

LANCIA

STRATOS



STRATOS HF
1973

LEGEND MEETS TOMORROW

STRATOS HF
CONCEPT



INDEPENDENT DESIGN STUDY
NOT AFFILIATED WITH LANCIA AUTOMOBILES S.p.A.

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THE HERITAGE

FROM AN ICONIC 2 SEATER
TO A NEW 2+2 VISION.

HERITAGE

The Lancia Stratos was born from a radical idea: to create a car without compromise, shaped around the demands of rallying. Its distinctive wedge-shaped design, compact proportions and unmistakable character made it one of the defining icons of Lancia and of automotive design.

More than five decades later, the Stratos remains a powerful reference for what happens when design, performance and purpose become one.

EVOLUTION

The Stratos HF Concept takes that heritage as its starting point, not as something to reproduce, but as something to evolve, while fully respecting the new Lancia Pu+Ra design language.

The original Stratos was conceived as a focused 2 seater. This project explores a new interpretation, a 2+2 architecture that introduces greater versatility and a different relationship between the car, its occupants and the road, while preserving the compact, purposeful spirit that defined the original.

The result is a vision of the Stratos for a new era of mobility, where its distinctive identity meets a new form of energy: **hydrogen fuel cell integration.**



2+2

NEW PROPORTIONS.
GREATER VERSATILITY.
SAME SPIRIT.

CONCEPTUAL SKETCHES

THE FIRST LINES OF A NEW STRATOS.

Every design begins with a line.

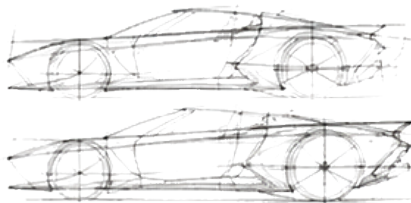
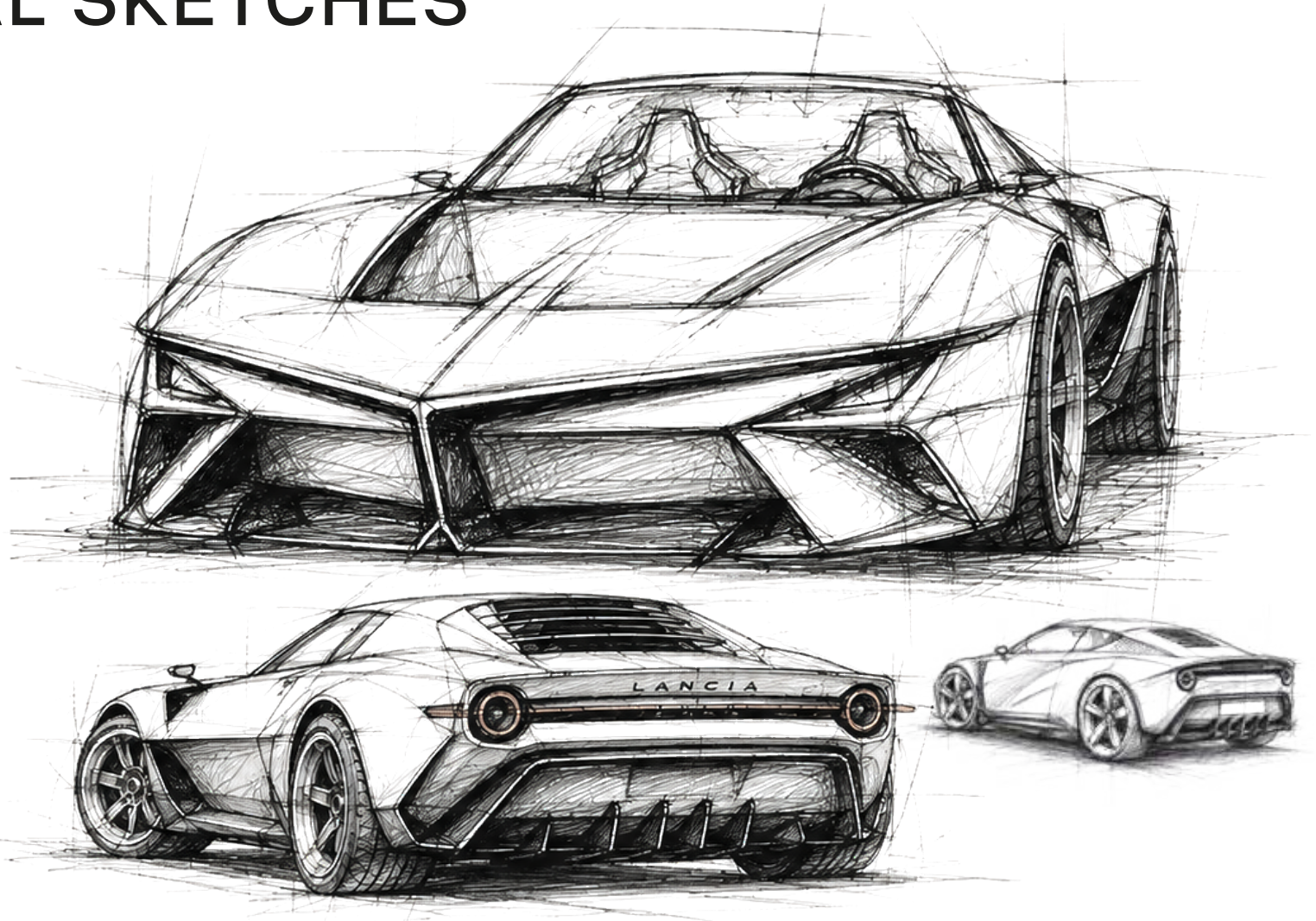
Before proportions are refined, surfaces are defined or technology finds its place, there is a moment when the idea exists only as a drawing.

