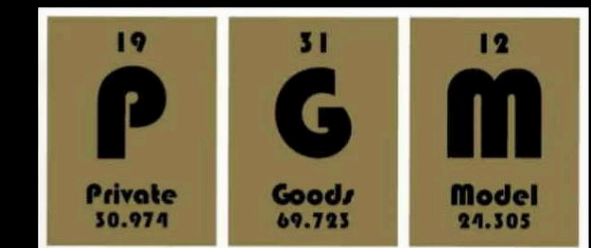


Passion, Unbothered by Scale.



Global Model Car Market

In 2023, the global diecast model car market size was valued at approximately **USD 7.5 billion**, and it is projected to reach around **USD 12.3 billion** by 2032.



The most common way to display model cars



Single Car

Showcasing model cars with individual bases.



Small quantity

It typically uses a clear acrylic cover paired with a flocked base.



Large quantity

For larger collections, glass display cabinets are often preferred due to their spaciousness and higher flexibility in arrangement.

Problems

Current displays are static and provide limited engagement.

Competitive Products



Winsible

The trajectory of the wind is simulated through a smoke generator to demonstrate the aerodynamics of the car model.



Runsible

Make the wheels of the car model rotate through the rollers.



MOTN LED base system

Light up a stylized scene with just one touch

PLAY WITH SOUND

Unique Selling Points



Play With Sound

Let the exhaust sing. Let
the car speak. 

In car culture, engine and exhaust sound is more than noise—it's identity, emotion, and performance. The sound of a turbo spool, a high-revving VTEC, or a deep V8 rumble defines the character of a car.



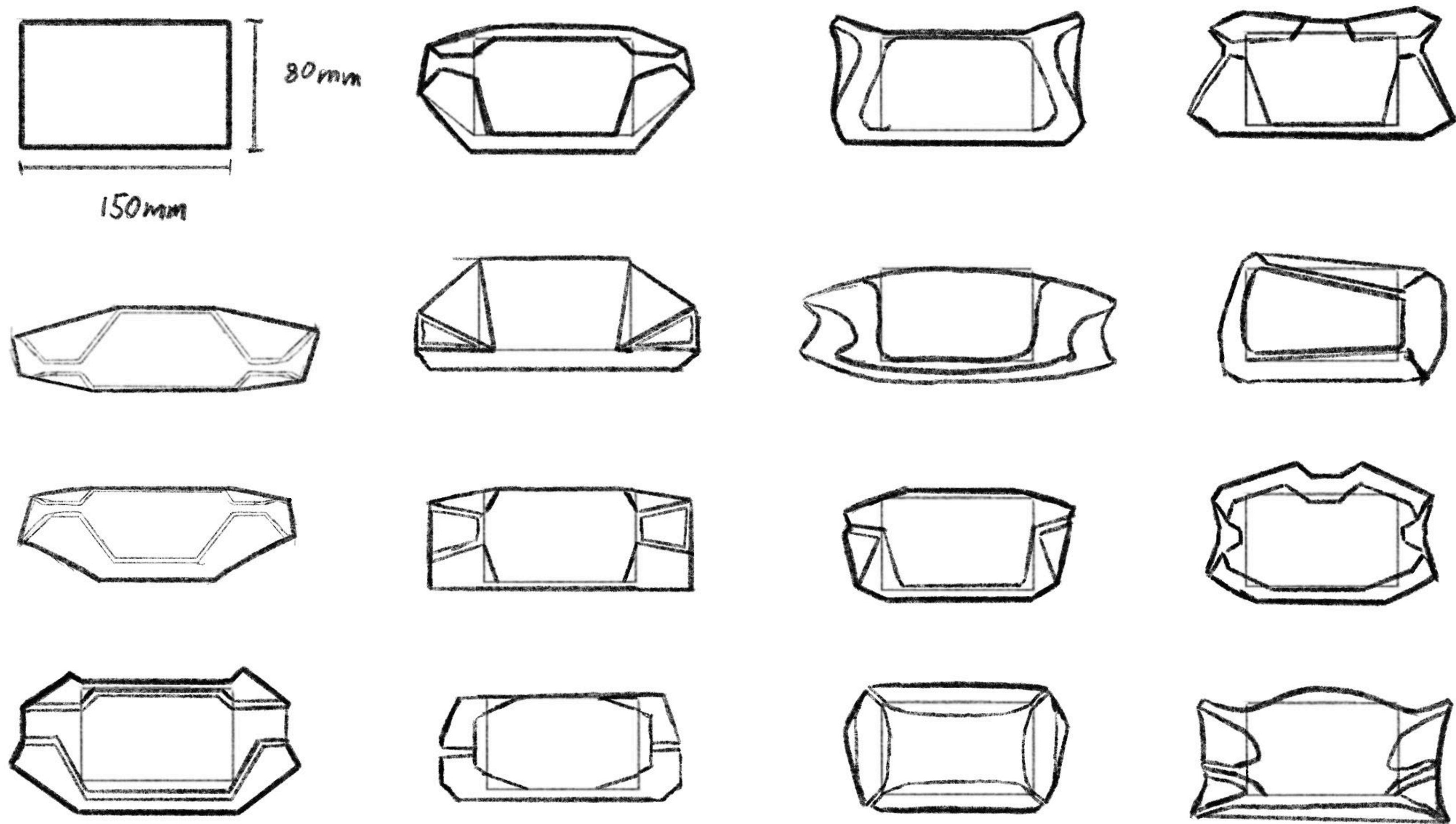
A close-up photograph of a car's interior, focusing on the air vents. The vents are set into a dark, textured panel. The surrounding car body is painted in a vibrant orange color. The lighting is dramatic, with strong highlights and deep shadows, creating a sense of depth and texture. The overall aesthetic is modern and high-tech.

Concept

I aims to bring that auditory experience into the world of scale models. **By integrating sound playback or reactive audio features**, the model car doesn't just look fast—it sounds alive.

Styling Mood Board





Form Study

A red and black handheld electronic device, possibly a portable music player or a specialized controller, is shown. It features a silver car model mounted on a textured, woven surface in the center. The device has various buttons, knobs, and a red light strip along its edges. The background is dark and textured.

