

# Michelin Challenge Design 2018

Category: [Multiple Disciplines](#)

Deadline: June 1, 2017

Website: <https://bit.ly/3qvKTVd>



*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:**

â€¢ What makes your design revolutionary?

â€¢ Who is the customer?

â€¢ What innovations have you incorporated into your design?

â€¢ What region of the world have you chosen? Why?

â€¢ 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)**.

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