Chrysler design leader Ralph Gilles has confirmed that Chrysler will be more guided by aerodynamics in its future designs in a recent speech at Mackinac Island, according to Automotive News
‘ Joseph Lichterman. Teams are spending at least twice as much time in the wind tunnel to hone aerodynamics, and designers and engineers are working more closely than in the past. This confirms
our interview with Dodge Dart lead designer Joe Dehner
[
see Dart-Mouth for this story and more on aerodynamics and design
].

According to Gilles, future midsized and large sedans will be far more influenced by fluid dynamics and the effect of wind. The advantages go beyond higher gas mileage and top speeds; more aerodynamic bodies have far less wind noise, which allows the company to either reduce weight by putting in less sound insulation and lighter glass, or to simply reduce interior noise levels. Standards for interior noise have been climbing as companies have standardized on thicker, heavier glass and ever-increasing levels of sound insulation.

Chrysler’s aerodynamic efforts might be a “red queen’s race” (referring to *Alice in Wonderland*) — competitors are moving in the same direction, so that aerodynamic excellence will soon be part of the “price of entry.” He mentioned that the Audi A7 and next-generation Toyota Avalon were both designed around aerodynamic principles.