



THEME

Imagine the Peugeot car
of a future megalopolis

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20th April – 20th July 2008

PEUGEOT
Design
Contest
2008
5th EDITION



NOREV



XBOX 360



PEUGEOT



2008 PEUGEOT DESIGN COMPETITION

IMAGINE A PEUGEOT FOR THE MEGALOPOLIS OF TOMORROW

The fifth Peugeot Design Competition explores new dimensions.

The theme is in keeping with tomorrow's cities

Young designers are invited to **imagine a Peugeot for the megalopolis of tomorrow**. This concept car will be designed for use in the centre of the great urban cities of the future, while embracing the key values of the 21st century. While bearing the mark of Peugeot's stylistic codes, projects must integrate the four dimensions specific to this design competition: environmental friendliness, social harmony, interactive mobility and economic efficiency.

New geographical dimensions

This year's competition kicks off for the first time outside Europe, at the 2008 Beijing Motor Show. To underline its international appeal, the model of the winning project will also be presented in China at the Shanghai Motor Show in the spring of 2009.



Calendar

Design Phase

Launch of the competition: 20 April at the Beijing Motor Show

From 30 May 2008 to 20 July 2008: projects submitted to the Design section of the site www.peugeot.com.

Selection phase

From 25 July to 31 July, the jury will select thirty projects to be voted for by internet users and the press.

From 15 August, for one month, internet users will cast their votes to select ten finalists.

From 16 September, the ten short-listed designs will be put on line.

Announcement of results

On 2 October, on the Peugeot stand at the Paris Motor Show, the winner's name will be announced and Mr Jean-Philippe Collin, Managing Director of Automobiles Peugeot, will present the "La Griffe" trophy to the designer of the winning project.

Production phase

Production of the scale 1 model will take place between October 2008 and March 2009.

Presentation phase

In April 2009 the model of the winning project will be unveiled on the Peugeot stand at the Shanghai Motor Show in China.



New prizes for the top designs

Peugeot wishes to encourage young talent and has introduced new prizes for the competition. The winner, whose project will be built in the form of a scale 1 model, will also receive a cheque for 10,000 euros and an Xbox 360 games console, and will have the opportunity to see his or her project manufactured as a 1/43 scale model by Norev. The 29 other projects will also attract prizes, as in previous competitions.

Virtual and collaborative dimension

Throughout the competition, a space will be reserved for the Design Competition on Peugeot area in Second Life. An ideal meeting place will therefore be created for avatars, where those entering the competition can discuss projects not only among themselves but also with Peugeot designers. A virtual competition will also be organised on the Peugeot area with prize money of 100,000 Linden Dollars (Second Life's virtual currency).

Growing dimension

Since it was launched in 2000, the Peugeot Design Competition has attracted more than 12,600 projects presented by 9,300 young designers, marking the latter's interest in Peugeot and in car design.

The competition has generated growing interest among young designers. In addition their average age is now 22, having fallen from 28 in 2000. Reflecting Peugeot's international expansion, the audience for this car design challenge now extends well beyond Europe with 113 countries represented in 2007, compared to 80 for the first competition.



To accompany the competition, **two international partners** are working with Peugeot: Xbox 360 and Norev.

Composition of the jury and selection criteria

The jury will be composed of Peugeot representatives and, more particularly, members of its Style Centre, representatives of the company Xbox, and also journalists and internet users who will be invited to vote online on the site www.peugeot.com.

The choice will be made according to the criteria of originality of the project, quality of the end product (visuals, animations), explanations of the concept and above all consistency with the theme.

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