

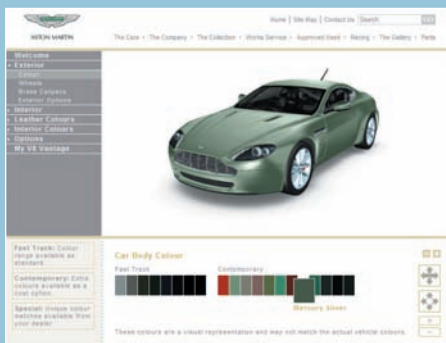
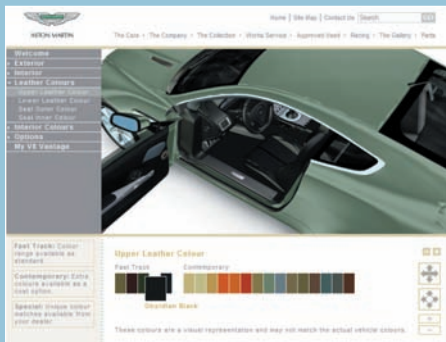
Online 3D Car Configurator for Aston Martin

Allow more people to enjoy the Aston Martin experience



V8 Vantage Roadster

Vehicle Details		Print
V8 Vantage Roadster		
Country	United Kingdom	
Specification Date	Mar 2006	



Introduction

“Aston Martin is the mark for motoring enthusiasts. Its cars have never been created as simple transportation but as driving machines with character and soul”.

In recognition of this distinction, purchasers of new cars (V8 Vantage, DB9 or Vanquish V12) are dynamically supported in their choice of options by the use of a 3D online car configurator. This allows the colour, interior and features for either the vehicle to be accurately defined – a process carried out with the dealer in one of the bespoke Club Lounges featured in each Aston Martin Showroom.

Features

Accessed via the Aston Martin intranet, the configurator provides an instant and accurate visualisation of every choice made (up to 120 options). Categorised into exterior and interior features, each can be revisited at any time during the selection process. Given the tactile nature of some of the choices being made, the configurator is also used in conjunction with traditional swatches and samples. (Modified versions of each configurator are also available on the Aston Martin Group website - <http://www.astonmartin.com>).

Benefits

Key benefits include the instant visualisation of choices made and the output of an accurate data file for vehicle ordering. Data streams link directly into the primary main back end SQL database via XML driven through the Viewpoint plug-in. Additional benefits include:-

- Perceived quality and integrity of brand has been maintained and strengthened by the adoption of cutting edge technology, allowing the Aston Martin mark to be promoted to and embraced by new and existing markets.
- Versatile design and structuring of the configurator ensures its use as an accurate online or offline dealer driven vehicle ordering system, as a simplified customer facing presenter or for the reuse the 3D assets for exhibition or promotional events.
- The colours and options shown within the configurators are dictated by data held within the relevant vehicle databases - this makes it easy to feature model revisions and updates.

Technology

- Viewpoint
- XML
- SQL Server
- Javascript
- MAYA
- 3D Studio MAX