

O·Z[®]
Italian Company



ReDesign the Wheel

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Summary

OZ, a globally acknowledged automotive brand and world leader in the production of light aluminium alloy wheels for road and racing, approaches the Desall community with an opportunity to design a new wheel that conveys the unmistakable values of the brand.

Official contest page: <http://bit.ly/OZracingContest>

Company Description

OZ was created out of a passion for wheels. It was established in 1971 and it has become a legend in the automotive world. During a 45 year history OZ has worked closely alongside the most exclusive car manufacturers such as Ferrari, Lamborghini, Aston Martin, Bugatti, Mercedes, Lotus and McLaren.

These collaborations have given birth to over 4 decades of iconic wheel design, all of which are preserved in the “OZ Wheel Museum” at the company headquarters in San Martino di Lupari, Padua.

In the motorsport world OZ is synonymous with victory and the statistics speak for themselves: since 1989 in WRC, since 1985 in Formula 1 and over 150 world titles. OZ has climbed up the highest steps of the podium, together with the most legendary teams and racing stables.

The OZ wheels are indeed design products and there are important automotive designers to confirm it, like Bertone, Pininfarina and Giugiaro who – throughout the years – have chosen OZ wheels.

What we are looking for

The gallery of the contest is private, accordingly only the Client and the respective authors can see the proposals. This contest does not have the Community Vote phase.

OZ and Desall invite you to enter the world of the after-market wheels, researching new style codes and a captivating design for a road wheel, with a sport style and an aggressive character, that can stand out in the current market, respecting the peculiar traits that form the OZ DNA.

Guidelines

For the correct realisation of your proposals, keep in consideration the following guidelines:

Product typology: we are looking for an **after-market wheel**, namely a substitute/improvement product which is sold and installed at tyre shops and specialised centres in place of the original wheels provided by the car makers in their own catalogues. The product research concerns a road wheel, realised with a light aluminium alloy that enables a high degree of lightness and top-level performance.

Size and weight: in order to address the lightness needs and formal requirements laid out by OZ, the wheel shall comply with the following constraints:

Diameter: 18” (inches)

Width: 8” (inches)

Weight: 7.5 – 8.5 kg



Materials: the wheel will be realised with a **light aluminium alloy** with heat treatment, it will be obtained with low-pressure casting technology and subsequent cnc machining.

Style: your wheel shall have an unmistakable style, stand out in the market for its uniqueness, respecting the OZ style and DNA. In particular, make sure that your proposals are in compliance with the actual **I-Tech** and **Sport** collections. Accordingly, observing the two collections draw inspiration from all the aesthetic details, from the finishing to the colours, from the style to the lines.

Values to convey: embodying the **RACING DNA** of OZ, your wheel shall convey all the **aggressiveness and strength** of the brand, highlighting how the **lightness, quality and attention to detail** are key elements for the products of excellence by OZ.

Production technologies: the wheel will be realised with **low-pressure casting technology** and subsequent **mechanical workings**. **The casting mould does not allow for undercuts**, for which reason any possible aesthetic detail and particular feature implying the employment of undercuts will be achieved with a subsequent cnc machining. **The minimum draft angle** from the mould used in casting is **10°**.

Technical constraints: in order to optimise your wheel design, you are invited to read the “WHEELS-TECHNICAL-INFO-OZ-2015.pdf” attached in the Material files, which covers many technical aspects to help you to develop a feasible project. For the realisation of your proposals, use the “Wheel-section” file (available in the Material files), that contains the section of the wheel with clear indications on the areas where you can design and what constraints you must respect. For the required materials, please refer to the “Deliverables” paragraph hereunder.

Target: the target consumer for the wheel is made up of **men**, aged between **18 and 40 years** with a mid-high spending power.

Some **car examples** on which your wheel might be mounted are:

- **Volkswagen GOLF 7 GTI**
- **Bmw SERIE 4 – M setup**
- **Mercedes Benz CLASSE A/CLA – AMG setup**
- Audi A3/A4 S
- Subaru WRX
- **Toyota GT 86**
- **Alfa Romeo GIULIETTA/MITO – QUADRIFOGLIO version**
- Fiat 500 ABARTH
- Renault CLIO RS
- Ford FOCUS ST

Logo: the OZ logo (provided in the Material files) shall preferably be visible and included in all the proposed wheels.



Deliverables: for an optimal evaluation of your projects, it is suggested that you show your wheel (with photo-editing techniques) mounted on the 5 cars chosen by OZ, whose images are provided in the Material files. Upload all the materials you deem more important (rendering, descriptions, CAD files, etc.) and, if necessary, remember that you can also attach a .zip archive containing extra materials. Don't forget about the abstract and description to give further info about your projects. You can submit as many entries as you like!

Language: Since we are an international Community, all texts provided with your uploads (abstract, description, tags, etc.) should be written in English.

Timeline

Upload phase: 6th August – 4th November 2015 (1.59 PM UTC)
Client Vote: From 4th November 2015

This contest does not have the Community Vote phase.

Eligibility and submission

Participation is free of charge and open to designers and creative talents of any nationality aged 18 years or older. Participants can present one or more projects, but only the projects published on the www.desall.com web site, via the upload page related to the contest "ReDesign the Wheel" will be accepted.

Award

1st: € 2,500

The selection of the winner by OZ will be the result of an unquestionable evaluation and it will take into account originality, feasibility and consistency with the brief presented.

License fee

For the duration of the option right, the Client offers an extra chance to all participants setting a price of Euro 2,000 (two-thousand) for the purchase of the license for the economical exploitation of the projects not acknowledged as the winning proposals.

For more info, please login and read the [Contest Agreement](#) from the upload page.

