



**FCA US LLC Drive for Design Contest**  
presented by FCA US LLC Product Design  
**Drive for Design Guidelines**

**PROJECT BRIEF:** Ram trucks are like tools. They are designed to serve a specific purpose and/or perform a specific function.

Whether it's for carting around a big family, hauling tools to the jobsite, towing your boat, or delivering packages.

Ram trucks are "Built to Serve."

We want to see your vision for a Ram truck of the future.

What purpose does it serve?

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

**SUBMITTING ENTRIES:** [WWW.FCADRIVEFORDESIGN.COM](http://WWW.FCADRIVEFORDESIGN.COM)

- Submit as a .pdf or .jpg, any medium accepted, size no larger than 11" X 17"
- Submit only one final design
- Interior or exterior design is acceptable
- Deadline for submission is Friday, May 1, 2020 at 12 a.m. Eastern
- Entry must not contain material that violates or infringes upon another's rights, including but not limited to, privacy, publicity or intellectual property rights, or that constitutes copyright infringement
- Submission must be the original work of the entrant

**TIMING AND DEADLINES:**

- February 20, 2020 – Contest start date. Begin submissions
- May 1, 2020 – Entries due via FCADriveForDesign.com
- May 8, 2020 – Winners announced
- June 20-June 22, 2020 – Winners' travel to Detroit, Michigan

**First Place Prize:**

- Three-day/two-night stay in Michigan (includes flight, hotel and rental car for any winner and their legal guardian who lives more than 50 miles from Detroit)
- Exclusive winner's dinner with the FCA design team

- Junior judge participants in EyesOn Design Car Show in Grosse Pointe, Michigan, on June 21, 2020. Includes three passes
- Day of Design – a behind-the-scenes visit to FCA’s Design Studios
- Scholarship to attend the College for Creative Studies Precollege Summer Experience Transportation Design program, which runs July 13-31, 2020. The award includes three weeks of faculty-led automotive-design studio class, three transferable college credits, materials, housing, all meals, and activities
- Wacom MobileStudio Pro 16

**Second and Third Place Prizes:**

- Three-day/two-night stay in Michigan (includes flight, hotel and rental car for any winner and their legal guardian who lives more than 50 miles from Detroit)
- Exclusive winner’s dinner with the FCA design team
- Junior judge participants in EyesOn Design Car Show in Grosse Pointe, Michigan, on June 21, 2020. Includes three passes
- Day of Design – a behind-the-scenes visit to FCA’s Design Studios
- Scholarship to attend the College for Creative Studies Precollege Summer Experience Transportation Design program, which runs July 13-31, 2020. The award includes three weeks of faculty-led automotive-design studio class, three transferable college credits, materials, housing, all meals, and activities
- 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-place 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 and at its sole discretion
- The decisions of FCA US shall be final and binding in all matters pertaining to the contest

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

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.