Play With Sound

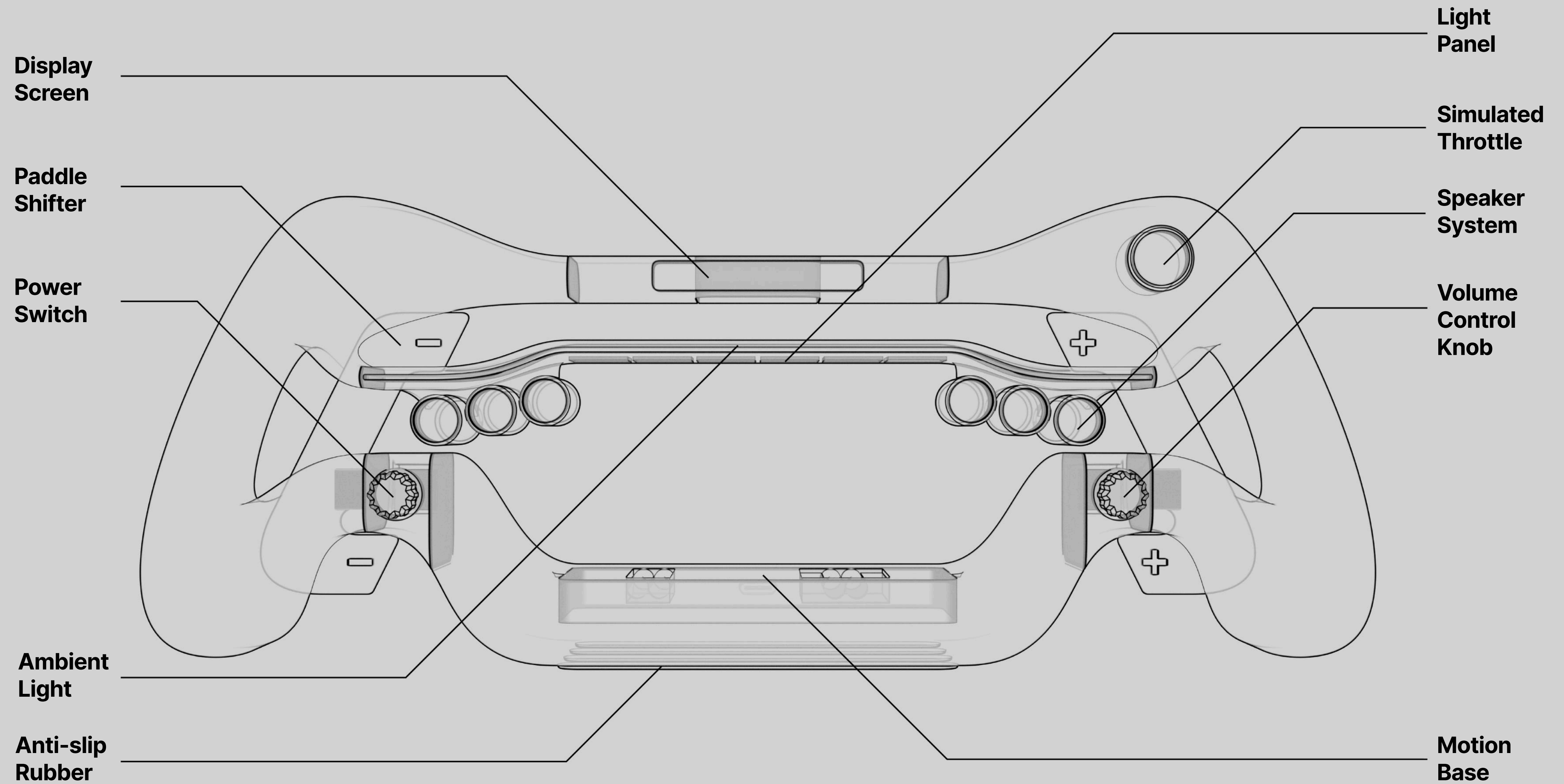
A unique model-playing experience

Front View

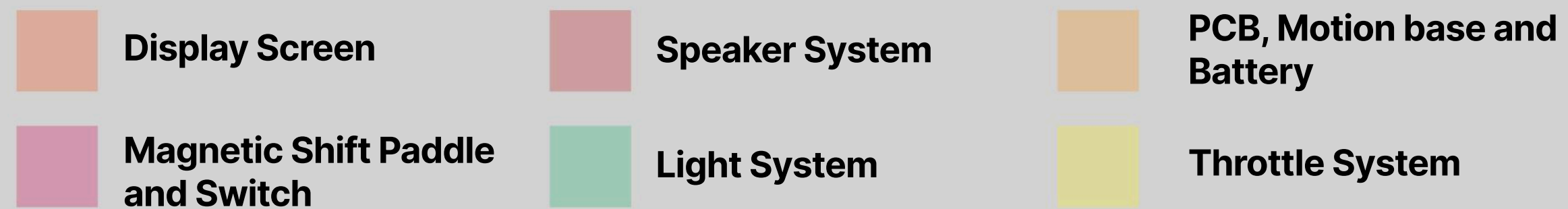
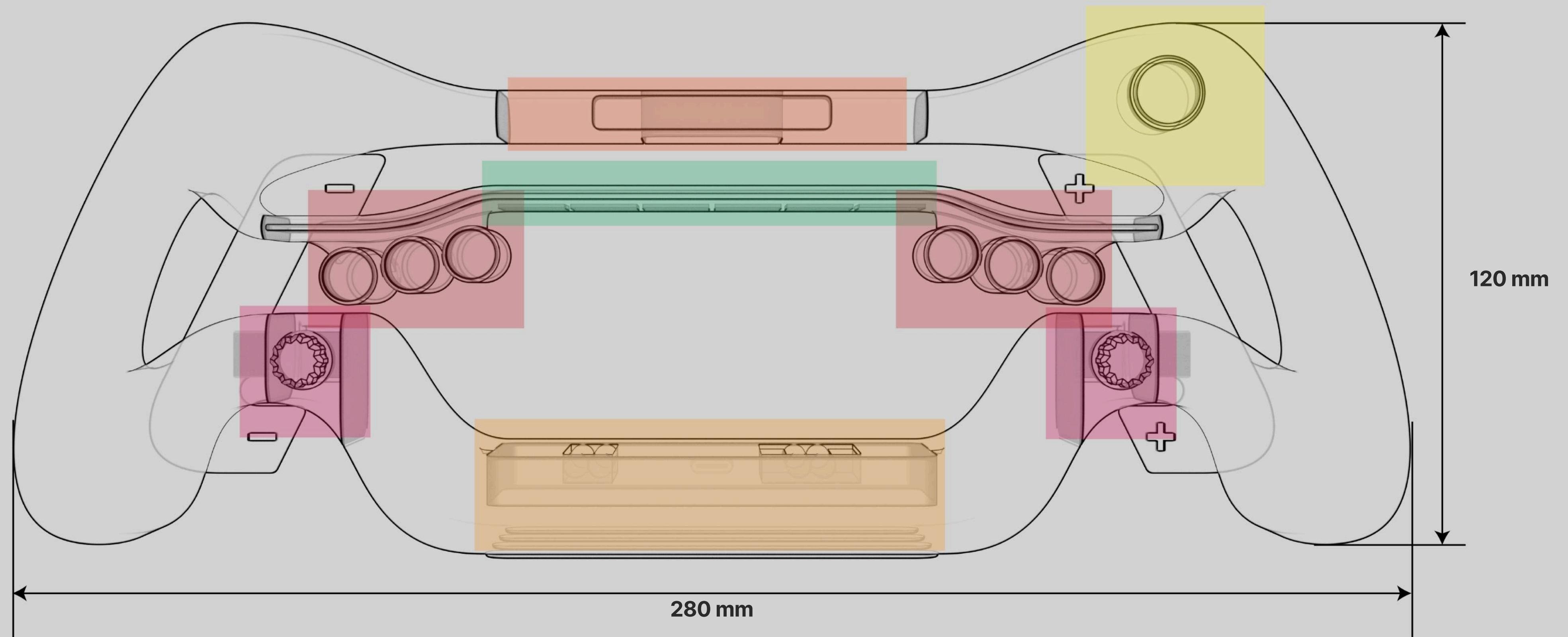


