

Chrysler Group LLC Hosts Second Annual Design Competition for Michigan High School Students

- Chrysler Group LLC's Product Design hosts second annual design competition to showcase the automotive spirit of the Motor City
- Competition sponsors include College for Creative Studies (Detroit), legendary Detroit Autorama hot rod show and United Way for Southeastern Michigan
- Student entries must be received at Chrysler Group's Product Design Office by Friday, Jan. 10

October 10, 2013, Auburn Hills, Mich. - Michigan high school students who have given in to the urge to doodle a car design in a notebook have the chance to turn that time-passing talent into prizes and design school experience in Chrysler Group LLC's "Autorama High School Design Competition 2014."

The competition, open to high school students currently attending a Michigan public school, invites participants to explore their creative side and design a vehicle that satisfies the needs of young consumers while remaining eco-friendly. Students may pull from any of the current Chrysler Group brands for inspiration: Chrysler, Dodge, Jeep®, Ram Truck, FIAT or SRT (Street and Racing Technology).

"We created this design competition a year ago as a way to creatively connect with the youth of the Motor City," said Mark Trostle, Head of SRT, Mopar and Motorsports Design, Chrysler Group LLC. "Now, with help once again from the College for Creative Studies and Detroit Autorama, we're opening the competition up to all Michigan public high schools to showcase talent throughout the entire state and hopefully inspire new and aspiring automotive designers."

Trostle earned a Bachelor of Fine Arts degree in Industrial Design from the College for Creative Studies (CCS).

For contest rules and information, students can visit www.Facebook.com/DriveForDesign. Students can follow competition updates on Chrysler Group's Facebook (www.facebook.com/chryslercommunications), Twitter (www.twitter.com/chrysler) and Instagram (instagram.com/chryslerpr) using the hash tag, #DriveForDesign.

Student submissions must be hand drawn on a single sheet of white paper no smaller than 8-by-10-inches and no larger than 11-by-17-inches with the use of pencil, markers or paint. Contest entries must include the student's name, address, phone number, email, school name and address, and grade level. Any additional information regarding the design can be included on a separate sheet of paper.

All entries must be received at Chrysler Group's Product Design Office no later than Friday, Jan. 10, via U.S. mail or email (rr12@chrysler.com).

The judging panel will include designers from the Chrysler Group Product Design, along with faculty from CCS.

Finalists in each grade will be announced on Jan. 31. Winners will receive awards at a special presentation on March 7 at Cobo Hall in Detroit to help kick off the 62nd annual Meguiar's Detroit Autorama.

Autorama takes place March 7-9. Known as America's greatest hot rod show, Detroit Autorama features nearly 1,000 exhibits of the most amazing hot rods, custom cars, trucks, vans and motorcycles from across North America.

Winners will receive:

Freshman class finalists

- First place receives an iPad and three passes to Detroit Autorama
- Second place receives an iPad Mini and three passes to Detroit Autorama

Sophomore class finalists

- First place receives an iPad, three-week summer automotive design course at CCS (includes housing and meals) and three passes to Detroit Autorama
- Second place receives an iPad Mini, three-week summer automotive design course at CCS and three passes to Detroit Autorama

Junior class finalists

- First place receives an iPad, three-week summer automotive design course at CCS (includes housing and meals) and three passes to Detroit Autorama
- Second place receives an iPad Mini, three-week summer automotive design course at CCS and three passes to Detroit Autorama

Senior class finalists

- First place receives an iPad, three-week summer automotive design course at CCS (includes housing and meals) and a \$2,500 scholarship to CCS (if accepted)
- Second place receives an iPad, three-week summer automotive design course at CCS and three passes to Detroit Autorama

About Chrysler Group LLC

Chrysler Group LLC, formed in 2009 to establish a global strategic alliance with Fiat S.p.A., produces Chrysler, Jeep, Dodge, Ram, SRT, FIAT and Mopar vehicles and products. With the resources, technology and worldwide distribution network required to compete on a global scale, the alliance builds on Chrysler Group's culture of innovation, first established by Walter P. Chrysler in 1925, and Fiat's complementary technology that dates back to its founding in 1899.

Headquartered in Auburn Hills, Mich., Chrysler Group's product lineup features some of the world's most recognizable vehicles, including the Chrysler 300 and Town & Country, Jeep Grand Cherokee, Dodge Dart, Ram 1500, SRT Viper and Fiat 500. Fiat contributes world-class technology, platforms and powertrains for small- and medium-size cars, allowing Chrysler Group to offer an expanded product line including environmentally friendly vehicles.

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About United Way for Southeastern Michigan

United Way for Southeastern Michigan mobilizes the caring power of Wayne, Oakland and Macomb counties to improve lives in measurable and lasting ways throughout the region. The organization is led by a diverse group of volunteers from business, labor, government, human services, education and the community. United Way provides opportunities to invest in the metropolitan Detroit community through its annual Campaign and is a leader in convening partners to impact local residents each year by increasing economic self-sufficiency, protecting children and youth at risk, strengthening families, empowering neighborhoods and communities, and promoting health and wellness. Additional information is available at www.liveunitedsem.org.

About College for Creative Studies

Located in the heart of Detroit, the College for Creative Studies (CCS) educates artists and designers to be leaders in creative professions. A private, fully accredited college, CCS enrolls more than 1,400 students pursuing Bachelor of Fine Arts (BFA) and Master of Fine Arts (MFA) degrees.

Students in the BFA program can major in Advertising: Copywriting, Advertising Design, Crafts, Entertainment Arts, Fine Arts, Graphic Design, Illustration, Interior Design, Photography, Product Design and Transportation Design, in addition to a dual major Art Education program. Students in the MFA program can major in Interdisciplinary Design and Transportation Design. The College also offers non-credit courses in the visual arts through its Continuing Education programs and opportunities for youth through its Community Arts Partnerships programs.

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