The first sketches of the Stratos H2 explored the fundamental question of how to reinterpret the character of the original Stratos through a contemporary design language.

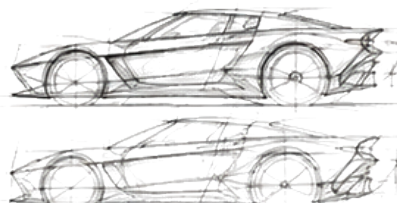
The aim was not to reproduce its shapes, but to capture its essence — the compact stance, the strong geometric character, the sense of movement and the unmistakable relationship between cabin and body.

From these initial lines, the exterior design began to take shape. Volumes, proportions and graphic elements were progressively explored, establishing the visual foundations of the Stratos HF.

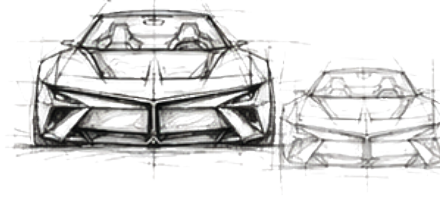
FROM THE FIRST LINE TO A NEW IDENTITY.



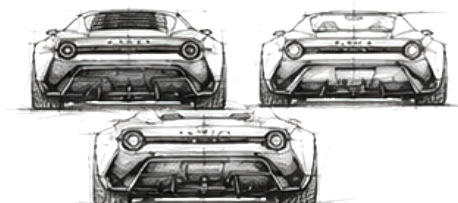
01. INITIAL PROPORTIONS



02. VOLUME EXPLORATION



03. FRONT IDENTITY STUDIES



04. REAR ARCHITECTURE STUDIES

FRONT VIEW & LIGHT SIGNATURE

ANALYSIS OF THE FRONT END AND LIGHTING.

The front of the Stratos HF is defined by a clean, sculptural and focused composition. It does not seek attention through excess, instead, it creates presence through precise proportions and a confident stance.

The low and wide front, tense volumes and inclined surfaces translate the heritage of the Stratos into a contemporary language, where aerodynamics and identity work together as one.

The light signature is the defining element of the front. A full-width horizontal LED bar spans the entire front, integrating the illuminated LANCIA logo and creating a continuous, unmistakable visual connection.

The triangular modules at each side integrate the main lighting elements with vertical DRLs, creating a technical and determined expression, day and night.

A NEW LIGHT.
THE SAME LEGACY.



The LED bar is precisely integrated into the geometry of the front, reinforcing the car's visual width and positioning the illuminated LANCIA logo as the central element of its identity.



The triangular modules combine the main lighting elements with vertical DRLs into a single sculptural graphic element, creating a technical, expressive and distinctive light signature.

