

ROUSH®

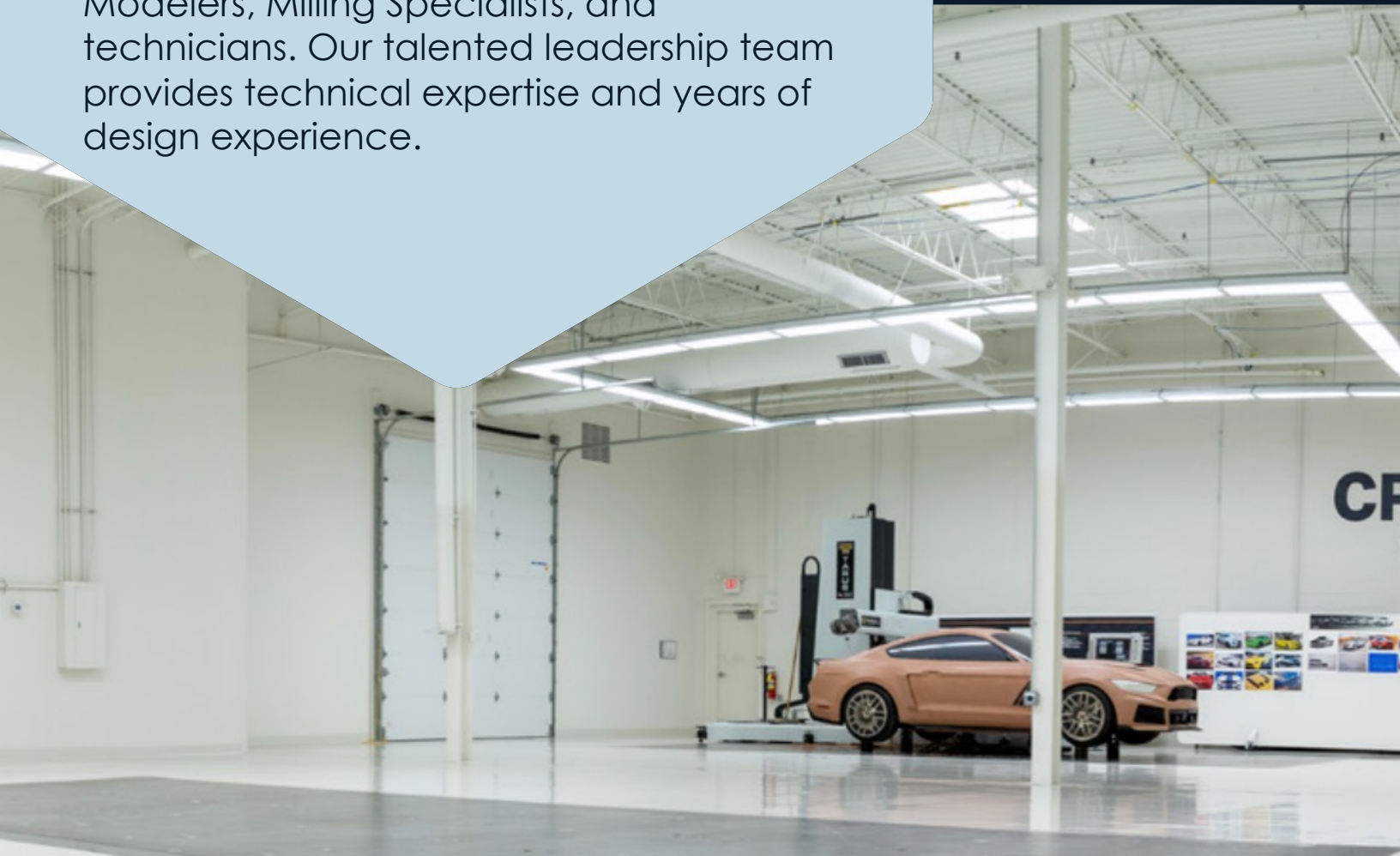
CREATIVE SERVICES

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.

www.roush.com

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.

For more information, please [click here](#).



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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