

CAV ENERGY JUICE

Nicholas Roschkowsky

CAV is the high-end energy drink for the white-collar businessman. The clean design reflects the classy look of limousines and exotic cars, private jets, and the office of a CEO. CAV is for the on-the-go, go-to guy ready to make a difference at his next corporate meeting.

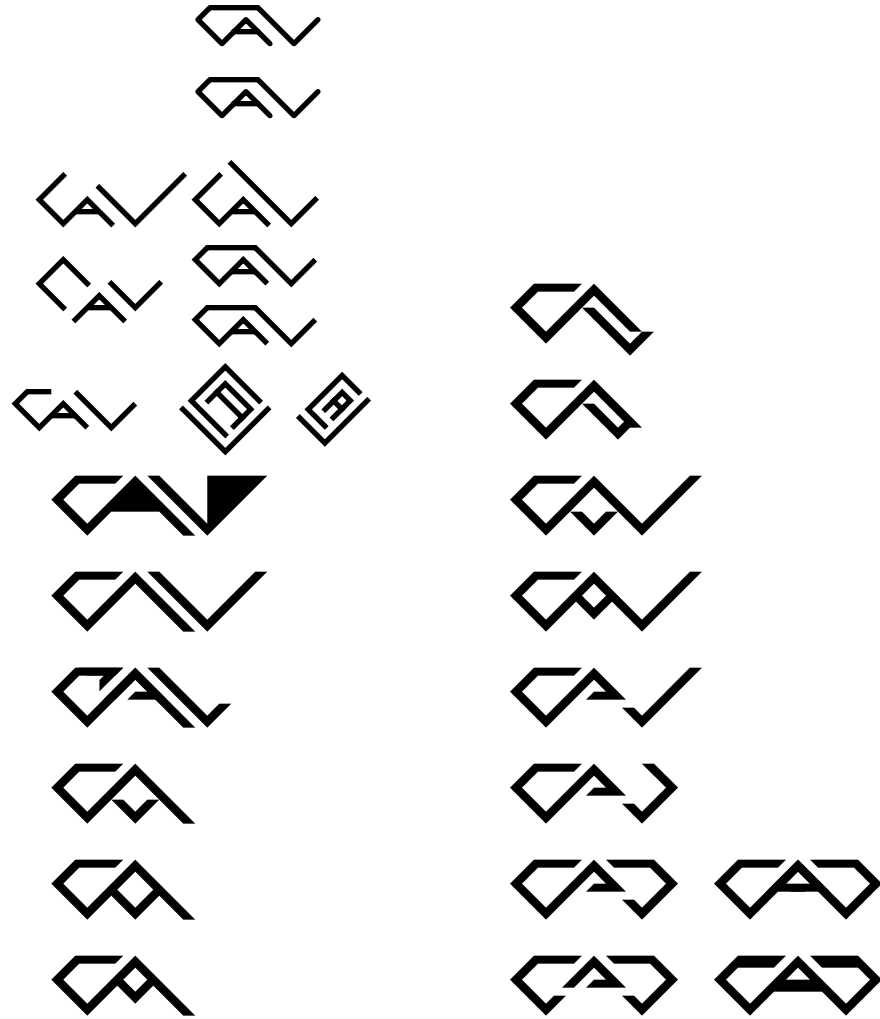
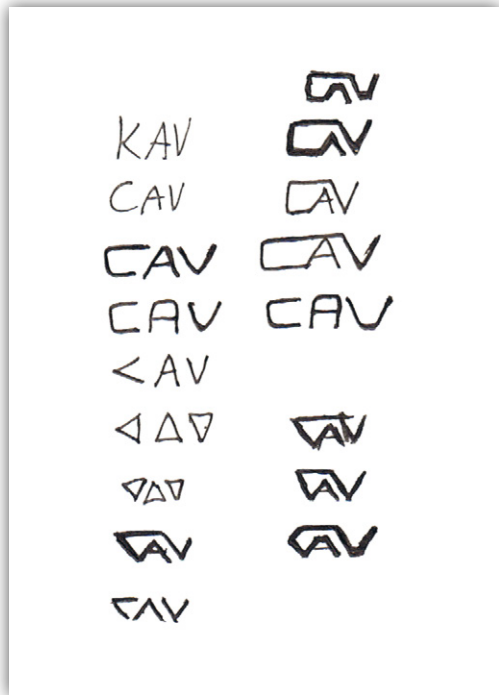




business
 class
 work
 white collar
 black suit
 clean cut
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 ladder
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 chariot

