

Hibra Design - Driving the Future of Automotive Engineering

19/04/2024 8:49 pm IST

Hibra Design, led by founder and CEO Mike Keane, is a trailblazer in the automotive design engineering industry.



With over 20 years of experience in automotive design, Keane's expertise has been instrumental for many automotive businesses across Europe.

A Journey of Innovation

Hibra Design, an Irish automotive design engineering company focused on decarbonising industrial vehicles, is making waves in the industry. Keane's extensive experience with major global companies such as Ford, Williams F1, Nissan, Land Rover, Jaguar, Liebherr, and Magna has shaped Hibra Design's innovative approach. Recently, Hibra Design was awarded the "One to Watch" prize at the Investor Pitch Day hosted by Enterprise Ireland. This recognition followed Hibra Design's participation in the 12-week Prep4Seed Programme, which saw 11 Irish start-ups prepare for seed investment and pitch to angel and VC investors.

Embracing Technology

Hibra Design is committed to engineering operationally-specific solutions that increase vehicle efficiency and power while decreasing their environmental impact. They achieve this through re-engineering specialty vehicles with clean-technology powertrain systems.



Powertrain systems are the main components of a vehicle that generate power and deliver it to the road surface. This includes the engine, transmission, drive shafts, differentials, and the final drive³⁴. Hibra Design engineers these systems to the highest level of safety and environmental regulatory compliance².

Full Vehicle Developments

This work requires more than just the development of the clean-emission power systems. Hibra Design is firstly an automotive consultancy and can take on all elements of a vehicle programme offering bespoke solutions.

Sustainability and Safety

Hibra Design is not just about creating efficient vehicles; it's about creating a sustainable future. Keane's vision is to decrease the impact vehicles have on the environment. This commitment to sustainability is evident in their efforts to engineer Battery Electric and clean-technology solutions for vehicles with few market-available solutions



Electric vehicles are powered by a built-in battery that is charged by an external source.. These technologies are key to Hibra Design's mission of decarbonising industrial vehicles.

The Future of Automotive Engineering

Hibra Design is at the forefront of automotive engineering, delivering innovative powertrain and vehicle platforms. Keane's leadership in bringing new technology to market balances cost and time efficiency, knowledge of regulatory requirements, and robust development procedures.

Conclusion

Hibra Design, under the leadership of Mike Keane, is more than just an automotive design company. It's a pioneer in the industry, constantly pushing the boundaries of what's possible in automotive engineering. Through their

commitment to innovation, sustainability, and safety, Hibra Design is shaping the future of the automotive industry.