Back View





Component Stack UP



How It Works

Place Your Model

Select the model car you wish to display and carefully place it into the display box.

Connect and Sync

Open the companion app, connect to the display box, and select the corresponding model car data to begin the display.

Shift Like a Pro

Tap the paddle shifters to shift gears — your model car’s wheels move with it, bringing every shift to life.

Feel the Rev, Hear the Roar

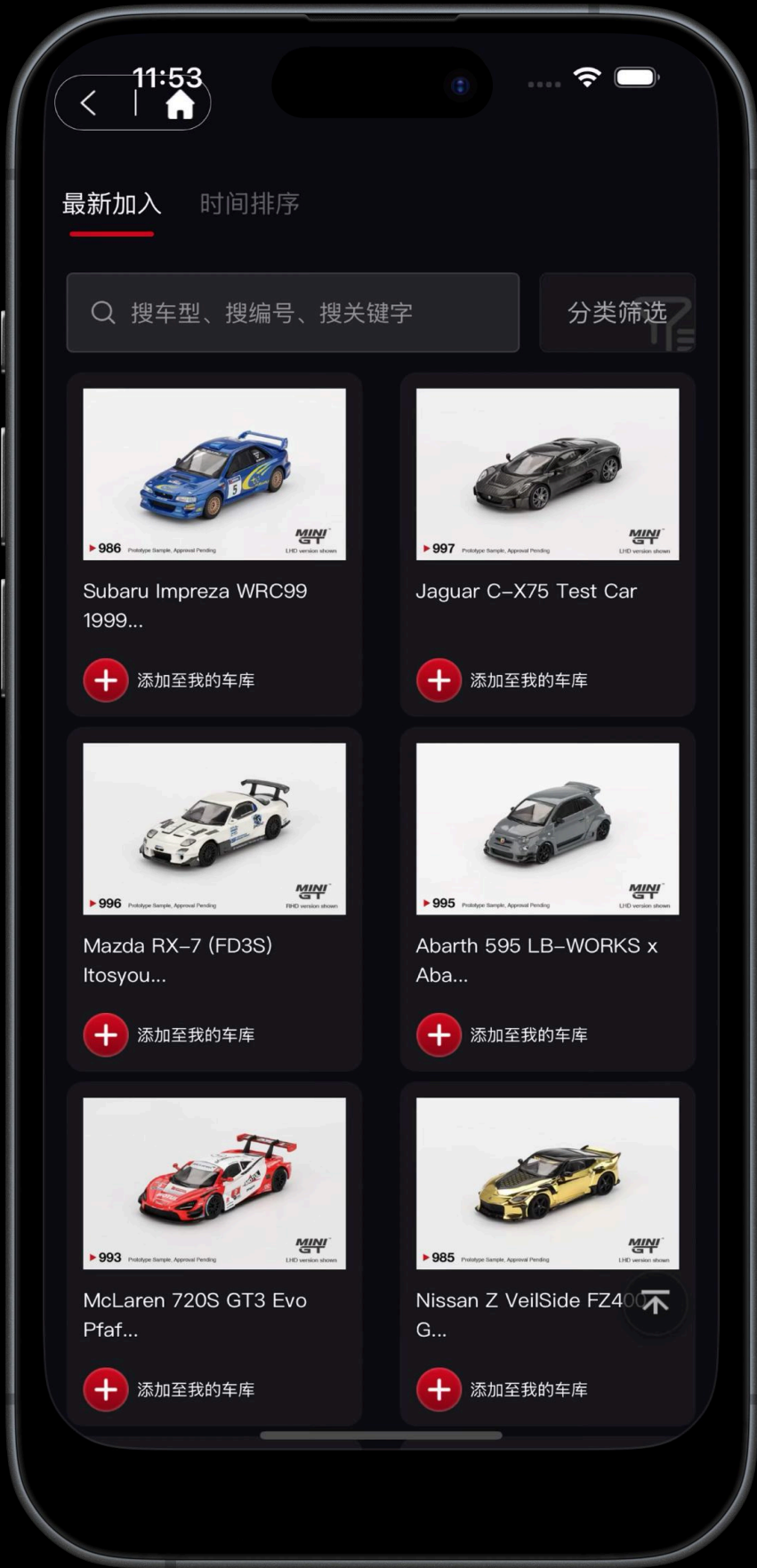
Hold the throttle button to raise the RPMs, just like a real engine. Time your shift to catch the perfect moment. Let go to downshift — every move triggers a burst of engine sound that puts you in the driver’s seat.

A rotary knob serves as the power control, designed to evoke the feel of a race steering wheel.



