

## COMPETITION BRIEF

The 2021 Magna Global Bold Perspective Challenge is to design a passenger vehicle for the year 2030 that functions as a SUV, van or pickup. The exterior design should incorporate innovation that focuses on three key areas;

**Sustainability;** Having sustainability as a core design objective, you will have the opportunity to include what materials you would use to make the vehicle, how it's manufactured, how the vehicle serves the user and how it is ultimately disposed of. With lightweight innovative materials, efficient powertrains such as battery electric or hydrogen fuel cell, active aerodynamics that improve vehicle efficiency, and material recycling you have the potential to significantly reduce the impact of the vehicle on the environment.

**Access;** Improve the entry and exit of passengers, their possessions, and depending on vehicle purpose, tools and cargo.

**Appearance;** Utilizing innovative exterior body panels, materials and advance technologies to create an exterior that appeals to buyers and users with beauty and purpose.

We are looking for solutions that allow everyone the freedom to travel, work and achieve with ease while ensuring a better planet for current and future generations.

Successfully developed concepts must show what problems are being solved for individuals or groups by the vehicle. We want insights into the challenges consumers face and solutions that could solve them. Concepts will be judged on innovation, sustainability and appeal. Entries should use the year 2030 as a time frame, and vehicles need to be road based. The level of autonomy is up to the designer, but it should be assumed that when necessary the vehicle can be driven manually.

## SUBMISSION

Register on the <https://www.cardesignnews.com/magna-global-bold-perspective-award> website and you will receive a unique login to submit your work.

Entries must also include a written explanation of the design. The written explanation should provide a context for the design, describe the project in detail, and explain the technologies involved.

Entries, including your design and written explanation, should be supplied in a single file in high-resolution PDF format. When creating your PDF, please ensure it meets the following criteria:

- Must be a PDF version 1.3 or higher with the maximum size 150MB
- Must be CMYK
- File must not contain any transparent elements
- Each page must be A3 paper size (landscape) and not contain crop marks
- Aim to present the entry over approximately four pages in the single PDF file
- All images contained in the PDF must be high-resolution (300 dpi minimum)
- All fonts must be outlined or embedded within the PDF document

You may also submit an animation in support of your entry, although this is not a requirement for entry into the Competition. Any animations in support of the entry should be in QuickTime video format in a single file with the maximum size 150MB.

Remember, presentation counts – entries that are presented professionally will have a clear advantage. Written explanations should be typewritten, and sketches should be clearly identified and explained.