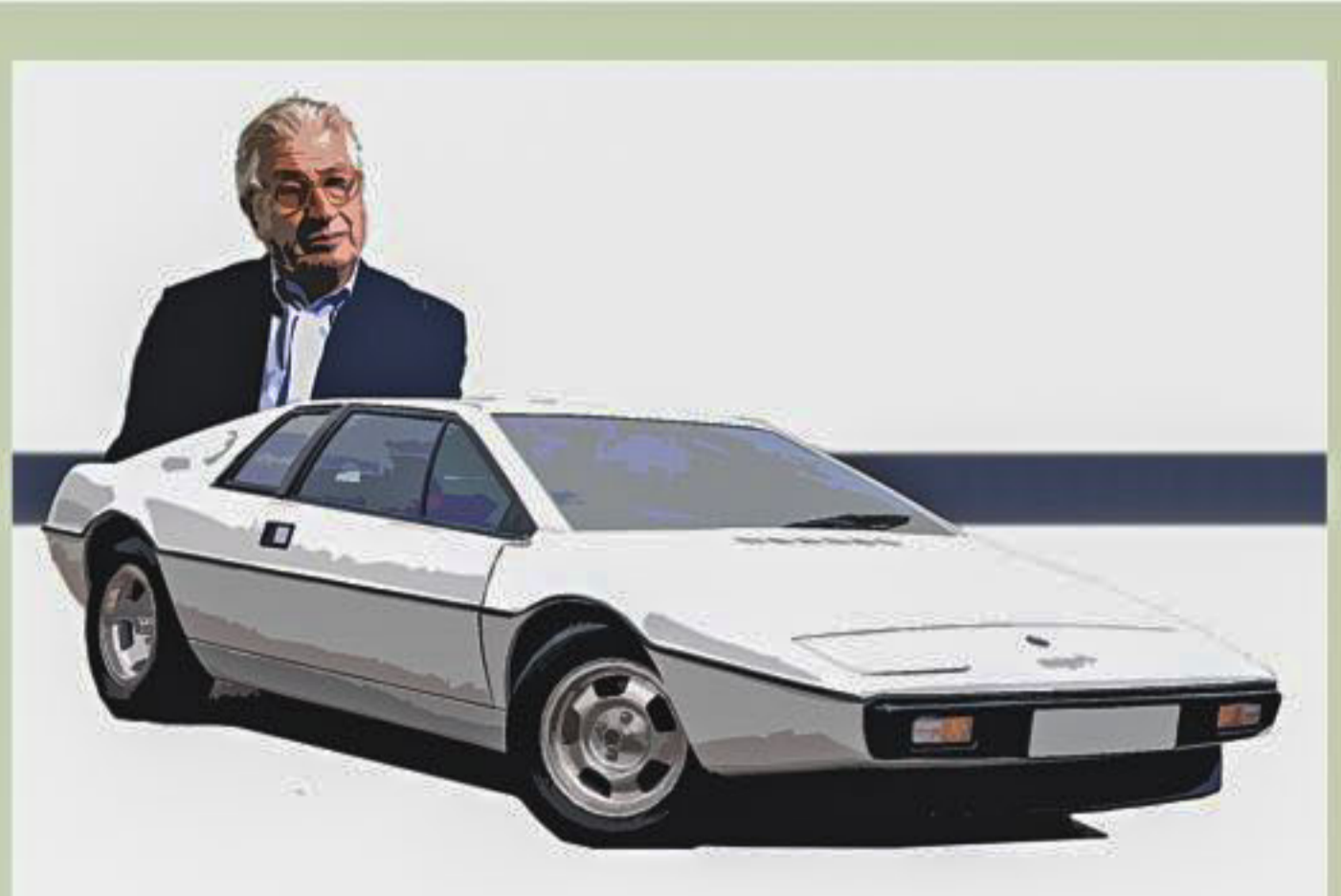


# SHIFT

AUTOMOTIVE PUBLICATION OF The Daily Star



## Giorgetto Guigario

Giugiaro is a name that will always reverberate around the annals of automotive history. Associated with class acts like Bertone, Ghia and his own Italdesign, the Giugiaro name is attached to some of the most emotive vehicles of the 20<sup>th</sup> century—the iconic Alfa Giulia and Alfasud, BMW M1, the DeLorean DMC-12 of *Back to the Future* fame and the Ferrari 250GT SWB Bertone. Somewhere in between, he managed to design plenty of common cars—the FIAT Panda is considered a modern classic. His best? The first gen Lotus Esprit, pure 80s supercar wedge.