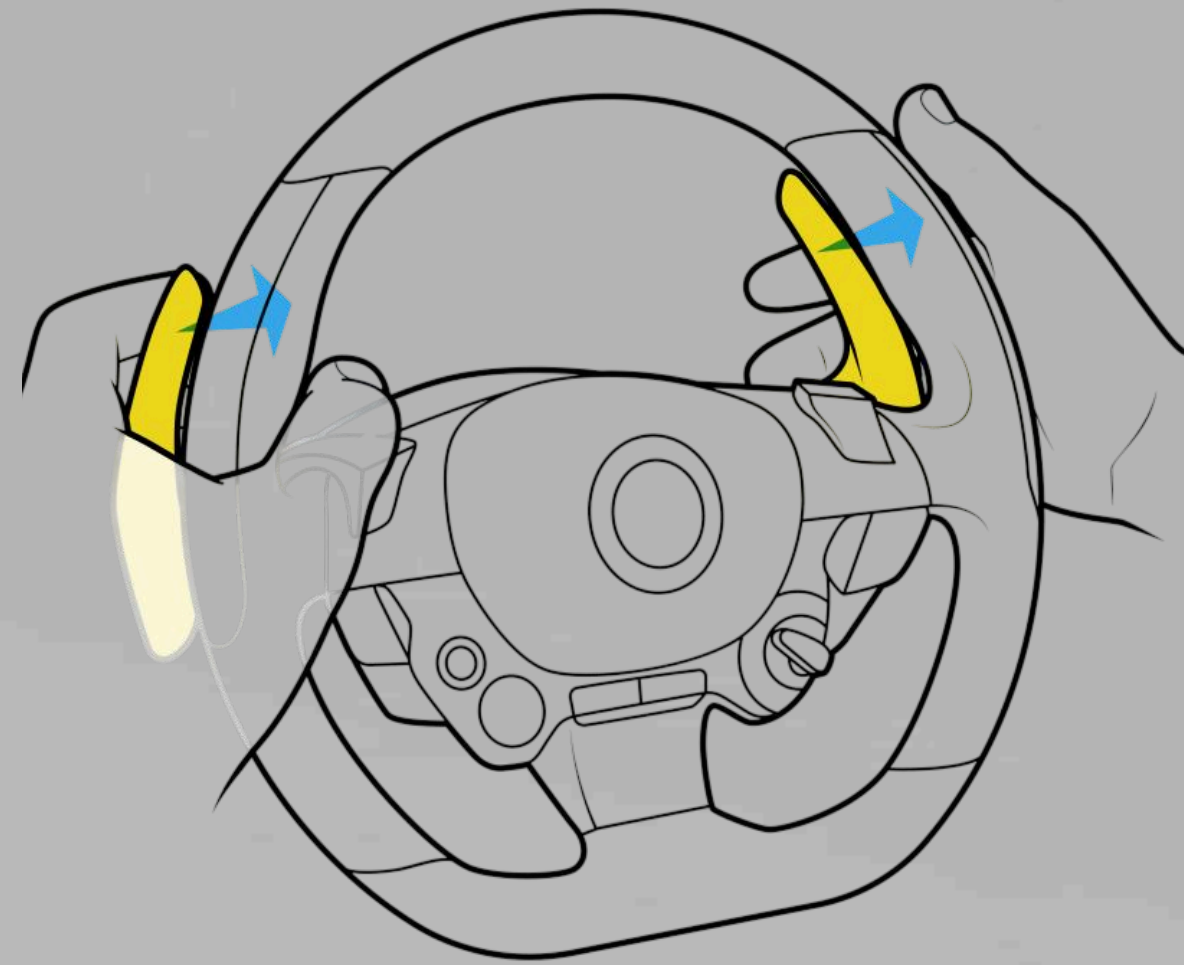
Collaborate with the Carzi Assistant app.

We will pre-load authentic exhaust sound clips from real cars, so users simply select their model car to trigger the corresponding audio.

