

# EXTREME BALANCING ACT: FORD ATLAS CONCEPT, A TOUGH BEAUTY

## EARLY ITERATION VS CONCEPT

### BULLET TRAIN



EARLY SKETCH



FORD ATLAS

### LOCOMOTIVE



EARLY SKETCH

Tough lifestyles need a tough truck. It's no coincidence that designers of the Ford Atlas Concept looked at purpose-built options for inspiration when designing this concept vehicle. On one side was a bullet train-inspired truck – smooth, aerodynamic and beautiful. On the other side was a locomotive-inspired sketch, with a boxier, rigid and angled design. Both with shapes optimized to the tasks they're built to do.

When creating the Atlas Concept, designers balanced function with style, went through several iterations, and had to make tough choices to ensure everything on the vehicle has a purpose, while the toughness of the overall design looks good.

**KEEP SCROLLING TO VIEW AN EARLY CONCEPT SKETCH AND THE ULTIMATE DESIGN CHOICE.**

# FORD ATLAS

## EARLY ITERATION VS CONCEPT



**EARLY SKETCH**



**FORD ATLAS  
CONCEPT**

Early sketches show an extended windshield that continues onto the roof. The design is unique in that the windshield forks over the heads of the driver and passenger, giving a moonroof feel without losing a durable surface used for securing extra-large cargo. While a very stylish point, it ultimately was dropped to provide a more practical integrated roof carrying system to secure large cargo.



# FORD ATLAS

## EARLY ITERATION VS CONCEPT



**EARLY SKETCH**



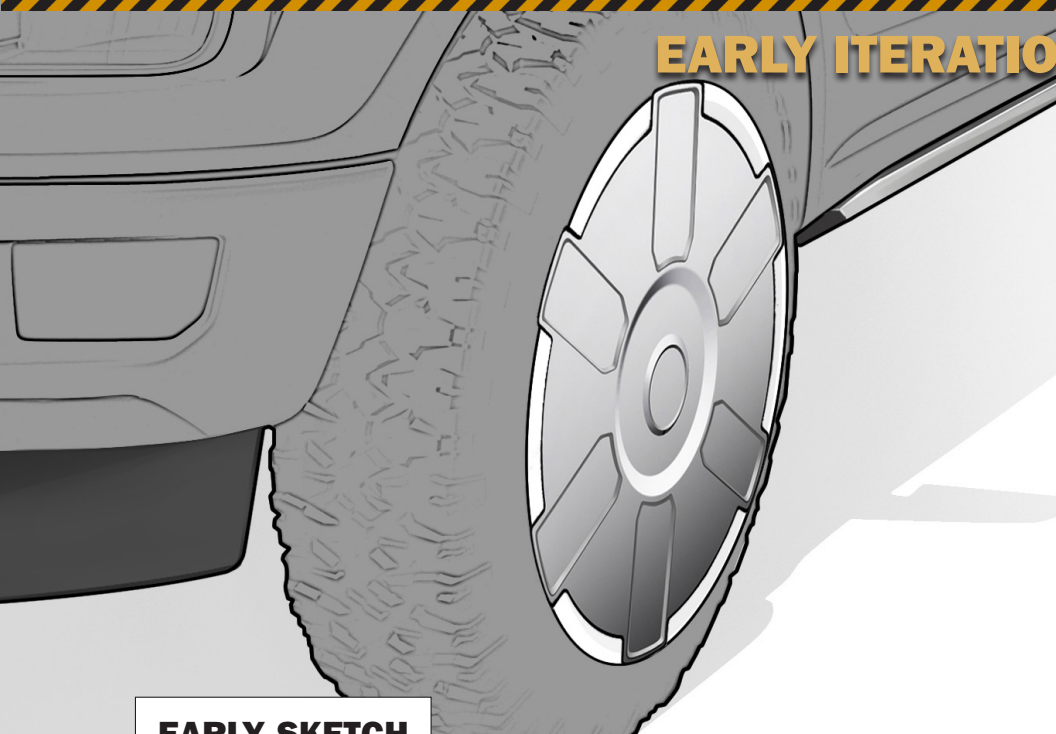
**FORD ATLAS  
CONCEPT**

Designers studied several options to provide maximum storage to customers with extra cargo needs. In one instance, designers looked at opening up the hallowed space within the walls of the tailgate for added storage space, possibly to carry a tool set and a first-aid kit.

Ford designers decided users of the truck would more readily need a way to secure large cargo like wood or a kayak, level with the roof of the cabin. As a result, the vehicle's tailgate step is fashioned to also serve as a cargo cradle.

# FORD ATLAS

## EARLY ITERATION VS CONCEPT



**EARLY SKETCH**



**FORD ATLAS  
CONCEPT**

The wheels came down to aerodynamics. Fuel efficiency is critical to this customer, so designers analyzed possible solutions, including complete surface wheels. That design, while practical, is not a match for the Atlas, so new solutions were developed, ultimately leading to the Active Wheel Shutters that automatically hide to improve style when the truck is parked or traveling at low speeds. When the vehicle hits the highway, the shutters automatically close to improve aerodynamics.



# FORD ATLAS

## EARLY ITERATION VS CONCEPT



**EARLY SKETCH**



**FORD ATLAS  
CONCEPT**

Sometimes work starts before the sun comes up and keeps going after it gets dark. Ford wanted a truck that would suit the pace of such a lifestyle, so to provide customers with the best working solution designers studied different lighting options, including lights from the top of the cab. Ultimately, it was decided lights from within the bed would better illuminate cargo. The result: A high-tech-looking truck bed that lights up from inside its own walls.