

Impressive Renderings with KeyShot

Plaxton – A Division of Alexander Dennis

Plaxton is Alexander Dennis Limited's (ADL) coach building business and is the UK's largest coach builder with over 100 years of experience in the design and manufacture of market leading products. In 2007 Plaxton joined the ADL family. With manufacturing facilities in Scarborough, Yorkshire ADL now produce a full range of small, large, express and luxury coaches.

Customer Voice



"Using Keyshot, we were able to produce all of the marketing images needed for the official launch of our latest coach – the Cheetah XL. We received a great deal of interest in the new coach prior to the first vehicle being driven off the production line."

Dan Dunbar, Design Engineer, Plaxton – A Division of Alexander Dennis

Products and Solutions from INNEO

- KeyShot Pro Floating

Results

Producing our renders in-house has given us more control over the final look of our design. We can generate product variations such as colour and materials and prepare them quickly to allow instant marketing feedback. This rapid flexibility allows key decisions to be made early in the design process.

Our results with Keyshot were so impressive that we were able to produce high quality images for our marketing team, which enabled them to meet the toughest of timescales for sales literature, promotional material and PowerPoint presentations. Throughout the project, from concept design to front-line marketing, Keyshot has played a vital role in achieving a quality job while also containing costs.

Business Drivers

- Rapid turnaround drawings from concept to finished product
- Ability to produce operational stage drawings, and associated CNC programs for manufacture

Why INNEO Solutions

The support we have received from INNEO since purchasing Keyshot has always been professional, with any queries acknowledged or clarified in a timely manner. In summary, INNEO have understood our requirements, and provided us with an economically feasible solution.

CUSTOMER INFORMATION



Plaxton – A Division of Alexander Dennis
www.plaxtonlimited.co.uk
www.alexander-dennis.com

Industry: Automotive
Products: Coaches and buses
Staff: 600



Brochure image, Cheetah XL coach, Keyshot rendering



Cheetah XL cab, Keyshot rendering

Direct Contact

Want to know more about this reference? No problem. If you have any questions, our customer would be happy to give you any information you may need. Just ask us for contact details.

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