# GREATEST AUTOMOTIVE DESIGNERS

WORDS & IMAGES: SHAER REAZ

*Automotive designers have one of the hardest jobs in the car world, and perhaps the most rewarding as well. Designing a car that stands the test of time, influences design direction for decades, evokes intense emotion and fit the persona of a brand as well as the complex engineering underneath is no small feat. So here's a tribute to the designers who shaped the automotive world as we know it.*



## Marcelo Gandini

Look up any list of the most beautiful cars ever made and you're sure to see the Lamborghini Miura somewhere at the top, if not THE top. Marcelo Gandini's finesse with the Miura went hand-in-hand with the revolutionary layout that defined the early modern supercar—had it not been for Gandini's exceptional design, the evolution of the supercar and what these cars are today might have been very different. Other greats include the Alfa Montreal, first gen BMW 5-series, Lancia Stratos and, of course, the Lamborghini Countach.



## Paul Bracq

Often overlooked as a designer of fine vehicles, Paul Bracq was a quiet French revolutionary who changed the definition of luxury in the 60s and 70s without anyone noticing till much later. His decade long posting as the head of the Mercedes design studio in Sindelfingen would produce the 600, 250SL, the W108 and the W114—the cream of the crop for any Mercedes Benz enthusiast interested in collector value. Dignified class and relentless charm.



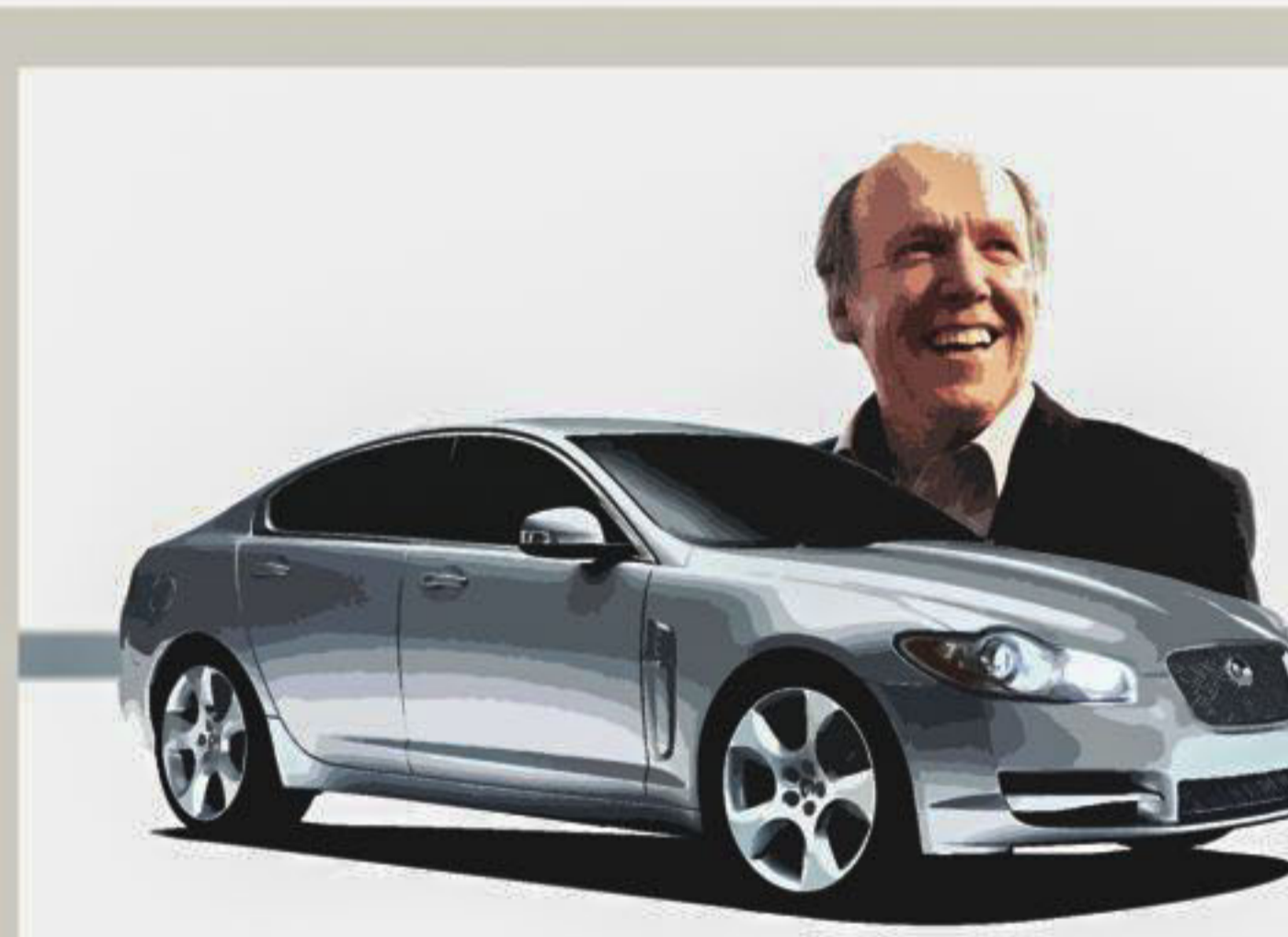
## Harley Earl Jr.

