

MULTIPLE DISCIPLINES

MICHELIN CHALLENGE DESIGN 2018

DEADLINE

01 JUN 2017

ENTRIES CLOSED

POSTED	ENTRY FEE	ONLINE
28 Nov 2016	SEE ARTICLE DETAILS	VISIT ORGANIZER

DETAILS / KEEP FOR REFERENCE

SOURCE: GRAPHIC COMPETITIONS

Michelin North America is proud to announce the annual international Michelin Challenge Design to celebrate, promote, publicize and give visibility to original creative thinking and innovation in vehicle design.

By embracing and supporting design, Michelin aims to establish a closer relationship with the design community, combining technical innovation with transportation design to create vehicles that consumers want to buy and will enjoy driving. Michelin challenges the international design community, individuals, small and large companies and universities, to enthusiastically create innovative and aesthetically pleasing design solutions that will meet the theme requirements of the Michelin Challenge Design 2018.

Theme of this edition is: Mobility/Utility/Flexibility - Designing for the Next Global Revolution.

The 2018 Michelin Challenge Design invites you to design a revolutionary pickup truck with the size, performance, versatility and distinctive new features that will dramatically increase sales by appealing to new customers and regions of the world that you identify.

Your entry should address:

• What makes your design revolutionary? • Who is the customer? • What innovations have you incorporated into your design? • What region of the world have you chosen? Why? • How will your design appeal to them and what needs does it recognize?

Submissions remain the property of the entrants.

There is no entry fee.

ELIGIBILITY

Open worldwide to OEM design studios, Independent design studios, Individual designers, Academic Transportation Design students and teams, Automotive suppliers.

PRIZE

The best vehicle designs will receive recognition on the official website of the competition and Michelin Challenge Design displays and events. The creator(s) of the best design for 2018, will be invited to attend the 2018 North American International Auto Show (NAIAS-Detroit).