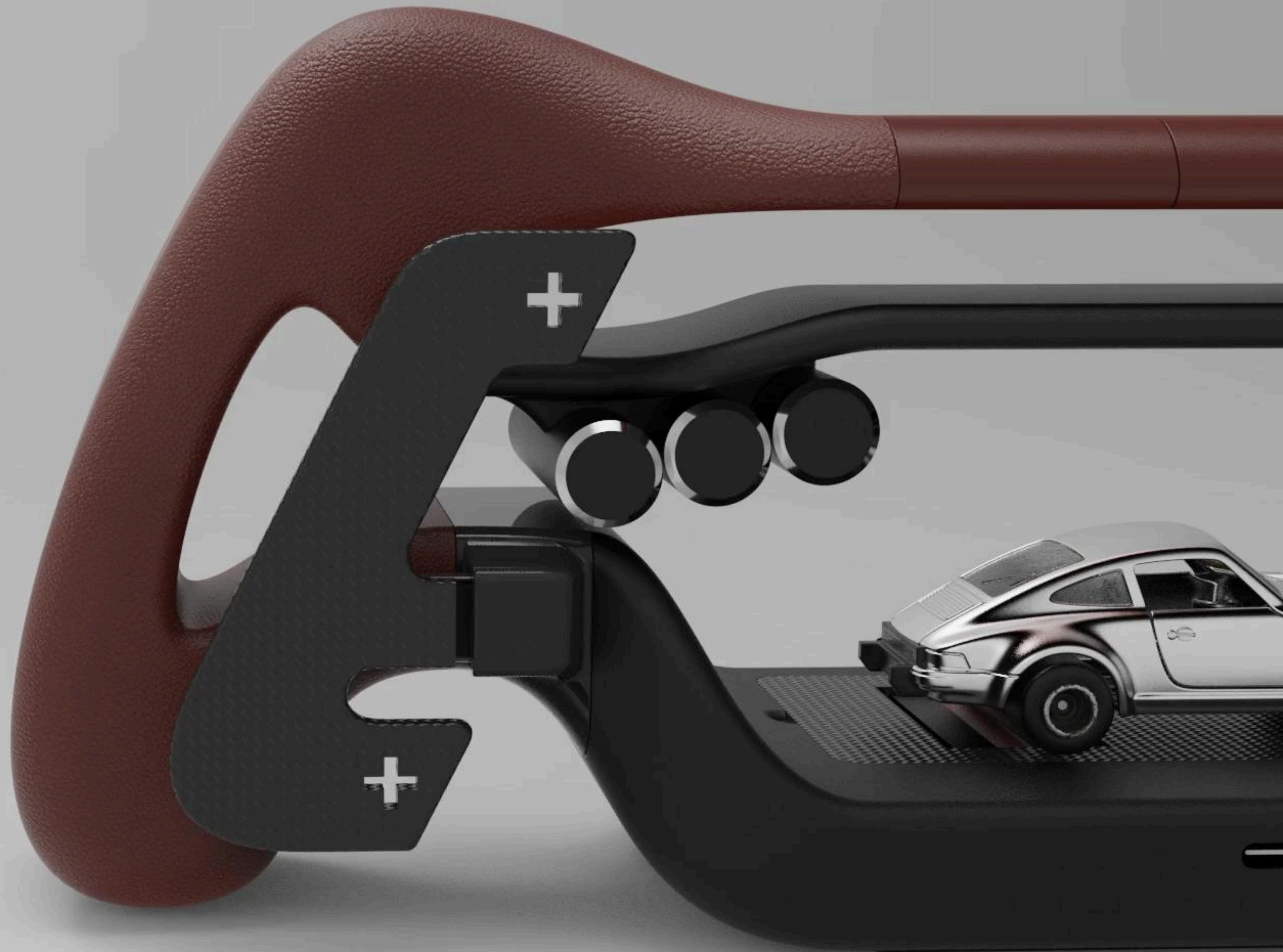




The right-side knob provides precise volume control.



Magnetic shift paddles deliver a refined and engaging shifting experience.





Equipped with four rollers, the motion base drives the model car's wheels, delivering an immersive and hands-on sense of realism.



**Press the throttle button and
immerse yourself in the roar.**



Acrylic

Recycled ABS
(Custom Color)

EPDM Rubber with
Recycled Content

Recycled PET

Recycled Leather
(Custom Color)

Carbon Fiber

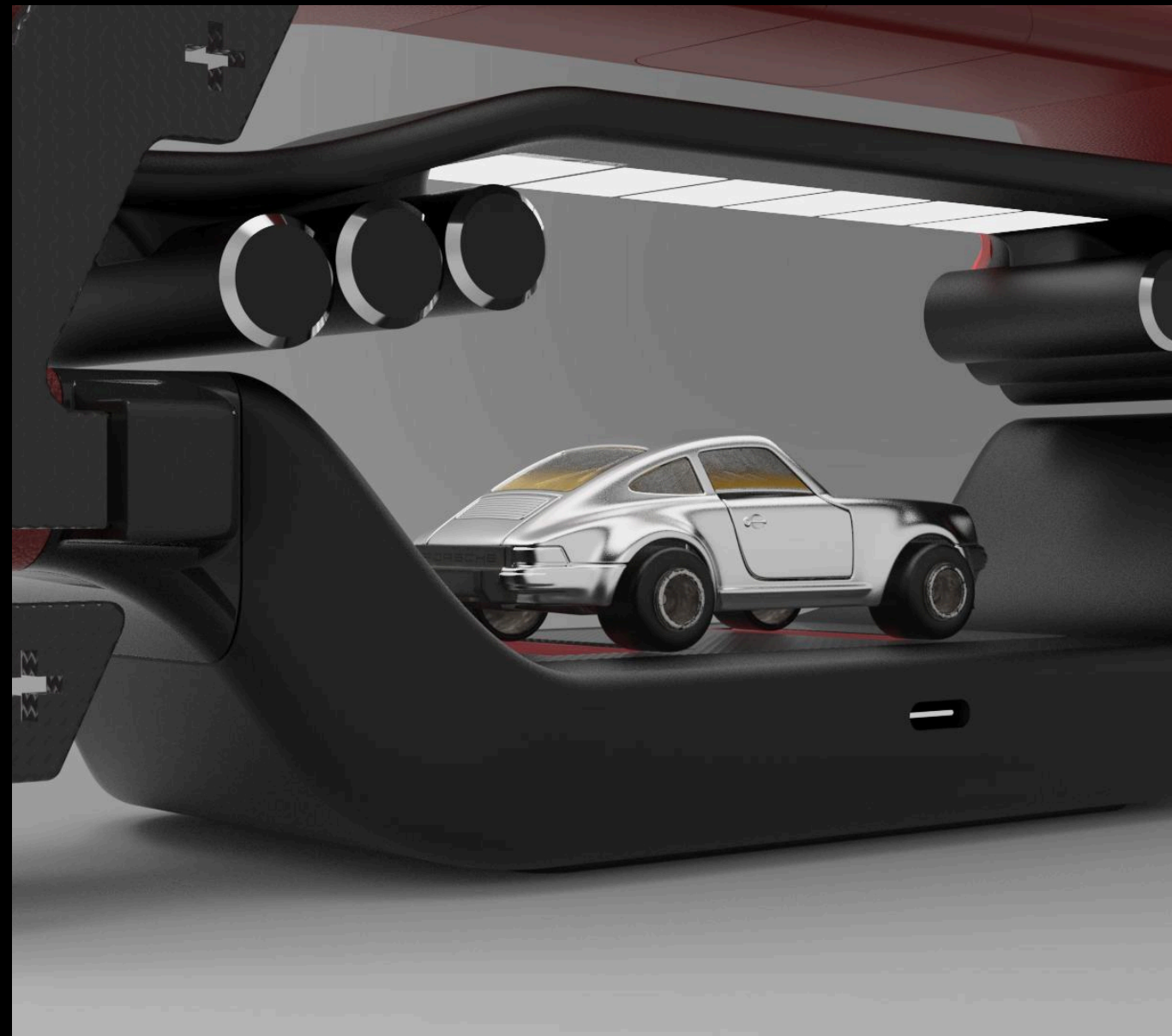
Stainless steel

Recycled ABS

Rubber(Custom Color)

Carbon Fiber

Manufacturing Methods



Injection molding

Injection molding enables the plastic housing to be produced with greater efficiency and reduced cost



Compression Molding

Using compression molding enables fast and efficient button production.



Electroplating

Electroplating enables metals to display a variety of colors.

