Among the issues affecting the design process of a vehicle, there is the lack of multidisciplinary knowledge among the different teams involved. This often leads to the risk of losing important key points from the initial concept idea of designers to the final vehicle package definition made by engineers. Therefore, this study builds up a method based on parameters defining exterior aesthetic priorities according to car segment to support engineers involved in the automotive design process. In particular, during the early design-engineering phase, this method should help them to understand better vehicle proportions defined by designers. This work is currently used in the course of design and simulation of road vehicles (Chair of Automotive Technology, TUM) to explain fundamentals of automotive design.