

Autorama Contest: Students Design Chrysler Car for 2030

by Irena Granaas

The next wave of young automotive design talent will have an opportunity to showcase their best work at the 2013 Autorama, as Detroit kicks off the legendary hot rod show March 8 at Cobo Hall.

The Autorama High School Design Competition, created in partnership between Chrysler and the College for Creative Studies in Detroit, is open to all high school students currently attending a Detroit Public School.

The challenge: To design a future luxury Chrysler brand vehicle for the year 2030. With the contest being managed by Chrysler's Product Design Office (PDO) in Auburn Hills, student entrants were encouraged to draw their inspiration from Detroit's history and passion for the automobile, and to reflect upon Chrysler's "Imported from Detroit" advertising campaign.

"This is one of the ways the Chrysler Product Design group is leading new efforts to further showcase the automotive spirit of the Motor City," said Mark Trostle, head of Design for SRT Brand, Motorsports and Mopar.

Sponsors for the contest include the College for Creative Studies in Detroit, the Detroit Autorama and United Way for Southeastern Michigan.

"This year, our product design team has been looking at creative ways to further support United Way for Southeastern Michigan as part of our overall corporate initiatives to help improve lives for people and communities in need," said Ralph Gilles, senior vice president - Product Design.

"With additional help from the College for Creative Studies and one of the best custom car shows in the world - our own Detroit Autorama - we'll hopefully inspire some new and aspiring automotive designers right here in our own backyard."

Gabrielle Schulte, Product Communications spokesperson, said 35 Detroit public high schools were invited to participate in the contest, which sponsors expect will aid United Way in its primary focus, which is to raise graduation rates of schools in the region.

"Our goal is to create excitement and desire that promotes higher education to students attending Detroit public schools," Schulte said. "We want to spark

an interest in students and let them know that opportunities are available to them to expand their career, such as automotive design courses at Detroit's own College for Creative Studies.

"The more we prepare students to see local options for college, the greater chance we have at bridging the gap between them and automotive design."

According to Trostle, Chrysler's Product Design Office is very active in promoting automotive design education and careers at the high school level.

No money is being collected for the Autorama competition, and students compete for prizes only.

"Through its partnership with United Way, the PDO high school recruiting team visited a number of schools in Metro Detroit to raise awareness of careers in automotive design and to promote opportunities available at Chrysler Group for talented designers," he said.

"The team also gave art demonstrations at the schools to provide students a hands-on design experience, and an opportunity to interact with professional designers from Chrysler."

Finalists will be notified Feb. 22, and winners will be announced at a special award presentation event March 8 at Cobo Hall at the launch of the 61st annual Detroit Autorama. Winners are in line for some valuable prizes:

- For senior class finalists, the first-place winner receives an iPad, a summer automotive design course at CCS or a \$5,000 scholarship to CCS (if accepted); three passes to Detroit Autorama and a tour of Chrysler's Product Design Office in Auburn Hills.
- Second place earns a summer automotive design course at CCS, three passes to Autorama and a tour of the Chrysler's PDO.
- The freshman-junior class first-place winner receives an iPad, summer automotive design course at CCS and three passes to Autorama.

"Automotive design or styling has always been and will continue to be an important part of the automobile," said Trostle. "It really creates the 'want' factor when customers are choosing a vehicle to purchase. The right design or look is what helps sell one car over the other."

J.D. Power Calls Camaro Reliable In 3rd-Year Study

J.D. Power and Associates ranked the Chevrolet Camaro the industry's most dependable midsize sporty car and the Chevrolet Tahoe as the most dependable large crossover/SUV in its 2013 U.S. Vehicle Dependability Study.

The J.D. Power study tracked reliability during the third year of the ownership on 2010 model year vehicles. The fifth-generation Camaro took the highest ranking in its segment during its first year on the market.

"Receiving such a prestigious dependability award the first year Camaro was introduced demonstrates our commitment to provide customers with the best possible ownership experience," said Alicia Boler-Davis, vice president, General Motors Global Quality and U.S. Customer Experience.

"Together with Tahoe leading its segment, this is another example of our focus on creating lifelong customers."

Introduced in late 2009 as a 2010 model, the fifth-generation Camaro has outsold its closest competitor for the past three years. Camaro is also helping to bring new buyers to Chevrolet - 4 in 10 Camaro retail buyers traded in a non-GM car at the time of purchase.

"We believe the Camaro is a great example of how we want to do business at Chevrolet by delivering incredible design, impressive performance, and class-leading ownership experiences," said Chris Perry, U.S. vice president, Chevrolet Marketing. "That approach has made Camaro a success here in the United States, and it has helped Chevrolet become the fastest-growing global auto brand in the world."

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