Sustainability Research

Repair And Reuse

Modular parts

Users can replace only the broken part, not the whole product

Material choices

Durable materials that age well and are easy to handle

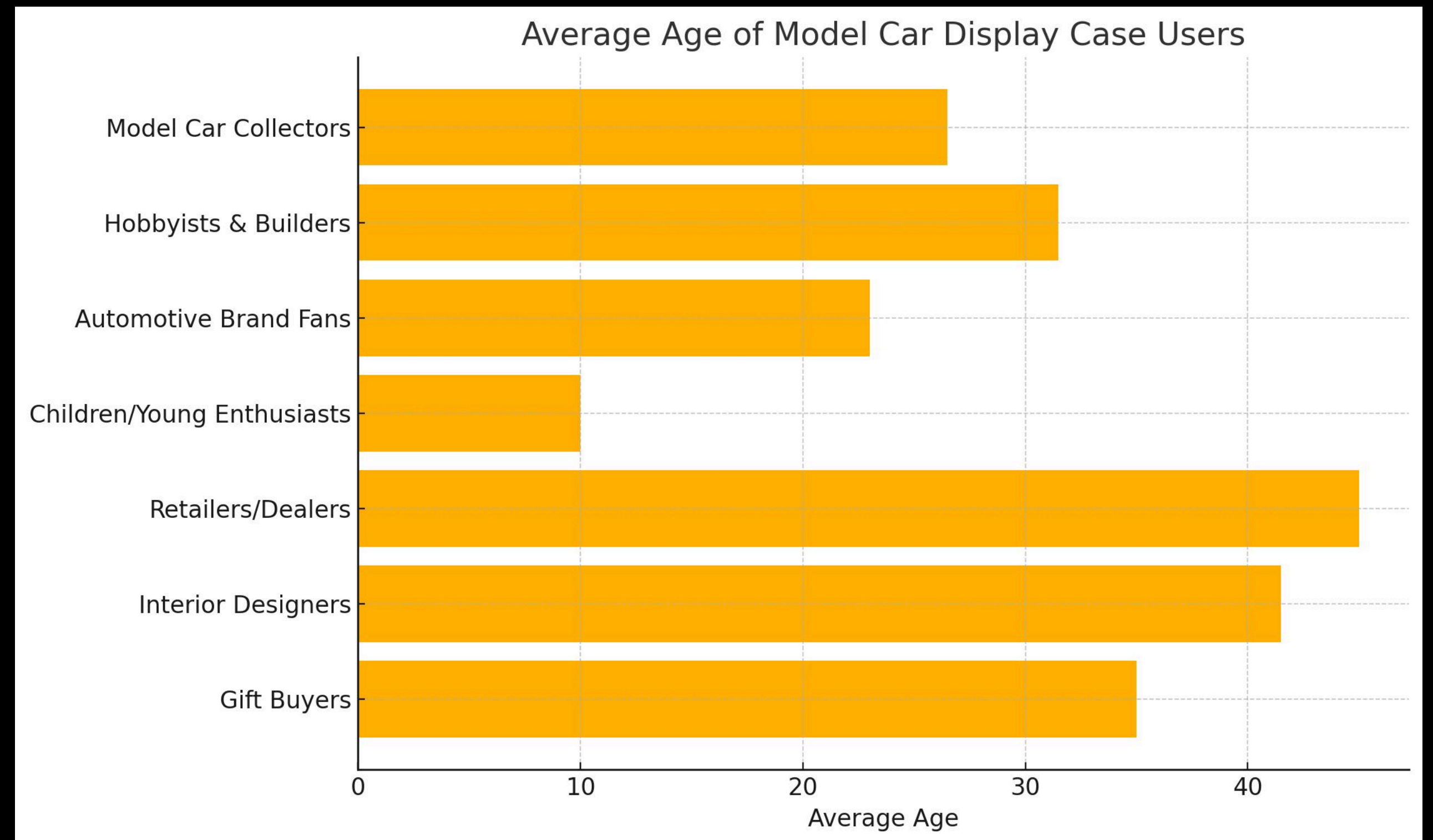
Documentation

Clear repair instructions built into the packaging or product itself

Extended information

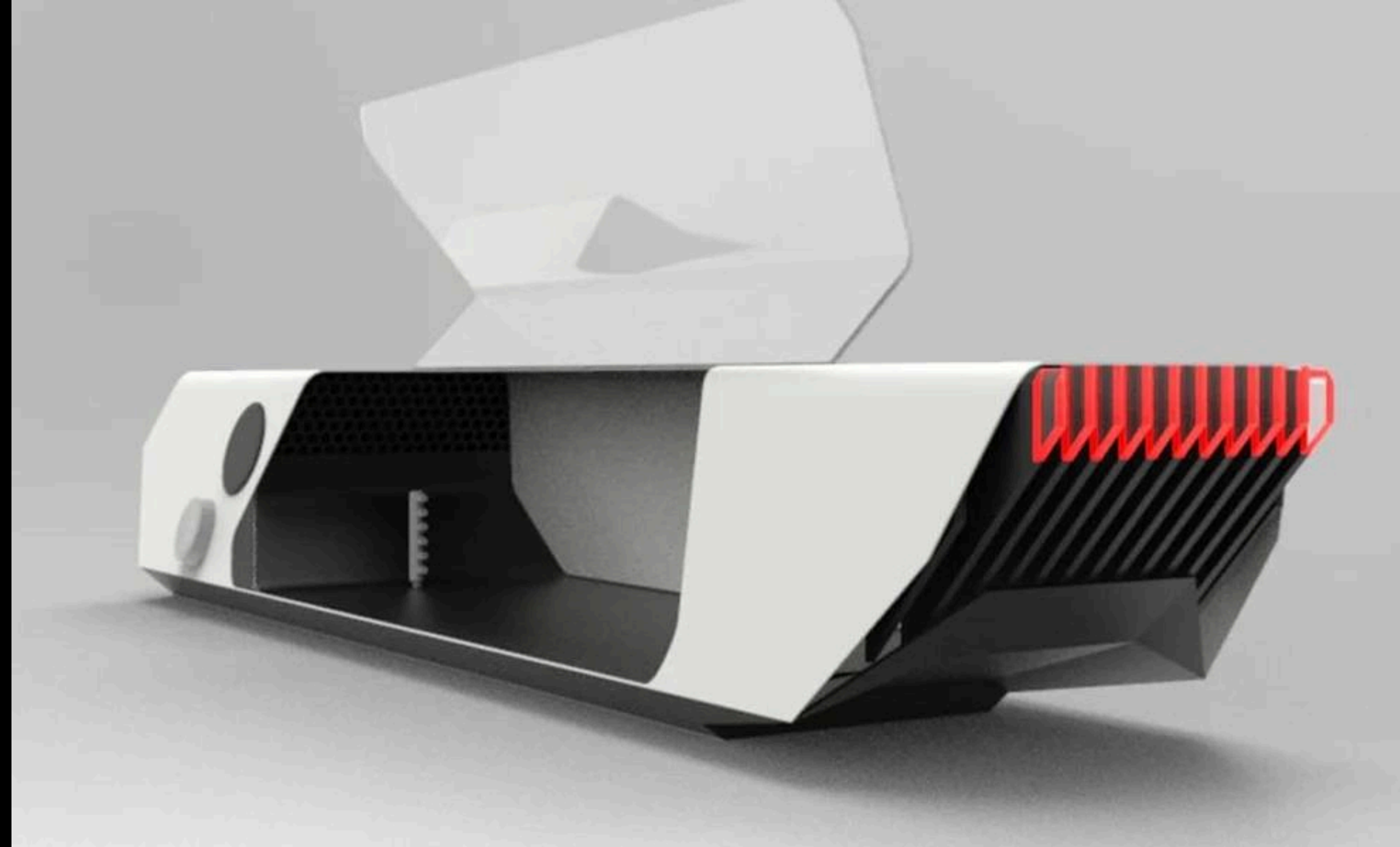
Target Users

- Young car model collectors (ages 16–35)
- Content creators and automotive vloggers
- Gift buyers looking for a premium and unique product