DYNAMIC PROFILE & PROPORTIONS

A PURE AND RADICAL INTERPRETATION OF THE COUPÉ.

The profile of the Stratos H2 is shaped around a compact and purposeful coupé silhouette, where proportion, surface and volume work together as a single expression.

The design explores the balance between the muscular character of the original Stratos and the new Lancia design language — combining clean surfaces, sculptural volumes and a precise geometric definition.

Rather than reproducing the original forms, the H2 interprets their underlying principles. The strong wheel arches, compact stance and distinctive cabin remain essential to the character of the car, while the bodywork is redefined through a purer and more contemporary composition.

The 2+2 architecture introduces a new dimension to the Stratos concept. The additional rear seats are integrated into the overall volume without losing the compact visual character of the original two-seater, creating a more versatile interpretation of the coupé.

The silhouette is therefore conceived as a succession of carefully balanced forms, where soft and sensual surfaces meet more radical geometric elements — reflecting the contrast at the heart of Lancia Pu+Ra Design.

PURE PROPORTIONS.
RADICAL GEOMETRY.
A NEW STRATOS.



COMPACT STANCE

Low and wide proportions express stability, precision and performance.

CABIN POSITION

The cabin is set deep within the body, enhancing the coupé silhouette and focus.

SCULPTURAL SURFACES

Pure and clean surfaces intersect with strong geometric volumes.

TAIL DEFINITION

The fastback rear and short overhang reinforce the dynamic character.

COUPÉ SILHOUETTE	2+2 ARCHITECTURE	VOLUME BALANCE	WHEEL PROPORTIONS	AERODYNAMIC INTEGRATION
A compact and flowing profile captures the essence of the original Stratos while projecting a contemporary and timeless coupé identity.	The rear seats are seamlessly integrated into the architecture, expanding usability while preserving the car's compact and dynamic proportions.	The balance between the front, cabin and rear volumes creates a coherent and harmonious proportion, emphasizing length and stance.	Large diameter wheels and pronounced arches underscore the performance intent and give the car a planted and confident presence.	The surfaces and underbody shapes are designed to guide the airflow efficiently, improving stability and performance.

REAR VIEW & IDENTITY

A DISTINCTIVE REAR, BUILT AROUND ICONIC CIRCULAR LIGHTS.

The rear of the Stratos HF completes the visual identity of the car with a composition that is compact, technical and immediately recognisable.

The design takes inspiration from one of the most distinctive visual elements associated with the Stratos, the circular rear lights, reinterpreting them through a cleaner and more contemporary graphic language.

The circular light elements are positioned within a sculpted rear architecture, creating a strong contrast between geometric precision and the flowing surfaces of the bodywork. Their proportion and placement establish a clear visual signature, giving the car a distinctive presence from behind.

Below, the rear volume transitions into a technical lower section, where the diffuser becomes an integral part of the architecture rather than an isolated aerodynamic component. The resulting composition combines visual lightness above with a more grounded and purposeful lower structure.

The rear therefore follows the same design philosophy established throughout the Stratos H2: pure surfaces, precise geometry and carefully controlled details, bringing together heritage and a new interpretation of Lancia identity.

ICONIC CIRCULAR LIGHTS.
SCULPTURAL VOLUMES.
A DISTINCTIVE NEW REAR.



CIRCULAR LIGHT SIGNATURE	SCULPTED REAR VOLUME	TECHNICAL REAR STRUCTURE	INTEGRATED DIFFUSER	HERITAGE, REDEFINED
				
The circular rear lights reinterpret one of the most recognisable Stratos references through a clean, contemporary graphic element.	The rear bodywork is shaped as a continuous sculptural surface, creating visual tension between the compact tail and the wider rear stance.	The lower section introduces a more technical character, integrating aerodynamic elements directly into the overall rear architecture.	The diffuser is treated as part of the body design, creating a strong visual foundation while reinforcing the car's aerodynamic purpose.	The circular lighting reference connects the H2 to the visual memory of the original Stratos, while its execution belongs to a new Lancia design language.

PERSPECTIVES & DESIGN DYNAMICS

THE STRATOS HF IN THREE-QUARTER VIEW.

