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AutoMobility LA™

Los Angeles Auto Show®

CRAYOLA AND QOROS WIN 2016 DESIGN & DEVELOPER CHALLENGE *INDUSTRY PICK* AND *PEOPLE'S PICK* AWARDS AT THE LA AUTO SHOW®

“QC World” Concept Scoops Two Awards at 2016 Design & Developer Challenge, a Multi-Industry Collaboration to Visualize Transportation in 2050

LOS ANGELES (December 6, 2016) – Organizers of the [Los Angeles Auto Show®](#) and its press and trade show, [AutoMobility LA™](#), revealed “QC World,” an autonomous vehicle concept by Crayola and Qoros, as both the *Industry Pick* and the *People’s Pick* winner in this year’s 2016 *Design & Developer Challenge*, the world’s leading automotive design competition.

This year’s first-ever *Industry Pick* award, offered more than 20,000 designers, automakers, journalists and other professionals the opportunity to screen entrants’ concept videos on [automobilityla.com](#) and vote for their favorite team. The *People’s Pick* award gave LA Auto Show attendees and design fans around the globe the opportunity to vote for their favorite concept on [laautoshow.com](#). Online voting for both awards commenced on November 17 and concluded on November 27.

The QC World concept imagines a vehicle where families can truly enjoy journey time together in a future where machines and computers have assumed standard tasks and artistic ability. The vehicle is an authentic Qoros model, but re-imagined for the year 2050; it has a simple bathtub interior with a pixelated, adjustable surface allowing it to be configured in multiple ways, for a variety of family outings. The occupants sit around the vehicle haptic air hologram interface in the center of the “tub” making the user interface easily accessible, encouraging a fun and engaging experience.

This model is based on two past Qoros concepts – the SRS 2013 and the QQQ 2014. For the 2016 challenge, Qoros continued to develop its Qoros Qcloud experience in conjunction with Crayola, the art supplies company best known for its crayons and a strong arts-infused focus on education. The Qoros Crayola App incorporated stencil art into the passenger’s journey and blended them into a mixed reality environment. In the team’s concept video, viewers can see how 2D colored stencil drawings are transformed into 3D holograms that then appear in the central interface and the world outside.

Eleven leading automotive, entertainment and consumer brands formed five teams to collaborate around this year’s design theme, “Autonomous Vehicles: A Redefined User Experience for 2050.” The groups, comprised of working designers and software developers, explored how the intersection of technology, data and connectivity have the potential to revolutionize a vehicle’s interior and exterior design characteristics for a new generation of passengers. The designers and developers each developed a short film that answered the following questions:

- How will the city of Los Angeles evolve to accommodate for autonomous transportation?
- What kinds of experiences will people be able to have within autonomous vehicles?
- What are the vehicles that enable these experiences like?

- How will the vehicle and in-vehicle experience fundamentally transform people's lives?

In addition to Crayola and Qoros Auto, the teams that participated in this year's Design & Developer Challenge included the following teams.

- CH Auto and Creative Mobile
- Fandango and Jaunt VR
- Honda, Lego and Trigger
- Kiska and KTM

The Honda, Lego and Trigger team was awarded the *Judge's Pick* award during AutoMobility LA on November 16, for their "Builders of Tomorrow" concept. This award was bestowed based on expert opinion from the following panel of judges:

- Chris Down, Senior Vice President & Global Brand General Manager, Hot Wheels at Mattel, Inc.
- Danny Stillion, Partner & Executive Design Director, IDEO
- Gabriel Schlumberger, Executive Director of Creative, Disney Consumer Products & Interactive Media
- John S. Couch, Vice President of UX & Design, Hulu
- Margaret Wies, Head Holistic User Experience, Volkswagen AG
- Richard Titus, Senior Vice President of Customer Experience, Samsung Research America
- Stewart Reed, Transportation Design Department Chair, Art Center College of Design

To watch this 2016 Design & Developer entries, including Team Crayola and Qoros' "QC World," visit: <https://www.youtube.com/playlist?list=PL9i34NigAQyZbR6CsSNO6vZPzg1oo1DwI>

Sponsors for the 2016 Design & Developer Challenge include [The Foundry](#) and [Lacks Enterprises](#).

AutoMobility LA is the culmination of a multi-year evolution of the LA Auto Show's Connected Car Expo and its Press & Trade Days into a trade show designed exclusively for the *new automotive industry*. The four-day, annual event brings together the entire "new mobility ecosystem" comprised of automakers, media, tech companies, designers, developers, startups, investors, dealers, government officials, academics, analysts, etc.

For additional information about the 2016 AutoMobility LA and LA Auto Show please visit: <http://www.automobilityla.com/> and <http://laautoshow.com/>.

About the Los Angeles Auto Show and AutoMobility LA

Founded in 1907, the Los Angeles Auto Show (LA Auto Show®) is the first major North American auto show of the season each year. In 2016, the show's Press & Trade Days merged with the Connected Car Expo (CCE) to become AutoMobility LA™, the industry's first trade show converging the technology and automotive industries to launch new products and technologies and to discuss the most pressing issues surrounding the future of transportation and mobility. AutoMobility LA 2017 will take place at the Los Angeles Convention Center Nov. 27-30, with manufacturer vehicle debuts intermixed. LA Auto Show 2017 will be open to the public Dec. 1-10. AutoMobility LA is where the new auto industry gets business done, unveils groundbreaking new products and makes strategic announcements in front of media from around the globe. 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 or via Facebook at facebook.com/LAAutoShow and sign up for alerts at <http://www.laautoshow.com/>. For more information about AutoMobility LA, please visit <http://www.automobilityla.com/>.