

## **FCA US Product Design Office Kicks Off Fifth Annual 2017 'Drive for Design' Contest**

- Drive for Design contest invites all U.S. high school students in grades 10-12 to design a Dodge vehicle 30 years in the future
- \$50,000 scholarship to Lawrence Technological University awarded to first-place winner
- Additional prizes include a two-week summer automotive design course at Lawrence Technological University, all-expense-paid trip to the EyesOn Design Automotive Design Exhibition and more
- Student entries must be submitted by April 28, 2017, via [www.FCAdrivefordesign.com](http://www.FCAdrivefordesign.com)

February 7, 2017, Auburn Hills, Mich. - On your mark. Get set. Go! The FCA US Product Design Office is looking for aspiring young artists with a passion for automotive design to gear up and participate in the 2017 "Drive for Design" contest.

Returning for the fifth consecutive year, the 2017 Drive for Design contest challenges all U.S. high school students in grades 10-12 to design a Dodge vehicle 30 years in the future. The FCA design team is proud to partner with EyesOn Design and Lawrence Technological University for this year's contest.

"Five years ago, we created Drive for Design to connect with young art students and make them aware of careers in automotive design," said Mark Trostle, Head of Performance, Passenger Car and Utility Vehicle Design, FCA – North America. "This year, we are joined by Lawrence Technological University and EyesOn Design, both locally based organizations that share our passion to excite, educate and inspire students."

EyesOn Design focuses on the automotive community and students coming together to commemorate, reflect and appreciate the craftsmanship and beauty of vehicle design. Winners will receive their awards on Friday, June 16 at the organization's "Vision Honored" Black Tie and Silent Auction, an annual event that kicks off the EyesOn Design Automotive Design Exhibition that takes place each Father's Day weekend at the Edsel and Eleanor Ford House in Grosse Pointe Shores, Michigan. This year's event goes hand-in-hand with the Drive for Design contest as each focuses on "30 years in the future."

In addition, the FCA US Product Design Office is partnering with Lawrence Technological University (LTU), a private university that offers more than 100 programs through the doctoral level in its Colleges of Architecture and Design, Arts and Sciences, Engineering, and Management. LTU is offering a \$50,000 scholarship award and a two-week summer automotive design course to contest winners.

Just like the real world of automotive design, Drive for Design entrants face a challenging deadline. Entries must be submitted by April. 28, 2017, via [www.fcadrivedesign.com](http://www.fcadrivedesign.com).

Three winners will receive the following prizes.

### **First place:**

- \$50,000 \*scholarship to Lawrence Technological University in Southfield, Michigan (must meet college entry requirements)
- Two-week summer automotive design course at Lawrence Technological University (includes housing, meals and field trips)
- Three passes to the EyesOn Design Vision Honored Black Tie and Silent Auction, along with FCA design

team members

- Three passes to the EyesOn Design Automotive Design Exhibition in Grosse Pointe Shores, Michigan
- Three-day/two-night stay in Michigan (includes flight, hotel and rental car)
- An Apple MacBook Pro

\*Scholarship awarded by Lawrence Technological University available only to student who is currently a junior and must be admitted to LTU for Fall 2018.

#### **Second and third places:**

- Two-week summer automotive design course at Lawrence Technological University (includes housing, meals and field trips)
- Three passes to the EyesOn Design Vision Honored Black Tie and Silent Auction, along with FCA design team members
- Three passes to the EyesOn Design Automotive Design Exhibition in Grosse Pointe Shores
- Three-day/two-night stay in Michigan (includes flight, hotel and rental car)
- An Apple iPad and Apple Pencil

Contest rules and information can be found at [www.fcadrivedesign.com](http://www.fcadrivedesign.com).

Updates will be posted on the FCA US Facebook page at [facebook.com/FiatChrysler.NorthAmerica](https://facebook.com/FiatChrysler.NorthAmerica), Twitter [@FiatChrysler\\_NA](https://twitter.com/FiatChrysler_NA) and Instagram [@FiatChrysler\\_NA](https://www.instagram.com/FiatChrysler_NA), using the hashtag #DriveForDesign.

#### **About EyesOn Design**

A benefit for the Detroit Institute of Ophthalmology (DIO), a not-for-profit corporation, EyesOn Design is a major source of revenue for the DIO's research, education and support group programs for the visually impaired. The DIO is a division of the Department of Ophthalmology of the Henry Ford Health System.

#### **About Lawrence Technological University**

Lawrence Technological University was born 80 years ago in the middle of an innovation explosion that would change the world. None other than Henry and Edsel Ford helped launch the revolutionary experiment that would become LTU, providing guidance and space in their sprawling former Model T assembly plant for the fledgling school.

Today, the school is still changing the world. Since those early beginnings students and alumni have gone on to design and engineer the tools, buildings and products that helped define their generations. And tomorrow's LTU students will do the same.

Lawrence Tech is about "Theory and Practice" – taking abstract ideas into the real world to solve tomorrow's problems. Its reputation comes as much from what we're doing now as it does from our storied past.

If you're a thinker, a visionary, a builder ... if you're curious ... then you're Lawrence Tech. Come roll up your sleeves and dive in at one of the nation's best schools for engineering, architecture, science and applied technology.

#### **About Drive for Design**

Launched in 2013, the FCA US Product Design Office created its Drive for Design contest as an innovative way to educate young artists about careers in automotive design. Starting locally in Detroit, Drive for Design has grown to become a national contest that has awarded talented students with prizes and unique opportunities to help further develop their design skills.

#### **About FCA US LLC**

FCA US LLC is a North American automaker based in Auburn Hills, Michigan. It designs, manufactures, and sells or distributes vehicles under the Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo brands, as well as the SRT performance designation. The Company also distributes Mopar and Alfa Romeo parts and accessories. FCA US is building upon the historic foundations of Chrysler Corp., established in 1925 by industry visionary Walter P. Chrysler and Fabbrica Italiana Automobili Torino (F.I.A.T.), founded in Italy in 1899 by pioneering entrepreneurs, including Giovanni Agnelli. FCA US is a member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. (NYSE: FCAU/ MTA: FCA).

FCA is an international automotive group listed on the New York Stock Exchange under the symbol “FCAU” and on the Mercato Telematico Azionario under the symbol “FCA.”

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