

# Land Rover LRX - M72<sup>®</sup> PU Paste

CASE  
STUDY

John Burn joins forces with Concept Group International (CGI) to produce Land Rover's LRX show car for the Detroit Motor Show.



The LRX concept demonstrates Land Rover's seriousness about sustainability with new technologies, lightweight design and environmentally-responsible materials, making it an ideal project for Biresin<sup>®</sup> M72 polyurethane (PU) modelling paste.

"The LRX program demanded a one piece show car model to support PR activities whilst the core Show car was being manufactured.

The timing was extremely tight for such a high profile model and there were also constraints in terms of weight. Using the M72 PU paste system we were able to undercut a low density foam core buck and deposit a layer of paste that was finally milled.

This then progressed through a full show car paint process with better quality of surface without joint lines.

The final result was an extremely credible model produced in a very short time that toured a number of venues to raise awareness of the program.

In line with our company sustainability initiatives, by using the M72 PU paste system we were able to reduce waste to land fill by machining less waste than using a traditional tooling board process"

Paul Kelly

Design Factory & Show car Program Manager

Jaguar Land Rover Design

CGI now offer a paste application service to compliment their already unrivalled expertise in the design & production of large scale models & tooling.

Using the M72 PU paste CGI are able to produce high quality, low cost, seamless models.

CGI was launched with a single aim - to streamline and integrate the staggered process of automotive design and engineering into a seamless, rapid development of idea through to production part.

CGI eradicates the traditional boundaries between design and engineering. Instead of the conventional linear approach, designers and engineers work closely and concurrently to develop projects to the highest standards - within short time frames.

The approach is unique. The early implementation of advanced computerised design and engineering tools alongside proven design methods gives their projects and concepts real-world credibility.

[www.concept-group.com](http://www.concept-group.com)



For more product information please contact

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[www.johnburn.co.uk](http://www.johnburn.co.uk)