



FIAT CHRYSLER AUTOMOBILES

FCA US LLC Drive For Design Contest
presented by FCA US LLC Product Design

Drive for Design Guidelines

PROJECT BRIEF: Design a Dodge Vehicle 30 Years In The Future

ELIGIBILITY: Entrants must be a legal US resident in grades 10 -12 currently attending a U.S. high school.

SUBMITTING ENTRIES: WWW.FCADRIVEFORDESIGN.COM

- Submit as a .pdf or .jpg, any medium accepted , size no larger than 11" X 17"
- Can only submit one final design
- Submission form closes at 12 a.m. Eastern time on Friday, April 28, 2017
- Entry must not contain material that violates or infringes another's rights, including but not limited to, privacy, publicity or intellectual property rights, or that constitutes copyright infringement;
- Must be the original work of Entrant

TIMING AND DEADLINES:

- **February 7, 2017 – Contest start date. Begin submissions.**
- **April 28, 2017 – Entries due via FCADriveForDesign.com**
- **June 16, 2017 – Winners announced**
- **June 16, 2017 – Winners awarded at the EyesOn Design Vision Honored Black Tie and Silent Auction**

PRIZES/AWARDS:

Three winners will be selected and must be present or have a representative* at the EyesOn Design Vision Honored Award Ceremony in Grosse Pointe, MI to accept his/her prizes.

First Place Prizes

- \$50,000 scholarship to Lawrence Technological University (to be awarded by Lawrence Technological University; available ONLY to a student who is currently a junior and must be officially admitted to LTU for Fall 2018)**
- Three-day/two-night stay in Michigan (includes flight, hotel, and rental car for any winner who lives more than 50 miles from Detroit)

- Two week summer automotive design course at Lawrence Technological University (includes housing, meals and field trips)
- Guests at EyesOn Design Vision Honored Black Tie and Silent Auction, along with FCA design team members
- Three passes to EyesOn Design Car Show in Grosse Pointe, Michigan
- MacBook Pro

Second and third Place Prizes:

- Three-day/two-night stay in Michigan (includes flight, hotel, and rental car)
- Two week summer automotive design course at Lawrence Technological University (includes housing, meals and field trips)
- Guests at EyesOn Design Vision Honored Black Tie and Silent Auction , along with FCA design team members
- Three passes to EyesOn Design Car Show in Grosse Pointe, Michigan
- Apple iPad Pro and Apple Pencil

Judging

- After an initial screening, submissions will be judged by a panel of qualified judges from the FCA US Product Design Office (“Judges”). The Judges will evaluate each Finalist’s entry according to the following weighted criteria: (1) “Craftsmanship” – 25%, (2) “Design Quality” – 25%, (3) “Illustration” – 25% and (4) “Originality” – 25%. The Finalist with the highest overall score from the Judges will be deemed the potential first prize winner. The Finalists whose entries receive the next two highest scores from the Judges will be deemed potential Second and Third place winners. All winners are deemed potential winners pending verification of eligibility and compliance with these guidelines, as determined by FCA US, at its sole discretion.

General Rules

- The decisions of FCA US shall be final and binding in all matters pertaining to the Contest
- Must not contain material that violates or infringes another’s rights, including but not limited to, privacy, publicity or intellectual property rights, or that constitutes copyright infringement;
- Must be the original work of Entrant

*A representative from FCA US may accept prizes for a student if he/she is unable to attend the awards event on June 16, 2017 in Grosse Pointe. MI.

**LTU Scholarship will be awarded to the first place winner if they are currently a high school junior who is completing the LTU admissions process and officially admitted. Scholarships are to be used to attend LTU’s Transportation or Industrial Design Program in Fall 2018. Scholarship will be spread out over 4 years pending acceptance to LTU (\$12.5K per year for a total of \$50K for four years). If first place does not qualify, this award will be given to the next highest qualifier in the contest. No cash equivalent will be awarded in lieu of scholarship. Winner must meet all admissions criteria of LTU and be admitted as a full time student. Prize is supplied by LTU.

Students can follow all competition news on Facebook, Twitter and Instagram using the hashtag #DriveForDesign.

Questions? Contact DriveForDesign@FCAGroup.com

By submitting an entry, each Entrant agrees to be bound by these Official Rules and that his or her entry conforms to the entry guidelines and restrictions set forth in these Official Rules ("Entry Requirements") and that FCA US LLC may, at its sole discretion, disqualify him or her from the Contest if FCA decides that his or her entry fails to conform to the Entry Requirements or any other provision of these Official Rules. FCA's decisions regarding application and interpretation of these Official Rules shall be binding and final. Each entrant into the Contest (and his or her parent or legal guardian, if the entrant is under the age of majority in his or her state of residence [a "minor"]) hereby irrevocably grants, transfers, sells, assigns and conveys to FCA, its successors and assigns, all present and future right, title and interest of every kind and nature whatsoever, including, without limitation, all patents, design patents and copyrights, and all rights incidental, subsidiary, ancillary or allied thereto (including, without limitation, all derivative rights) in and to the entry for exploitation throughout the universe, in perpetuity, by means of any and all media and devices whether now known or hereafter devised. FCA shall have the right, in its sole discretion and without owing any additional consideration to entrant, to edit, composite, morph, scan, duplicate, alter, use or otherwise exploit each entry for any purpose which FCA deems necessary or desirable, and each entrant irrevocably waives any and all so-called moral rights they may have therein. Each entrant hereby acknowledges that such entrant does not reserve any rights in or to the entry. If FCA shall desire to secure additional assignments, certificates of engagement for the entry or other documents as FCA may reasonably require in order to effectuate the purposes and intents of these Official Rules, then each Entrant agrees to sign the same upon Sponsor's request therefor.