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## **Vehicles Get Reimagined By New Collaboration Of Auto Designers, Entertainment Brands And Software Developers**

***All-star Teams Unveiled at 2015 Los Angeles Auto Show, Nov. 18 & 19***

LOS ANGELES (October 29, 2015) -The [Los Angeles Auto Show](#) announced today a first-of-its-kind competition among teams comprised of globally recognized entertainment and consumer brands, international automotive manufacturers and industry-leading software developers. This multi-industry collaboration brings together some of best-known creative talents from both automotive and entertainment to reimagine the auto industry. The unprecedented competition, "Autonomous Vehicles: A Redefined User Experience for 2050," comes in response to the rise in technology's influence on the automotive industry as self-driving vehicles take center stage. This competition is an evolution of 11-year-old annual Design Challenge, which previously was the only OEM auto design studio competition in the world.

The design studio, entertainment brands and developer teams participating in this all new *Design and Developer Challenge* are asked to envision how technology, data, connectivity and content will revolutionize modern vehicle design. Their final projects will invent a driverless automotive future by addressing the following:

- How cars will react to the rest of the world and change transportation infrastructure
- How and where vehicles will be used, and how people's lives will change as a result
- How this redefined purpose will transform vehicle function and form
- What role content creators will play in shaping the new journey

The final teams will be unveiled at the 2015 Los Angeles Auto Show Press & Trade Days. Individual brands and design studios participating include: **Activision, CH Auto, Crayola, DreamWorks, General Motors, Honda R&D Americas, Hyundai Design North America, KTM, Legendary, LEGO Future Lab, Hot Wheels, National Geographic, Qoros Auto, SAIC and Toyota Motor Sales.**

"Developing content and experiences for the connected car today, and envisioning the role content plays in the autonomous car experience of the future, is already underway at DreamWorks Animation," said Jim Mainard, Head of Digital Strategy & New Business Development at DreamWorks Animation. "The LA Auto Show has created a global media stage perfectly suited to expressing a revealing look at the future of connected automobile experiences, and we are thrilled to have been invited to contribute to that vision."

Next month's Los Angeles Auto Show will act as the official kick-off for the 12-month project. At that time, a special panel of design and technology luminaries will delve into the concept of this new challenge. Media and industry professionals are invited to attend the high-level discussion, which will be followed by the announcement of the competing all-star teams. Attendees can learn more

about the participants during an industry networking reception hosted in the dedicated exhibit area.

Following the kick-off, each design studio/entertainment brand team will meet with developers to cultivate the features of their concepts and bring to life each aspect in the form of storyboards/illustrations for the developer to create into an interactive experience to be presented at the 2016 Los Angeles Auto Show.

LA Auto Show's Design and Developer Challenge is sponsored by [Faurecia](#), one of the world's largest automotive suppliers, specializing in automotive seating, emissions control technologies, interior systems and auto exteriors. In addition to Faurecia, Design and Developer Challenge is made possible by the support of [Lacks Enterprises, Inc.](#), [Autodesk](#), [Bose](#) and [Car Design News](#).

Press & Trade Day registration for LA Auto Show and Connected Car Expo can be accessed [here](#). For more information, please visit <http://www.laautoshow.com/> and <http://www.connectedcarexpo.com>.

### **About the Los Angeles Auto Show and Connected Car Expo**

Founded in 1907, the Los Angeles Auto Show is the first major North American auto show of the season each year. Press & Trade Days for the 2015 LA Auto Show® will be held on Nov. 17 - 19. The show will be open to the public Nov. 20 - Nov. 29. The third annual Connected Car Expo (CCE) will unite automotive and technology professionals in an effort to increase development and foster relationship-building in the connected car industry, providing attendees with access to the key players and top media constructing the future of the connected car. CCE will take place Nov. 17, in conjunction with the 2015 LA Auto Show Press & Trade Days. The LA Auto Show is endorsed by the Greater L.A. New Car Dealer Association and is operated by ANSA Productions. To receive the latest show news and information, follow LA Auto Show on Twitter at [twitter.com/LAAutoShow](https://twitter.com/LAAutoShow) or via Facebook at [facebook.com/LosAngelesAutoShow](https://facebook.com/LosAngelesAutoShow) and sign up for alerts at [www.LAAutoShow.com](http://www.LAAutoShow.com). For more information on CCE, please visit <http://connectedcarexpo.com/>.

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