

Italdesign BMW's

Italdesign's chief designer was Giorgetto Giugiaro born 7th August 1938 is an Italian automobile designer. He has worked on supercars and popular everyday vehicles. He was born in Gressio, Cuneo, Piedmont.



Giugiaro was named Car Designer of the Century in 1999 and inducted into the Automotive Hall of Fame in 2002.

Giugiaro's earliest cars, like the Alfa Romeo 105/115 Series Coupés, often featured tastefully arched and curving shapes, such as the De Tomaso Mangusta, Iso Grifo, and Maserati Ghibli. However, as the 1970s approached, Giugiaro's designs became increasingly angular, culminating in the "folded paper" era of the 1970s. Straight-lined designs such as the BMW M1, Lotus Esprit S1, and Maserati Bora followed before a softer approach returned in the Maserati Merak, Lamborghini Calà, Maserati Spyder, and Ferrari GG50. They also designed the Lancia Delta, Fiat Panda, Alfasud Sprint and the VW Passat to name some more common models.

Giugiaro is widely known for the DeLorean DMC-12, featured prominently in the Hollywood blockbuster series Back to the Future. His most commercially successful design was the Volkswagen Golf Mk1.

In 1976, Giugiaro explored a new taxi concept with the Museum of Modern Art (MOMA), which became the 1978 Lancia Megagamma concept. Fiat had commissioned the 1978 concept from Italdesign, asking for a 4-meter, high roof, high h-point, multifunctional, monospace design — but ultimately found the concept too risky for production.



Asso di Quadri (Ace of Diamonds) – 1976

Asso di Quadri – conceptually the same as the Asso di Picche

Disappointed, but undaunted by Audi's rejection of their sports coupé proposal, Karmann and Giugiaro would team up again in 1976. The brief was conceptually the same: a standard issue coupé that could be transformed into a wedgy sports car. This time the BMW 320 (E21) was the basis for a sports car proposal, which would receive the name Asso di Quadri – the Ace of Diamonds



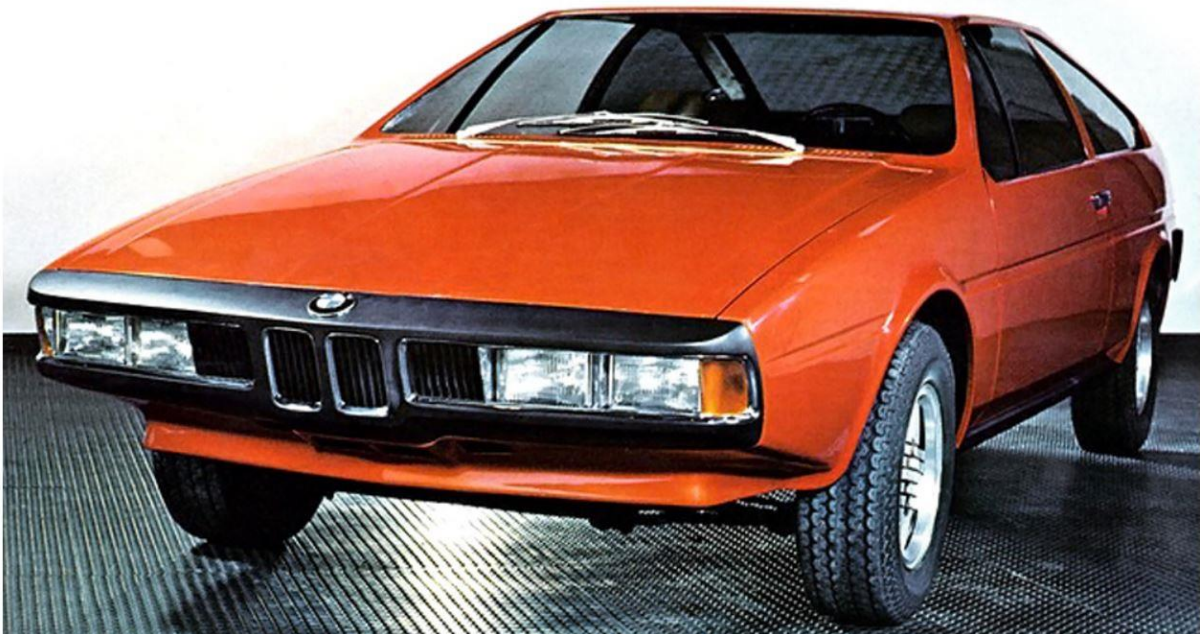
The Asso di Quadri was based on BMW's E21 320i coupé

The design clearly showed the influence of the previous Ace, but also of the Volkswagen Scirocco. The wedge nose was still there, this time in black, with rectangular quad headlamps and BMW kidneys. The glasshouse was still a trapezoidal shape, but the large trapezoidal C-pillar was made considerably thinner, much like the Scirocco.



Underneath, mostly standard BMW underpinnings were employed to keep costs down. As a result, unlike the Audi proposal, the Asso di Quadri was rear-wheel-drive, also using a standard BMW two-litre, four-cylinder engine

Rectangular headlamps and BMW kidneys graced the front mask of the car



Again, the proposal, introduced at the 1976 Turin Motor Show, was pitched to the BMW leadership, who rejected it.

Many reasons have been cited over the years, such as the design being too radical for BMW at the time, or that BMW was focusing on competing head-to-head with Mercedes and did not want to waste resources on a car with limited market.

Nazca C2 and M12 Concepts



The Nazca C2, introduced at the Tokyo motor show in 1992, was a race car.

Compared to the M12, the engine, a 5 litre, 12-cylinder BMW unit was powered up from 300 to 350 hp through a development of the Alpina, while work on the body reduced its weight by 100 kg.

The spare and stylish spirit of the M12 remained unchanged in this case, though the look was more aggressive: the track was widened, the front-end redesigned and the wings and spoiler were made more complex to emphasise the feel of the racetrack. The front spoiler was lowered while three spoilers were added at the back to keep the car firmly glued to the road.

The interior was identical to that of the Nazca M12 but group C car carbon fibre seats were adopted to keep the overall weight down.

M12

High-performance GT: carbon-fibre chassis, mechanised lattice, roll-bar, applied body. The design debut of the 26-year-old Fabrizio Giugiaro.



Inspired by F1 Cars and Group C road-going cars, the Nazca M12 featured the powerful 5 litre, 300 hp V12 engine of the BMW 850i, here housed in a longitudinal mid position and connected to a five-speed ZF manual gearbox by means of a specially designed flange.



Frame and body in carbon fibre throughout, with light alloy components as on racing cars, kept the overall weight off the Nazca M12 to around 1100 kg. The Cd was 0.26.

The bonnet and boot were made in one piece, while the body dome was made of a wraparound windscreen, a rear window and two side windows that were hinged to the connecting structure joining roll-bar and windscreen, also forming the roof. This meant that the driver and passenger could therefore enjoy 360° visibility.

The door opening was conventional while the windows featured a gull wing opening mechanism.

