

Previous Design Challenge Winners

2008 Winner – Mazda Kaan



With its truly unique styling, the Mazda Kaan was chosen as the winner of the 2008 Design Challenge, themed Motor Sports 2025, for how well it integrated a high level of innovation and technology into the design. Designed to compete in the E1 races, the Mazda Kaan is an electric race car that has a patented electronic tire system to reach 250 mph with no harmful emissions. The vehicles are piloted by individual drivers but teams are made up of thirty cars, all on the track together. Using strategies similar to those in cycling pelotons, the tighter the group sticks together, the more aerodynamic and powerful it becomes. The car is uniquely designed around its powerful electric wheels while the cockpit acts as a capsule to safely house the driver, allowing for tighter peloton formations and a team victory.

The 2008 winning design team consisted of Jacques Flynn, Carlos Salaff, Minyong Lee, Greg Lee, Tim Brown and Jordan Meadows.

2007 Winner – Volkswagen Slipstream



The Volkswagen design team secured the win for the 2007 Design Challenge RoboCar of 2057, with its Volkswagen Slipstream, a vision of a future vehicle that incorporates artificial intelligence engineered to make life easier and more attractive to consumers. The design was chosen for how well it integrated into personal and work life, the level of innovation and technology as well as its unique styling. The Slipstream adapts for city and freeway driving. These two-wheeled, teardrop shaped pods travel in an upright orientation that occupies one-fifth the size of a traditional vehicle and when on the freeway, tilts horizontally to be more aerodynamic.

The 2007 winning design team consisted of Volkswagen Ian Hilton, Derek Jenkins and Patrick Faulwetter.

2006 Winner – GM's Hummer O₂



The General Motors West Coast Advanced Design Studio becomes a back-to-back winner with the Hummer O₂, a successful interpretation of “transforming the future of driving into an environmental experience.” Their Hummer O₂ is powered by a fuel cell and constructed with algae-filled body panels that transform harmful CO₂ into pure oxygen, which is subsequently released back into the environment. The Hummer is entirely made from post consumer materials, such as the aluminum frame and VOC-free finished seats.

The 2006 winning design team consisted of GM's Frank Saucedo, Steve Anderson, Jussi Timonen, Jose Paris and Loren Kulesus.

2006 Winner – GMC Pad



The General Motors West Coast Advanced Design Studio secured the win for the 2006 *Design Los Angeles* Design Challenge with the creation of the innovative GMC PAD. The design team created what the judges proclaimed a “LAV,” Living Activity Vehicle.

The concept of the GMC PAD is that of an urban loft with mobility. Featuring a diesel-electric hybrid system for propulsion, the engine also serves as a generator for the onboard power grid. The media rich environment is unlike any other, and comes with an endless variety of entertainment, information and security options.

The GM design team consisted of Steve Anderson, Senon B. Franco III, Jay Bernard, Phil Tanioka, Sidney Levy, Brian Horton, Alessandro Zezza, Christine Ebner and Frank Saucedo.

2005 Co-Winners – Dodge SuperBee and Volkswagen Mobile Lounge



Dodge SuperBee



Volkswagen Mobile Lounge

Can two dissimilar car designs claim bragging rights as the “Ultimate LA Machine?” Judges of the Los Angeles Auto Show’s Design Challenge seemed to think so, naming the Dodge Superbee and Volkswagen Mobile Lounge as co-winners of the first-ever automobile design challenge.

Dodge SuperBee

The Dodge Superbee truly reflects the California lifestyle – allowing owners to efficiently commute during the week and providing the ultimate tool to travel the Pacific Coast Highway on the weekends. According to Brian Nielander of DaimlerChrysler’s Pacifica Design Center, it is “open, lightweight – almost a motorcycle on wheels.”

With a carbon fiber chassis and racing-style suspension, the SuperBee is powered by a 2.0-liter V-8 that revs up to 14,000 RPM and runs on natural gas. It is a two-seat, eco-friendly sports machine that might best be described as “Big Daddy Roth meets Formula One.”

Volkswagen Mobile Lounge

Designer Reto Brun of Volkswagen/Audi Design Center California said his studio considered two Los Angeles issues when designing the Volkswagen entry; an antidote to traffic, and a better option for the limo-centric entertainment culture.

The Volkswagen Mobile Lounge is designed to make driving in the city an enjoyable experience. Technical features include non-polluting fuel cell power, electronically controlled tinted glass and an airy interior that expands with a pop-up glass roof panel and has swivel-mounted seats. Cargo resides in an outside sliding drawer behind the driver, and the wide passenger side door opening is designed to let you make a “grand entrance” for a night on the town.

Media Contact:

Jessica Schmidt
The Rogers Group
310-552-4177

LAautoshow@rogerspr.com