

W K CHERRY DESIGN

VSR CONCEPT SPORTS ROD



The VSR Concept is a super sports rod with a contemporary design that uniquely embodies Cadillac styling cues to create a strong visual connection to the Cadillac V-Series powertrain.

The design proportions and the hand-sculpted body-forms evoke images of earlier days of iconic race cars and sports cars and the art of creative hot rodding.

A new design genre redefines the traditional boundaries between rods, sports cars and super cars. The VSR dynamically blends form with function and is designed with the purity and simplicity of an open-air roadster. The theme of the VSR is driver-oriented. With the tonneau and solar panel removed, the 1 + 1 configuration becomes a full two-seater.

The chassis and architectural elements of the aluminum construction are part of the

minimalist design aesthetic. The aluminum TIG-welded monocoque tub is inspired by sports racing cars of the 1960s and cradles a 6-liter, 400-horsepower Cadillac V-Series performance engine. With state of the art technology, an excellent power to weight ratio, and race car engineering, the VSR has the potential to offer high levels of excitement.

This fully functioning concept was conceived to serve as the prototype for a very limited series of no more than six custom models to be built to the specifications of individual owners.

The VSR concept is all about design and the expression of power and performance. It is also an expression of automotive art.

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