



Introduction

Founded in 1999 by Yves Béhar, fuseproject is an award-winning San Francisco-based industrial design and branding firm. fuseproject works across a wide array of industries as diverse as technology, consumer goods, fashion, furniture and sports. The studio takes a long-term strategic approach to developing and enhancing brands. Its concepts are visual expressions of brand attributes that span the entire customer experience and aim to help companies innovate through narratives inspired by the customer's experience.

We are fostering change, and supporting the evolution of the brands we work with through positioning strategies implemented through our capabilities in industrial design, packaging, graphics, naming, UI and environmental design. Our clients benefit from fuseproject's approach through our ability to provide a broader view of a product design and branding program: from an overall branding program, incorporating marketing strategies and communication tactics, to product design.

fuseproject was listed 2nd in Business Week's best design firm annual review in 2006. In addition, the studio's work has been internationally recognized by museums, including solo exhibitions at the **San Francisco Museum of Modern Art** and the **Musée de Design et d'Arts Appliqués Contemporains** in Lausanne, Switzerland, as well as group shows in the NY MOMA, the Cooper Hewitt Museum NY, the Chicago Athenaeum Museum, the Munich Museum of Applied Arts and the Ruhr museum in Essen. fuseproject's designs are collected in the permanent collections of the NY MoMA, SF MoMA and others, and has received more than 50 awards from IDEA/Business Week, Red Dot, ID Magazine and If Industrie Hanover. Additionally Yves Behar is the recipient of the prestigious **National Design Award** for industrial design, awarded by the Cooper Hewitt Smithsonian National Design Museum.

fuseproject's clients include **Birkenstock, Johnson & Johnson, MINI and BMW AG, Target, Disney, DirecTV, Palm, Herman Miller, Method, Nike, Hewlett Packard, Toshiba, Alcatel, Adidas, Microsoft, Peoplepc, Swarovski, Coca Cola and One Laptop Per Child**. Its work has been featured in leading general interest and business publications, including New York Times, Business Week, Fast Company, AdWeek and in International business and design magazines.



Mission Motors 'Mission ONE' Electric Sportbike

Mission Motors is an icon for a new era of efficient, electric, exciting vehicles. Designed to express speed and efficiency in its overall sharp lines, the Mission bike is also highly detailed with special attention to a rider's needs, bringing a high level of product design and ergonomics to a new generation of performance transportation.

What is absent? no gas-tank, no tail pipe. The top portion of the motorcycle is an iconic continuous line that brings together comfort and performance.

What is new? A battery pack enclosed in a lightweight aluminum structure, covered by honeycombed detailed angular skins that integrate all mechanical elements: from the flush front headlight, to the aerodynamic leg recessed cuts.

The challenge was to create a design that would be accepted by motorcycle enthusiasts while also being immediately recognizable as a vehicle fueled by alternative energy. A central goal was not to appear as an 'eco-toy' but instead a performance bike augmented by electric power. Ultimately, the bike needed to balance innovation with tradition, overcome the stigma of a silent ride and define what an electric Bike should look like.

Key tenants that were designed and developed for the Mission brand are:

Authenticity + Innovation

The Mission ONE reinvents the modern sport bike without alienating existing riders. The Mission brand and Mission ONE sportbike achieved an appealing balance between authenticity (connecting to existing gasoline motorcycle heritage) and innovation (a new look and feel that conveys the excitement of new technology). The resulting design feels like the next evolution in motorcycling – looking forward to the future, yet firmly rooted in authentic sportbike culture.

A New Riding Experience

The Mission ONE provides an entirely new riding experience, completely different from traditional gas powered cycles. There is no shifting, belching exhaust or rumbling engine, just the pure experience of speed. Riders come away remembering only the feeling of flight – the bike, the road, and slicing cleanly through air.

Benchmark-setting Performance

The Mission ONE's electric motor provides smooth, abundant torque right off, capable of accelerating the rider from 0-100 mph in just 5 seconds. Existing gas sportbikes typically don't achieve their peak torque until 8-10,000 RPM. In addition to gut-wrenching torque, the Mission One has adjustable traction control for better handling, and regenerative deceleration and braking, allowing the bike to recapture power as it slows down.

A New Level of Customization and Control

Mission ONE riders can plug their bike into a laptop and adjust performance characteristics to their riding style, such as the regenerative braking levels and



acceleration characteristics, as well as download stats and records of their rides. Riders can switch on the fly between preset modes such as race, highway, and city riding.

Iconic Design, from the Inside Out

Traditional motorcycle design is based on functional elements of gas-powered engines. The elimination of a combustion engine required us to rethink traditional design cues and establish a new paradigm. The solid state nature of the batteries no longer required gearboxes, crankshafts and cylinder heads, and a new iconic design language had to be created, based upon this new technical paradigm.

Rigorously Detailed

- The frames triangular lattice of steel and aluminum is reflected on the bike's exterior using small triangular cutouts and debossed patterns. The pattern allows for reduction of the overall weight of the body panels; on the top surface, this same pattern cools the rider's chest when in the tuck position.
- LED head and taillights utilize sweeping animations to highlight the Mission ONE's advanced technology. The LED taillight combines brake light and turn signals into one, eliminating superfluous parts. In keeping with Mission's goal of energy efficiency, LED lighting uses less energy, glows brighter, and virtually lasts forever.

Clean Power in a Dirty Category

The new Mission strategy resulted in a performance motorcycle with zero emissions, unlike traditional gasoline bikes that surprisingly typically emit more pollutants and CO₂ per mile than cars.

In addition to the design and development of the physical product, we also created the company name and brand: logo, website, launch display and the entire brand collateral. The creation of these assets went hand in hand with the product development thus creating an instant connection between all of the brand touch points and conveying a universal brand message to the consumer.