The three-quarter view reveals the Stratos HF as a complete design, bringing together its proportions, surfaces and graphic elements in a single composition.

From this perspective, the relationship between the front, cabin and rear becomes particularly expressive. The low nose leads into the compact cabin, while the sculpted bodywork creates a continuous visual flow towards the rear.

The pronounced wheel arches reinforce the car's stance and give the body a strong sense of movement, even when stationary. Light, shadow and changing surface tension define different character lines depending on the viewing angle.

The three-quarter perspective also reveals how the design balances soft and radical elements. Clean volumes create the main visual mass, while sharper geometric transitions provide tension and precision.

Rather than being defined by a single viewpoint, the Stratos H2 is designed to change character as it moves around the viewer, revealing new relationships between proportion, geometry and light.

ONE CAR.
MULTIPLE PERSPECTIVES.
A CONSTANTLY CHANGING FORM.

FRONT-REAR VISUAL FLOW

The main body surfaces create a continuous visual movement from the low front section towards the sculpted rear volume.

SCULPTURAL SURFACE TRANSITIONS

Light and shadow emphasise the changing tension of the bodywork, revealing different forms as the viewing angle changes.

CABIN INTEGRATION

The cabin is visually embedded within the body, reinforcing the compact character of the 2+2 architecture.

GROUNDING STANCE

Large wheels, compact overhangs and pronounced arches create a strong connection between the body and the road.

DYNAMIC GEOMETRY

Sharp graphic transitions intersect with softer surfaces, creating the contrast between purity and radicalism that defines the design.



EXTERIOR DETAILS & FINISHES

MATERIAL, PRECISION AND PERFORMANCE IN EVERY DETAIL.

The identity of the Stratos HF is not defined only by its overall proportions. It is also expressed through the details that connect form, material and function.

Carbon fibre is used throughout the exterior to introduce a technical contrast against the sculpted body surfaces. From the aerodynamic elements to the lower sections of the bodywork, these darker surfaces reinforce the car's performance-oriented character while adding visual depth to the design.

The wheels play an equally important role in defining the stance of the car. Their large diameter, sculpted five-spoke design and contrasting metallic and dark finishes complement the muscular proportions of the body and visually anchor the car to the road.

Small elements from the Lancia emblems to the aerodynamic surfaces, vents and trim details, are treated as part of a coherent design language rather than as isolated decorations.

The result is a balance between sculptural elegance and technical precision, where every visible material has a role in defining the character of the Stratos.

**CARBON FIBRE.
SCULPTED ALLOY.
PRECISION IN EVERY DETAIL.**



CARBON FIBRE ELEMENTS	SCULPTED FIVE-SPOKE WHEELS	MATERIAL CONTRAST	AERODYNAMIC DETAILS	SIGNATURE DETAILS
				
Exposed carbon fibre introduces a technical layer to the exterior, emphasising the aerodynamic components and creating contrast against the painted surfaces.	The large five-spoke wheels reinforce the car's powerful stance while combining a sculptural form with a distinctly technical character.	Painted surfaces, exposed carbon fibre, dark trim and metallic finishes create a controlled contrast that gives depth to the exterior design.	Side skirts, front splitters and rear aerodynamic elements are integrated into the bodywork, maintaining a visual connection between function and form.	Lancia emblems, lighting elements and carefully positioned graphic details provide visual continuity across the exterior.

AERODYNAMICS & FLOW STUDIES

SCULPTING THE AIR THROUGH VOLUME AND SURFACE.

The aerodynamic character of the Stratos is expressed through its volumes as much as through its individual aerodynamic elements.

Rather than treating airflow as something added to the design, the bodywork is shaped to create a continuous visual and functional relationship between the front, the cabin and the rear.

The low front section establishes the initial direction of the airflow, while the sculpted surfaces along the sides guide the visual movement towards the rear. Strong transitions around the wheel arches create tension within the bodywork, combining muscular volume with a sense of forward motion.

The lower body and side skirts reinforce this aerodynamic reading by visually lowering the car and creating a defined boundary between the body and the road.

At the rear, the bodywork progressively releases the visual tension created along the side surfaces, leading into the rear architecture and diffuser. The result is a form that appears to have been shaped by the movement of air itself.

