



Stellantis Drive for Design Contest
presented by Stellantis Product Design Office
Drive for Design Guidelines

PROJECT BRIEF: The global race to cut emissions to zero is a vital step toward tackling climate change. The entire Ram Truck lineup will offer electrified solutions with disruptive, leading-edge, advanced technology in the years to come. We've given you our vision of the future with the Ram 1500 Revolution BEV concept. Now, we want to see your design of what an electric pickup truck would look like. This year, we're challenging students to sketch the future of a Ram truck.

ELIGIBILITY: Entrants must be legal U.S. residents in grades 10-12 currently attending a U.S. high school

SUBMITTING ENTRIES: WWW.STELLANTISDRIVEFORDESIGN.COM

- Submit as a .pdf or .jpg, any medium accepted, size no larger than 11" X 17"
- Submit only one final design
- Interior or exterior design is acceptable
- Deadline for submission is Friday, April 21, 2023
- Entry must not contain material that violates or infringes upon another's rights, including but not limited to, privacy, publicity or intellectual property rights, or that constitutes copyright infringement
- Submission must be the original work of the student entering

TIMING AND DEADLINES:

- March 21, 2023 – Contest start date. Begin submissions.
- April 21, 2023 – Entries due via StellantisDriveForDesign.com
- April 27, 2023 – Winners announced

First Place Prize:

- Eligibility for a Summer Design Internship with the Ram Design Studio
- Wacom MobileStudio Pro 16
- Winning sketch to be featured on Stellantis social media platforms

Second and Third Place Prizes:

- Apple iPad Pro and Apple Pencil
- Virtual Day of Design
 - One-to-one portfolio review with members of the Stellantis Design Team
 - Sketches to be featured on Stellantis social media platforms
- Scholarship to College for Creative Studies three-week Precollege Summer Experience, “Transportation Design” program, from July 9 - 29, 2023

Judging

- After an initial screening, submissions will be evaluated by a panel of qualified judges from the Stellantis North America Product Design Office
- Judges will evaluate each finalist’s entry according to the following weighted criteria:
 1. Craftsmanship – 25%
 2. Design Quality – 25%
 3. Illustration – 25%
 4. Originality – 25%
- The finalist with the highest overall score from the judges will be deemed the potential first place winner
- The finalists whose entries receive the next two highest scores from the judges will be deemed potential second and third place winners. (All winners are deemed potential winners pending verification of eligibility and compliance with these guidelines, as determined by Stellantis at its sole discretion)
- The decisions of Stellantis shall be final and binding in all matters pertaining to the Drive for Design contest

Students can follow all competition news on the Stellantis North America Facebook, Twitter and Instagram channels using the hashtag #DriveForDesign.

Questions? Contact DriveForDesign@Stellantis.com

By submitting an entry, each Entrant agrees to be bound by these Official Rules and that his or her entry conforms to the entry guidelines and restrictions set forth in these Official Rules (“Entry Requirements”) and that Stellantis may, at its sole discretion, disqualify him or her from the Contest if Stellantis decides that his or her entry fails to conform to the Entry Requirements or any other provision of these Official Rules. Stellantis’ decisions regarding application and interpretation of these Official Rules shall be binding and final. Each entrant into the Contest (and his or her parent or legal guardian, if the entrant is under the age of majority in his or her state of residence [a “minor”]) hereby irrevocably grants, transfers, sells, assigns and conveys to Stellantis, its successors and assigns, all present and future right, title and interest of every kind and nature whatsoever, including, without limitation, all patents, design patents and copyrights, and all rights incidental, subsidiary, ancillary or allied thereto (including, without limitation, all derivative rights) in and to the entry for exploitation throughout the universe, in perpetuity, by means of any and all media and devices whether now known or hereafter devised. Stellantis shall have the right, in its sole discretion and without owing any additional consideration to entrant, to edit, composite, morph, scan, duplicate, alter, use or otherwise exploit each entry for any purpose which Stellantis deems necessary or desirable, and each entrant irrevocably waives any and all so-called moral rights they may have therein. Each entrant hereby acknowledges that such entrant does not reserve any rights in or to the entry. If Stellantis shall desire to secure additional assignments, certificates of engagement for the entry or other documents as Stellantis may reasonably require in order to effectuate the purposes and intents of these Official Rules, then each Entrant agrees to sign the same upon Sponsor’s request therefor.