



Creative Services

Integrated Solutions

We're focused, we're efficient, and we're at our best when we're challenged to think outside the box — critical traits when our customers' success depends on how quickly we can take their visions from the sketchpad to the marketplace.

Roush is internationally recognized as a leading provider of product development capabilities. With services ranging from concept design through engineering, prototyping, testing, and manufacturing, Roush has the unique ability to leverage in-house services and expertise to take a customer's idea from concept to production.

The Roush Creative Services group specializes in consumer product, industrial, and transportation design services. We provide a broad array of product design and development capabilities, from ideation development to finished concept and show model services. Our expansive design center includes five electronically-secured studios equipped with state-of-the-art milling and digitizing equipment. Roush's well-established Design team includes degreed Industrial Designers and Digital Sculptors, OEM-experienced Clay Sculpting Modelers, Milling Specialists, and technicians. Our talented leadership team provides technical expertise and years of design experience.

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ROUSH[®]
INGENUITY ON DEMAND

Services Include:

Creative Concept Development:

- Ideation development
- Competitive design analysis
- Concept sketching
- Renderings and client presentations

Advanced Concept Engineering:

- Program/project management
- Studio and concept engineering
- Packaging and feasibility studies

Digital Design:

- Alias 3D design
- Class A surface development
- 3D digital renderings and animation

3D Model Development:

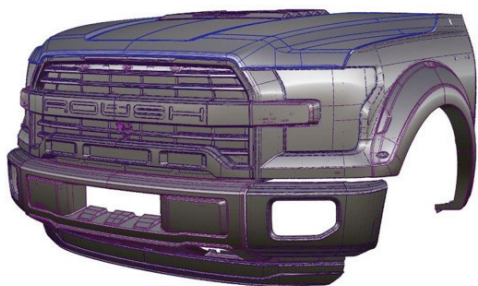
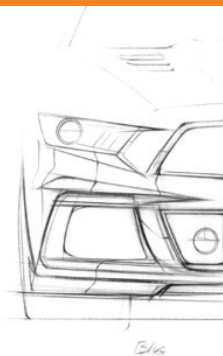
- Scale and full size clay modeling
- 3 and 5 axis foam and clay milling
- Wind tunnel models and support
- Digital scanning

Proof of Concept:

- Vehicle graphic design and film printing
- In house rapid prototyping
- Finished concept and show model services

Facilities and Equipment:

- 5 Electrically controlled
- 5 Flush mounted surface plates
- 3 Tarus 5 axis mills
- Blue light digitizing
- Audio/Visual projection walls



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www.roush.com