**FORM SHAPES THE AIR.
AIR SHAPES THE FORM.**



AIRFLOW ENTRY

The low and wide front creates a controlled starting point for the airflow, while the sculpted nose establishes the car's aerodynamic direction.

SURFACES TRANSITIONS

Changes in surface tension guide the visual flow along the body, connecting the front volume with the rear architecture.

WHEEL ARCH VOLUMES

The pronounced wheel arches create muscular forms around the wheels while contributing to the continuous aerodynamic character of the body.

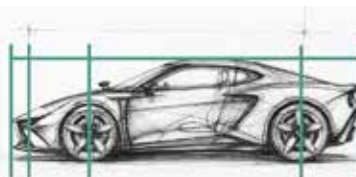
REAR AIR RELEASE

The rear volumes progressively converge towards the tail, creating a clear transition from the flowing side surfaces to the diffuser area.

LOWER BODY FLOW

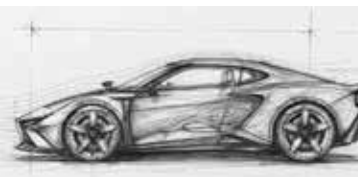
Side skirts and lower surfaces visually tighten the connection between the body and the road, reinforcing the car's low and purposeful stance.

VOLUME STUDY



Main volumes define the overall proportions and establish the relationship between the cabin, the wheelbase and the aerodynamic surfaces.

SURFACE FLOW



Surface tension and transitions guide the airflow along the body, creating a continuous movement from the front section to the rear.

UNDERBODY / DIFFUSER STUDY



The underbody is shaped to manage airflow efficiency, while the diffuser helps accelerate the air as it exits from beneath the car.

AIRFLOW DIRECTION STUDY



The overall airflow moves cleanly from the front intake area, over the cabin, and through the rear end, minimising turbulence and drag.

INTERIOR & COCKPIT

A LIVING SPACE,
REINTERPRETED FOR THE
AUTOMOBILE.

The interior of the Stratos HF translates the new Lancia design philosophy into a space conceived not simply as a cockpit, but as an environment to live in.

Inspired by the principles of Italian interior design, the cabin moves away from the traditional automotive language and creates a more welcoming and domestic atmosphere. The objective is to make the occupants feel surrounded by an environment that is elegant, warm and intuitive, closer to an Italian living room than a conventional cockpit.

The dashboard and central console are conceived as one continuous architectural element, flowing through the cabin and creating a natural relationship between the driver and passenger. Simple geometric forms, soft surfaces and carefully balanced proportions give the interior a sense of calm and visual coherence.

The choice of deep green surfaces combined with warm cream upholstery establishes a refined contrast between the exterior identity of the car and the more intimate character of the cabin. Materials, colours and textures are treated as fundamental elements of the design rather than as finishing details.

The 2+2 architecture extends this philosophy beyond the front seats. The entire passenger compartment is conceived as a cohesive space, where comfort, visual continuity and a sense of openness become part of the Stratos experience.

The result is an interior inspired by the idea of a room — a place where automotive design meets Italian living.



NOT JUST
A COCKPIT.
A ROOM
WITHIN THE
STRATOS.



THE LIVING ROOM

The cabin is conceived as a welcoming environment, drawing inspiration from the proportions, comfort and atmosphere of an Italian living space.

ARCHITECTURAL CONTINUITY

The dashboard flows naturally into the central console, creating a continuous architectural structure rather than a collection of separate automotive components.

MATERIAL & ATMOSPHERE

Deep green surfaces, warm upholstery and refined details create a tactile and visually coherent environment, balancing contemporary design with Italian warmth.

2+2 SPACE

The additional rear seating becomes part of the overall cabin architecture, extending the idea of the Stratos into a more versatile and inhabitable space.



MATERIALS, COLOURS & TEXTURES

A PALETTE INSPIRED BY ITALIAN LIVING.

The material language of the Stratos HF is conceived as an extension of its interior architecture.

Rather than treating colour, texture and material as finishing elements, they become fundamental components of the space, defining its atmosphere, proportions and relationship with the occupants.