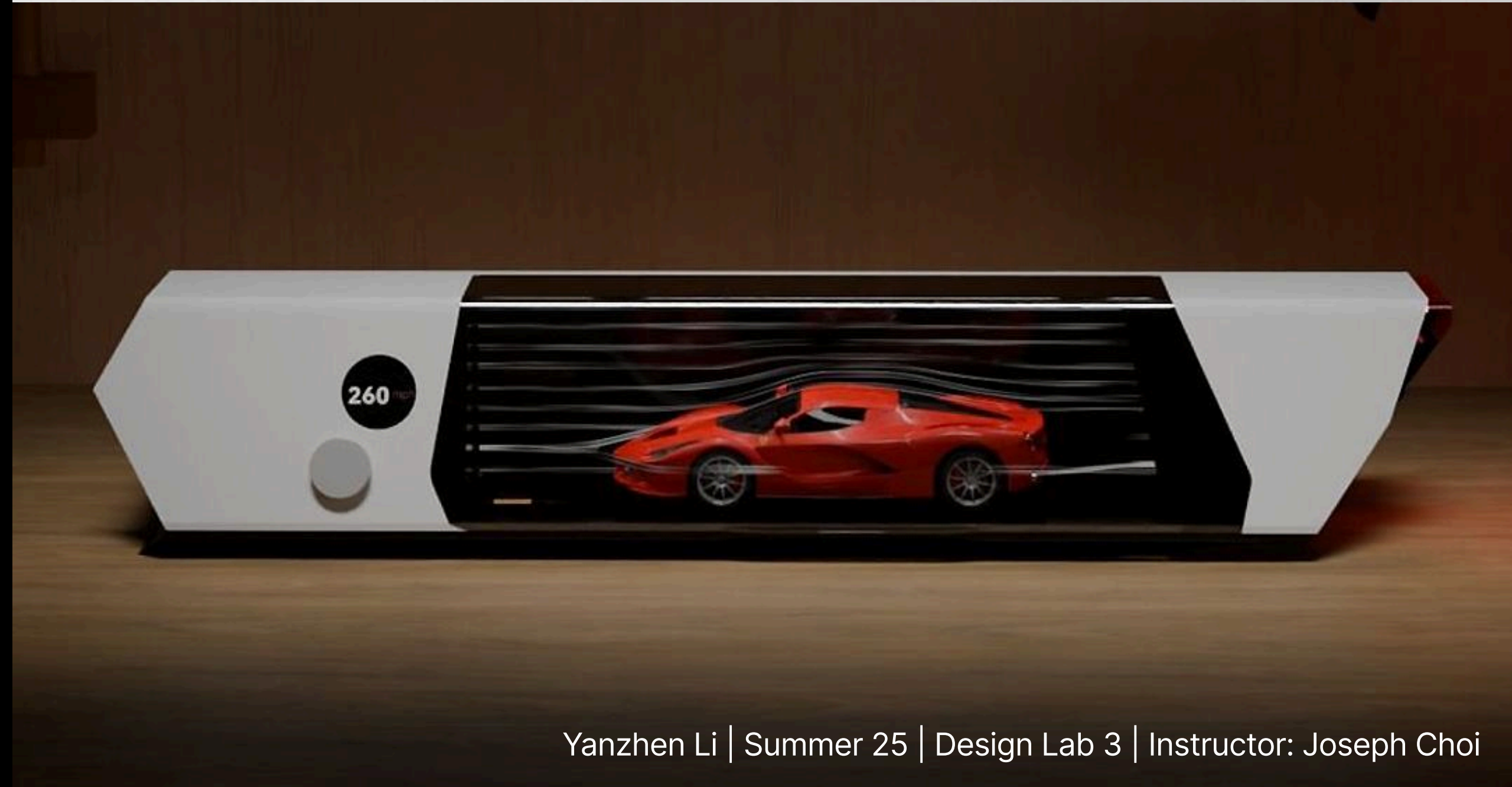


Competitive Products

Desk Wind Tunnel

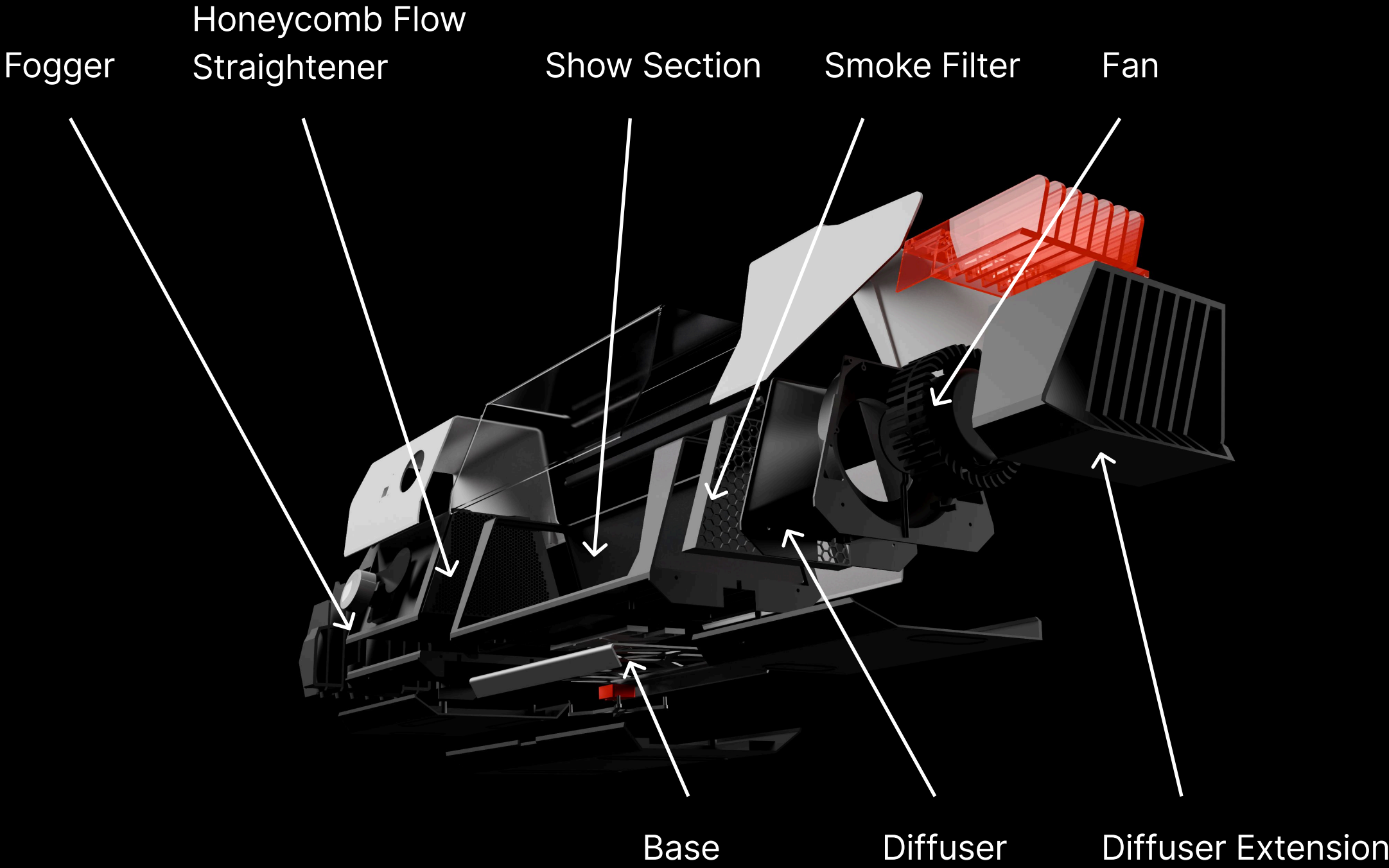


The trajectory of the wind is simulated through a smoke generator to demonstrate the aerodynamics of the car model.

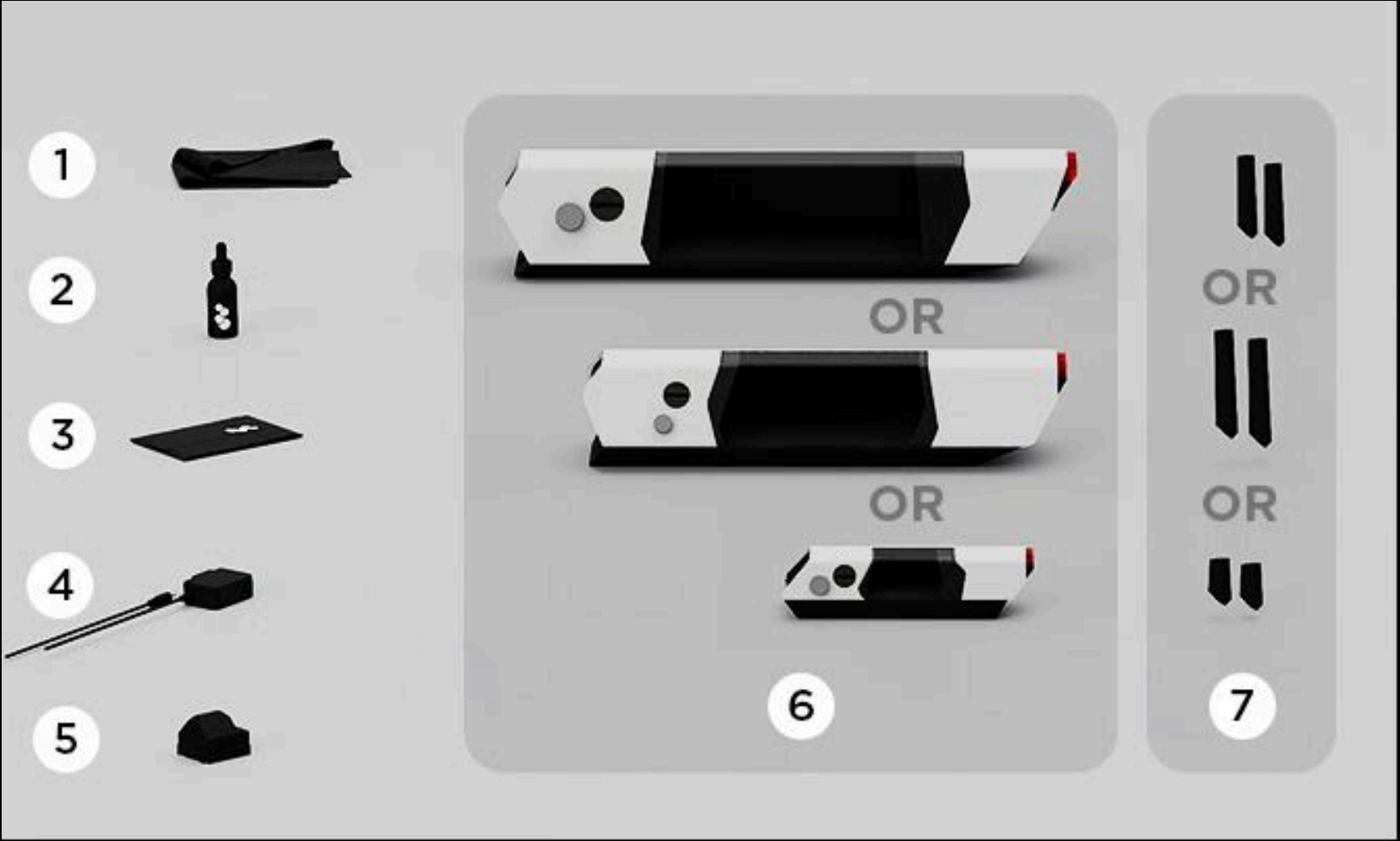


Tech Pack

Basic structure



Parts list



- | | |
|------------------------------|-------------------------------|
| 1 x Cleaning cloth | 5 1 x Fogger |
| 2 1 x Fog fluid (one bottle) | 6 1 x Windsible product |
| 3 1 x User manual | 7 2 x Modular Smoke Cartridge |
| 4 1 x DC power adapter | |