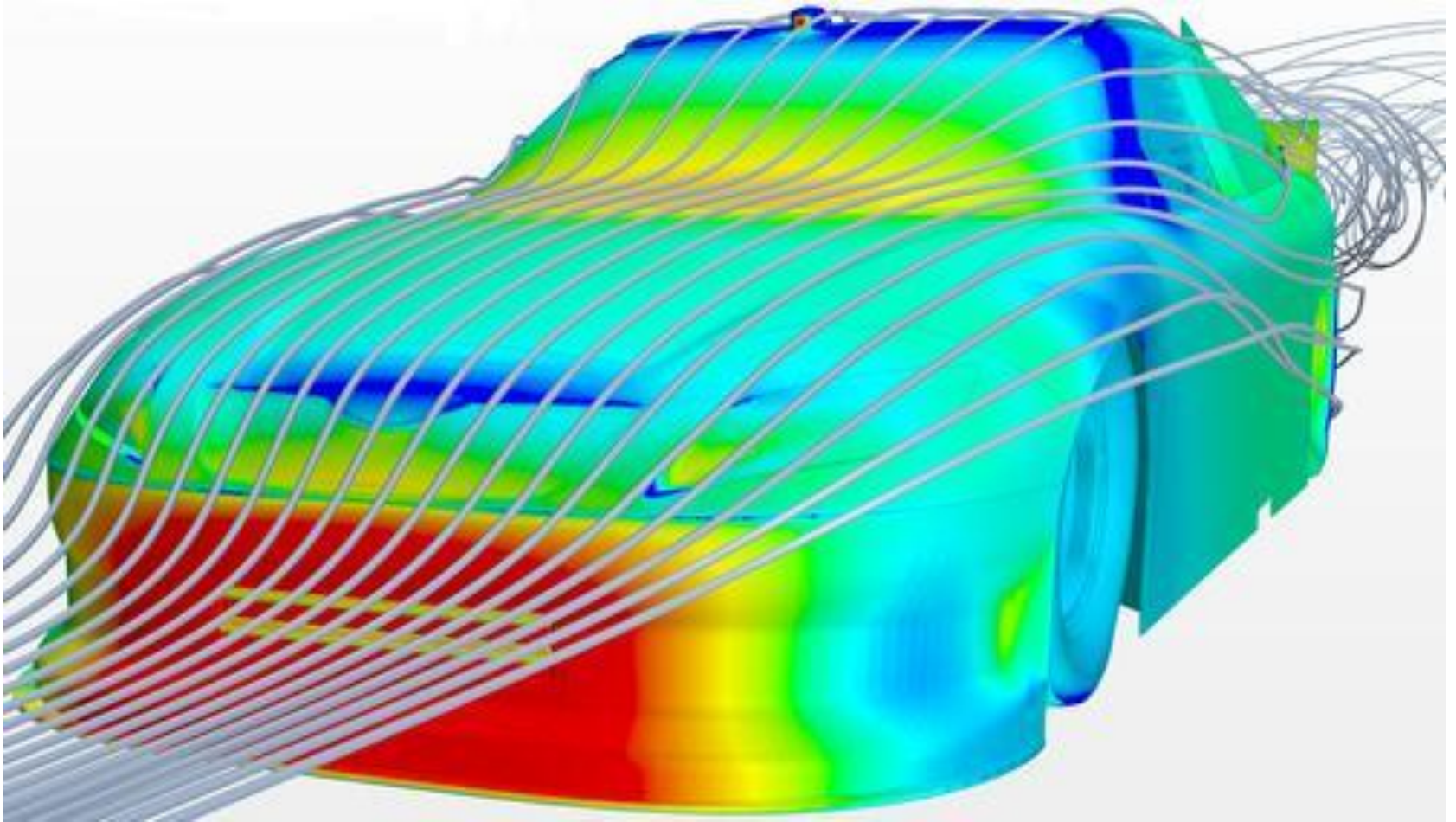
Superformed Aluminium Components



Computer Aided Design



Computer Simulation



Morgan AeroMax



Morgan AeroMax in the wild



@WaltherWilbrinkPhotography



Steel Monocoque



Wooden Glider



James Dyson



Exactly 5,126 attempts to make the first bagless vacuum cleaner were failures—some catastrophic disappointments, some minor defects. It took 15 years. Prototype 5,127 was the success... Failure is painful, but it spurs on improvement like nothing else.

— *James Dyson* —

AZ QUOTES

Desirability



Specification or Emotional Appeal?



Clay Modelling



Toyota Setsuna



Tesla Chassis



Infiniti Prototype 9



Chaos Iphone Case



Porsche 911



Morgan EV3



Factory of the Future

