

**auto®**

**DESIGN CHALLENGE**

**URBAN E $\mu$ V**

Auto(r) Design Challenge is annual design competition organised by Auto(r) Automotive Design Conference. Started in 2009, last year 104 projects participated.

## WINNERS SO FAR

- 2011 Design Challenge: New car body type for transition economies in 2020  
Young designer category: Mirko Vujičić (Bosnia & Herzegovina), ON  
Professional designer category: David Olsen (USA), OUT
- 2010 Design Challenge: Automobile for senior citizens  
Young designer category: Zdenko Vukoja (Croatia), Step
- 2009 Design Challenge: Automobile for generation born 1990  
Young designer category: Elvis Tomljenović (Croatia), MOY



## AUTO(R) 2012 DESIGN CHALLENGE: CREATE URBAN ELECTRIC MICRO VEHICLE.

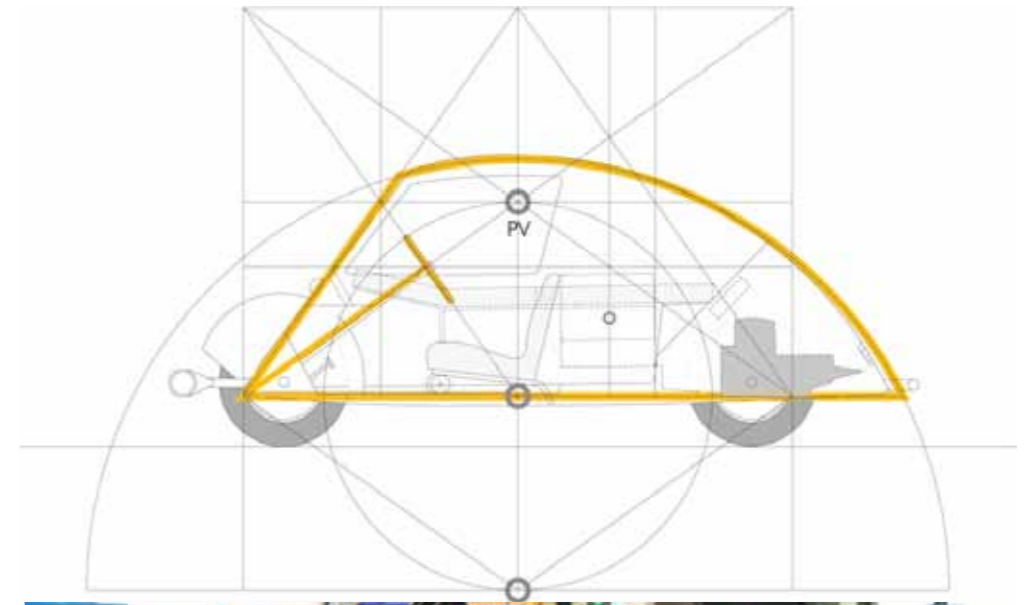
Urban mobility market is booming. By 2015 thirty million scooters will be sold annually. People are buying them to move fast through urban traffic, to park where car can't and to save on fuel. In the same time, many commuters don't choose two wheelers because they're neither comfortable nor driveable in all weather. This niche is so big that manufacturers started to create vehicles just for them. Motorcycle companies experiment with bigger and automotive with smaller vehicles. They all fight for same people.

We challenge you to create the most desirable urban vehicle of them all.

### REQUIREMENTS

Every project MUST include following:

- Ground-based vehicle - no flying saucers please
- Three or four wheels - since this is a microcar, perhaps you'd like to think trike a like?
- Small footprint - easy to move around and easy to park is essential in big city
- Single seated or tandem (1+1 or 2 seats) - 90% of commuters ride alone, but people like to have possibility to give someone a ride
- Enclosed cabin - nobody won't to get wet or cold, but that doesn't mean open vehicles are not welcome, as long as they have roof, soft or hard
- Small boot capacity - what do you carry around city? Laptop, sport bag, shopping bags...
- Electric vehicle - they're just must have these days
- Excellent style - beside the fact this is design challenge, there is no excuse for bad design



## URBAN MOBILITY OR BUBBLE CAR

Urban mobility is big thing right now, but traffic jams are here since Babylon. Hundred years ago Peugeot hired Ettore Bugatti, than young Italian engineer, to create small car for Paris. After WWII average European couldn't afford car, so in 50es and 60es a lot of budget microcars emerged. They were nicknamed "bubble cars". In recent years, due to social changes, microcars became are coming back. For inspiration, in following pages you can find several recent examples and some of the most interesting historical tiny vehicles.