The combination of deep green surfaces with warm earthy tones creates a dialogue between the technical character of the Stratos and the welcoming atmosphere of an Italian interior. The darker green establishes continuity with the exterior identity of the car, while the warmer tones introduce softness, depth and a sense of familiarity.

This approach follows the principles of Lancia's new design philosophy, where automotive interiors are increasingly influenced by Italian furniture, architecture and contemporary living spaces. Simple geometries, carefully selected materials and coherent colour relationships replace the traditional idea of an interior made simply from automotive components.

Texture becomes equally important. Soft upholstery, structured surfaces, exposed technical materials and subtle metallic details create layers within the cabin, allowing the interior to be experienced not only visually, but also through touch.

The result is an interior where colour and material work together as part of the architecture, creating a space that feels contemporary, refined and distinctly Italian.



DEEP GREEN

The dominant tone of the interior, connecting the cabin with the exterior identity of the Stratos H2 and creating a sense of depth and continuity.



WARM EARTH TONES

Cream and natural tones introduce warmth and balance, softening the technical character of the cabin and creating a more welcoming atmosphere.



SOFT TEXTURES

Upholstery and tactile surfaces bring the language of Italian furniture into the automotive environment, reinforcing the sense of comfort and craftsmanship.



TECHNICAL MATERIALS

Carbon fibre, dark structural elements and precise metallic details provide contrast, preserving the performance-oriented character of the Stratos.



MATERIAL CONTINUITY

The relationship between colours, textures and surfaces creates a coherent visual language throughout the cabin, rather than a collection of independent elements.

COLOUR IS NOT DECORATION.
IT IS PART OF THE ARCHITECTURE.



THE POWER OF H₂

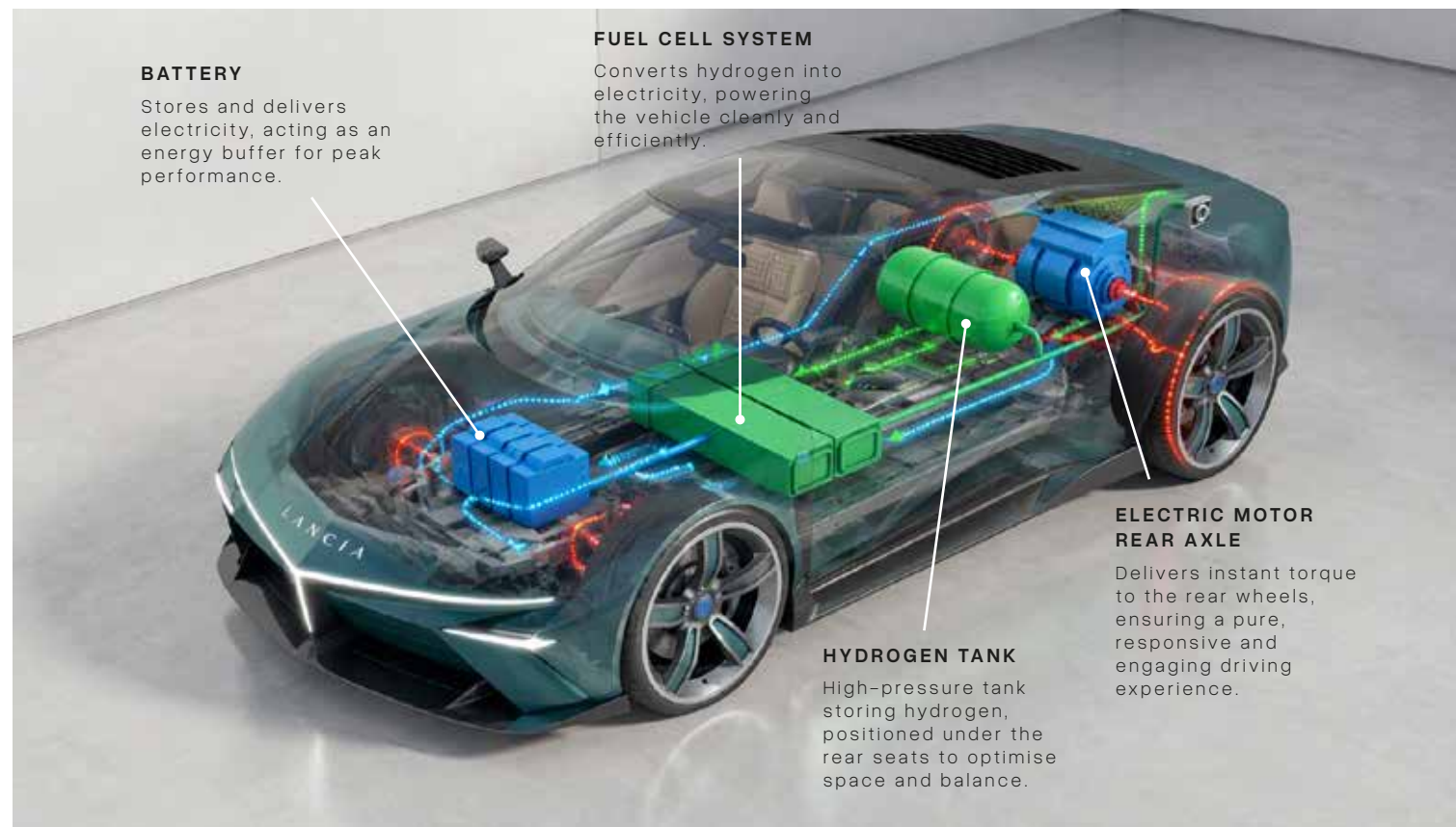
A NEW ENERGY FOR THE STRATOS.

