



**MAY 13TH 2025, H. 10:30
B110 ROOM, POLO FERRARI 2 - VIA SOMMARIVE 9, TRENTO**

In this lecture, design and development experiences of successful products within the automotive market will be introduced. Evolution of the modern racing steering wheel and the creation of a brand will be retraced. The seminar will outline the key criteria for selecting a winning product concept: technical specifications, strategic design of components and the most suitable technologies related to the chosen materials and required production volumes. It will be demonstrated that a successful product is not merely a 'concept' or a pure exercise in initial styling but the sum of all subsequent steps that make it competitive in terms of quality, performance, materials, technologies, and market timing.

Speaker: Ing. Lorenzo Menaldo

Successful automotive products : strategic design and development

DII SEMINAR