LUMENEO

*Innovation  
pour la mobilité  
individuelle*



Lumeneo Smera / production, 2008



Segway P.U.M.A. / concept, 2009



Renault Twizy / production, 2011



KTM E3W / concept, 2011



Opel RAK e / concept, 2011



Volkswagen Nils / concept, 2011



Audi Urban Concept / concept, 2011



BMW C1 / production, 2001



Piaggio MP3 / production, 2006



Gordon Murray T.25 City Car / concept, 2009



Honda 3R-C / concept, 2011



Ettore Bugatti for Peugeot, B b  Type BP1 / production, 1913



Le Corbusier Voiture Minimum / ideation, 1936



Paul Arzens L' uf  lectrique / concept, 1942



Iso Isetta / production, 1953



Messerschmitt KR175 / production, 1953



Nardi- Giannini 750 Bisiluro / one-off racing car, 1955



Voisin Biscuter / production, 1964



Suzuki Microutilitaria Italdesign / concept, 1969



Syd Mead for Philips / ideation, 1970



William Towns Townscar / concept, 1972

## **AUTO(R) DESIGN CHALLENGE RULES**

1. Project submission deadline is 15 April 2012 at midnight by CET
2. Winner will be chosen by automotive design experts and speakers at Auto(r) 2012 Automotive Design Conference. Full jury list will be published later
3. Participants are divided in two categories, according to their work experience:
  - 3.1. Professionals – one who works or have worked in automotive industry, including internship
  - 3.2. Young designers – one who never worked or obtained internship in automotive industry
4. One person can submit more projects and more people can submit one project
5. Submission has to contain: project title, short description in English language, author name and surname. When submitting your work state category you apply for (3.1. or 3.2.)
6. Responsibility for branding is upon contenders
7. Presentation has to be submitted on one B1 portrait format in digital form, ready for print at: [info@scuderiazagreb.com](mailto:info@scuderiazagreb.com). You can send file or link for download.

## **AWARD**

Unfortunately we don't have budget for material award. We will backup best projects with promotion. Auto(r) is the biggest automotive design conference in Europe, CarDesign.Ru is the largest online automotive design community and GrabCAD is largest online mechanical design engineers community. Best projects will be shown on exhibition during Auto(r) event and partner website will write on best works. Auto(r) had coverage in 300 various media from 42 countries so far.

## **CONTACT**

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## ORGANISERS

# auto®

First staged in 2009, Auto(r) is one of the world's most important automotive design conferences and the biggest one in Europe. This is world only event where automotive designers address to people who are not professionally connected with automotive industry. This mass orientated conference mission is to promote automotive design as part of industrial design and to popularize automotive culture in general. Number of visitors is constantly growing and event itself became automotive think-tank. It offer unique networking opportunity and has proven as place where new ideas are born.

[AutomotiveDesignConference.com](http://AutomotiveDesignConference.com)

## CARDESIGNCOMMUNITY

Design, news, portfolios and creative jobs

Founded in 2001 in Russian language, CarDesign.ru is the largest online automotive design community. In 2010 sister site in English language was started under name CarDesignCommunity.com. Through time CarDesign.ru gained mythical status worldwide thankfuly to amazing sketches and fresh ideas submitted by its readers and rare photos in history section. While Russian edition has 280.000 unique visitors per month, international edition has 30.000 with 30% grow per month. Community include 8.000 forum registered participants, 40.000 pictures in designers portfolios and 150.000 high resolution photos

[CarDesignCommunity.com](http://CarDesignCommunity.com)  
[CarDesign.ru](http://CarDesign.ru)

# GRABCAD

GrabCAD is the largest online community by, and for, Mechanical Design Engineers. Whether you are an engineer looking to share your talent and designs with the world, a customer looking to crowd-source solutions to your toughest design problems from our 100,000 and growing membership, in need of contracting directly with an engineer for ad-hoc design work in lieu of a full-time hire, or you simply wish to download from our extensive catalog of free models, GrabCAD brings the power of the web to all your mechanical design needs.

[GrabCAD.com](http://GrabCAD.com)



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## DESIGN CHALLENGE

### URBAN E $\mu$ V



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