The original Stratos was defined by its relationship with performance. The Stratos HF reinterprets that relationship through a new form of energy.

Hydrogen becomes the central element of this new vision, introducing an alternative approach to performance while maintaining the emotional character expected from a Stratos.

The result is a concept where heritage and future technology meet through a single idea: performance powered by a different energy.

A DIFFERENT ENERGY. THE SAME PASSION FOR PERFORMANCE.



A DIFFERENT ENERGY. THE SAME PASSION OF PERFORMANCE.

■ ELECTRICITY

Electricity is generated by the fuel cell and stored in the battery, or delivered directly to the electric motors to drive the wheels.

■ HYDROGEN

Hydrogen is stored in high-pressure tank and supplied to the fuel cell, where it reacts with oxygen to generate electricity.

■ PROPULSION

Electric motors deliver instant torque to the wheels, ensuring a pure, responsive and engaging driving experience.

CLEAN ENERGY. REAL PERFORMANCE.

ZERO EMISSIONS ATE THE POINT OF USE

The only by-product is water vapour, for a cleaner future and a more sustainable mobility.

HIGH ENERGY DENSITY

Hydrogen allows a remarkable energy storage capability in a compact volume, ideal for a high performance vehicle.

FAST REFUELLING

Refuelling in just a few minutes offers the same convenience as conventional vehicles.

PERFORMANCE WITHOUT COMPROMISE

Instant torque delivery, smooth power and high efficiency for an authentic Stratos driving emotion.

BUILT-IN SAFETY

Advanced storage systems and rigorous safety standards ensure the highest level of protection.

THE STRATOS EXPERIENCE

BEYOND THE NUMBERS.

The Stratos has never been defined by numbers alone.

It is defined by the way it moves, the way it responds, and the feeling it creates behind the wheel. The Stratos HF carries that spirit forward, translating the unmistakable character of its predecessor into a new interpretation of performance and driving emotion.

Its compact proportions, low stance and focused architecture are shaped around one central idea: the connection between driver, machine and road.

Every surface is designed to communicate movement. Every line contributes to a sense of purpose. And every detail works together to create an experience that feels immediate, precise and unmistakably Stratos.

The HF is not simply an evolution of a legendary shape.

It is an evolution of the Stratos experience.

A car created not only to be seen but to be experienced.



THE FUTURE OF A LEGEND

A LEGEND REIMAGINED.
A NEW CHAPTER BEGINS.

The spirit of Stratos lives on.

Reinterpreted through a new generation of design,
technology and emotion, the Stratos HF looks beyond
its heritage while remaining faithful to the character
that made the original an icon.

Not a return to the past.
Not a replica of what came before.

A vision of what the Stratos could become.



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LANCIA

TOOLS:
GRAPHITE
ADOBE ILLUSTRATOR®
ADOBE PHOTOSHOP®
AI-ASSISTED VISUALIZATION