



Michelin Challenge Design™ 2009

Michelin Challenge Design 2009 Theme:

Brave + Bold: America's Next Iconic Vehicle

Unique - Emotional - Courageous

Michelin invites you to design America's next iconic vehicle! Uniqueness emotional appeal, design courage and technical execution are elements that will be evaluated by a distinguished panel of experts from the industry.

Additional consideration will be given to entries that also include:

- At least one rendering illustrating a component assembly that incorporates the tire, wheel and suspension system where the wheel diameter must appear larger than what it would normally be for a corresponding tire seat diameter.
- At least one attribute that would qualify this vehicle as being significantly more environmentally friendly than current production vehicles.
- At least one attribute that would qualify this vehicle as providing its occupants and/or other road users with increased levels of safety relative to current production vehicles.

To be considered by the jury, each entry should include the following:

- Renderings illustrating your interpretation of America's next iconic vehicle.
- A brief description of your concept design including technologies or other elements that best describe how your design solution will meet the theme requirements.
- Attributes that benefit safety and the environment, as well as the tire/wheel component assembly, need to be clearly illustrated through complementary renderings as well as a brief description of their respective concepts and benefits.

To register for the Michelin Challenge Design, please complete the following questionnaire:

Note: For those registrants who are less than the age of majority in their state, province or country, this Questionnaire must be signed by the registrant's parent or legal guardian. Deadline for submitting this form is April 16, 2008.

Note: If more than one person designed this entry, their name(s) and information must appear on this form.

Name(s) _____

Title (if applicable) _____

Company (if applicable) _____

Postal Address _____

City, State, Postal Code, Country _____

E-Mail _____

Phone _____ Fax _____

What is the current form of your design solution, today?

- Concept in full-size form
- Concept model in scale
- Sketches, computer generated renderings, engineering drawings

What is the current status (today) of your proposed design solution?

- Not started
- Currently in design development
- Design completed, manufacturing, marketing and sales plans in development
- Design completed, manufacturing, marketing and sales plans completed
- Design completed, manufacturing, marketing and sales plans completed, beginning construction
- Design solution completed and is ready for display and/or sale

If selected, my design concept will be available in the following form to display at the NAIAS in January 2009:

- Concept in full-size form
- Concept model in scale
- Sketches, computer generated renderings, engineering drawings

Will funding be available in order to complete work by November 1, 2008 for display at the NAIAS in January 2009?

Please note that Michelin will not provide concept funding.

- Yes
- No

Will your design concept be presentable as of November 1, 2008?

- Yes
- No

Will you and/or your company allow Michelin to display your work at NAIAS, in advertising, public relations and other communications activities and sign an appropriate release for these purposes?

- Yes
- No

How did you hear about Michelin Challenge Design?

- | | |
|---|---|
| <input type="checkbox"/> Michelin Challenge Design web site | <input type="checkbox"/> North American International Auto Show |
| <input type="checkbox"/> Past Michelin Challenge Design Entry | <input type="checkbox"/> Design Publication |
| <input type="checkbox"/> Media Publication | <input type="checkbox"/> School/University |
| <input type="checkbox"/> Car Design News web site | <input type="checkbox"/> Other: _____ |

Please submit completed Questionnaire to Michelin Challenge Design:

Fax: 248-816-2887 (or) Mail: c/o Event Management Corp., 1500 W. Big Beaver Road, Ste #102, Troy, MI 48084 USA.

Please email photographs, drawings and/or computer-generated images of your concept to **design@emcpr.com**. Initial photographs, drawings and/or computer-generated images must be submitted by April 16, 2008 in order to be considered for entry into the Michelin Challenge Design.

Based on your answers to the above questions, Michelin will advise you of your entry status.