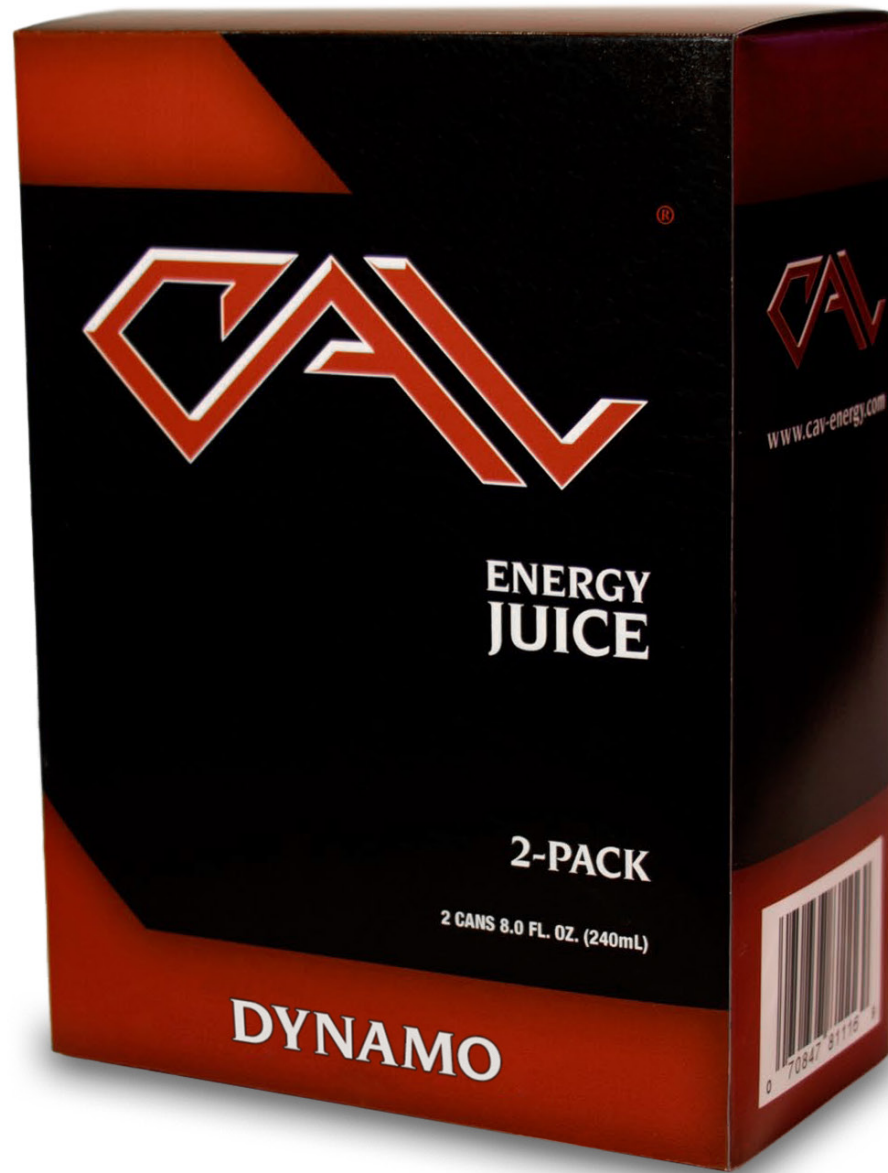
top tier
 top shelf
 cavalier
 cavalry
 caviar
 cabernet
 wine
 lavish
 service
 respect
 gold
 silver
 platinum
 maverick













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DRAWING BOARD
2013 SRT VIPER

A. Hood scoops
 The two new air extractors release low speed air, but decrease pressure buildup on the nose of the car and improve cooling by releasing hot air from the radiator. We placed these scoops so around the hood so the air goes around the windshield, not in the passenger compartment.

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C. Front fender
 The front fender has been lowered to create a more aerodynamic shape. The two new air extractors release low speed air, but decrease pressure buildup on the nose of the car and improve cooling by releasing hot air from the radiator. We placed these scoops so around the hood so the air goes around the windshield, not in the passenger compartment.

D. Side gill
 The side gill is unmistakably a Viper cue and helps remove air pressure and heat from the engine bay. This gill is almost two and a half times as wide as it's ever been, and 100 percent functional. In the past, it's only been decorative.

E. Differential cooling ducts
 A performance car's differential works hard and gets pretty hot—almost hotter than any other part—as we designed an air path for cooling. The ducts also minimize and lighten the canopy of the vehicle.

F. Roof tab
 The tab that extends off the roof articulates the double bubble and minimizes the appearance of the rear window. This gives the rear wheel arches prominence; they bulge because that's where the power comes from—the rear wheels.

G. Diffusers
 The diffusers increase the force of the backflow of air. While it looks like a simple detail, it's completely critical. We have the diffusers backup helps to create a kind of hidden in the

"We wanted it to look like an organism, not a machine."
 Ralph Gilles

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