Known for his rigid principles, posture and his dismissiveness towards anyone who didn't operate with strict discipline, Harley Earl ruled the Detroit design world with an iron-fist for more than three decades. His design for the Buick Y-job was equally restrained and impactful, influencing post-war American automotive design and eventually inciting a revolt against Earl's strict design principles themselves. You're not doing anything right unless they hate you for it, right?



## Chris Bangle

Pioneering, yet absolutely hated for it. Chris Bangle's bungling of the BMW 7-series, with its "Bangle Butt", effectively forced an entire industry to up their game in the early 2000s, when most other carmakers were content making cars you'd lose in a car park. By being bold to the point of hideousness, Bangle inspired an entire generation of lesser copycats.



## Ian Callum

Ian Callum knows a thing or two about British motoring—a degree from the Royal College of Art tends to do that. Callum made the RCA proud when he dragged Jaguar 40 odd years into the present, getting rid of its English cottage and tweed jacket image and garnering wider appeal for the brand. The 2007 XK was a warm-up, the XF was the full yard. Long live Jaaaaaaag.

## Ken Okuyama

A fairly left-field choice considering the other names on this list, but Ken Okuyama thoroughly deserves it for showing the world that good design doesn't need a nationalist context. A Japanese man designing some of the best Italian cars in the past two decades? Some would call it a global conspiracy, but cars like the Maserati Quattroporte and Ferrari 599 are enough proof—you don't need to be Italian to evoke emotion through design.

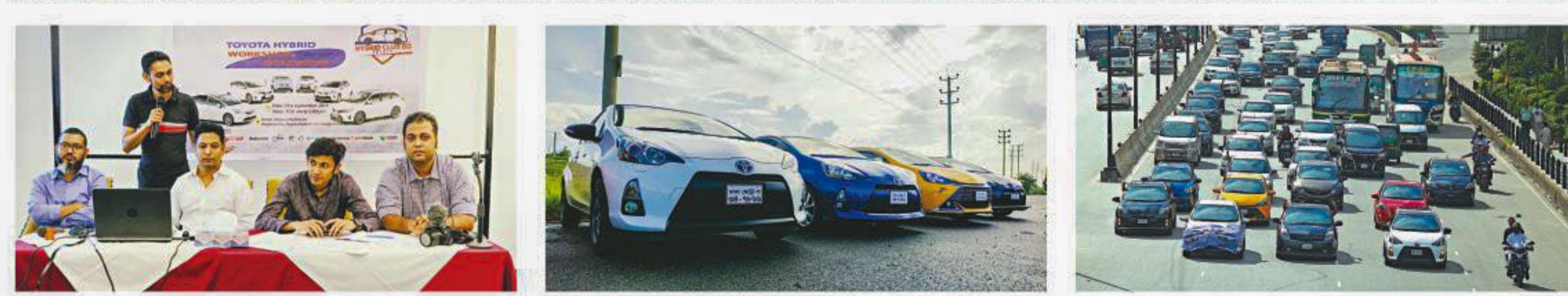


### AUTO NEWS

## Nissan Navara Dark Sky concept

How is this a concept, you ask? It may look production ready, but it's purpose is a little too specific for it to be a mainstream thing just yet—developed in collaboration with the European Space Agency, the Navara Dark Sky is a mobile, high-tech astronomy lab featuring a cutting edge observatory-class telescope

mounted on a bespoke off-road trailer. It has merit—the typical "dark sky" locations are remote, inaccessible areas, far away from urban areas and their light pollution. The idea is to drive it out into the vast wilderness of this planet to look out over the vast wonders of the universe. Out of a Nissan. Yeah.



## Hybrid workshop and road-show held

Toyota Hybrid Club Bangladesh organised a workshop session and road-show for Bangladeshi hybrid users, on September 21st, 2018 at Amazon Lily in Banani, Dhaka.

The workshop featured a panel discussion and presentation by IMI UK certified experts—Saiful Osman from i-Works Bangladesh, Anji Ahlan from Autosmith, Rashedul Islam from Speedcare and Mahbub Murad from Attrabit Technologies and Solutions. The panellists discussed common issues with hybrid maintenance and ownership, alongside common mistakes made by

untrained technicians when working on sophisticated hybrid systems.

While the primary focus was on Toyota hybrid vehicles such as the Aqua, Prius and Axio Hybrid, the subsequent road-show saw a fleet of hybrid vehicles band together to drive to Purbachal 300 Feet road.

Hybrid vehicles have seen a steady rise in popularity for their fuel saving characteristics, with an overwhelming number of Toyota Aquas entering service in the past two years. The local grey market has met the demand, but gaps in knowledge and lack of

awareness of the complicity of the hybrid drivetrain on the part of owners has led to much suffering. Toyota Hybrid Club Bangladesh formed as a knowledge sharing platform through which those gaps may be filled.

Shift wishes the organisers the very best of luck and we hope to see more of these events in the future. Keep an eye on Shift for regular features on hybrid basics and maintenance.

PHOTOS: SADMAN AL SAMEE & SHAER REAZ