

Design Studio Backgrounder

Creative Climate Conducive for 13 Southern California Automobile Manufacturer Design Studios

From sand and shopping to the latest music and movie stars, Los Angeles is known as a leader with a diverse cultural playground. In the eyes of the automotive world, Los Angeles is also seen as one of the global leaders in automobile design.

Long hailed as a leader of creativity and consumer trends, Los Angeles is home to the world's largest concentration of manufacturer design studios, representing automakers from North America, Europe and Asia. It is also the home of Art Center College of Design, one of the world's foremost transportation design institutions where many of today's leading automotive designers began their careers.

What else distinguishes Los Angeles?

- The region's cultural diversity and its passion for cars. Latino and Asian cultures play a decidedly increasing role in the composition of Los Angeles.
- Warm, temperate climate allows consumers to enjoy their automobiles year-round. The geography of Los Angeles also provides a wide range of terrain, from soaring mountains to sandy beaches.
- There is a tradition and culture of expressive freedom. Angelenos are quick to incorporate fresh ideas and activities into their lifestyles and an entrepreneurial spirit permeates the region.
- Integrating film, television, and music, Los Angeles serves as the intersection of the entertainment world. The character of the city reflects the trendsetting nature of the industries and its role in popularizing the most current images worldwide.
- Customization has become an expression of Los Angeles' culture and desire for individualism. There are more aftermarket businesses located in this region than anywhere else in the world.

Perhaps no other city is associated with and as dependent upon the car as is Los Angeles. The automobile provides the freedom and the ability to decentralize. With Los Angeles being the home to some of the country's first freeway systems, fast-food chains and drive-through banking, LA

continues to play significant roles as a trendsetter. Even as the region continues to develop, it develops first around the automotive culture.

Los Angeles has the ideal culture and climate to serve as an epicenter of creative automobile design and has clearly caught the attentions of leading automobile designers.

Each year for the past eight years, the Los Angeles Auto Show's Design Challenge, hosted by Design Los Angeles, encourages automaker design studios from around the world to come up with creative, futuristic designs that push boundaries. This year, studios from Germany, Japan and the U.S. will compete to design "Hollywood's Hottest New Movie Car." The theme is chosen by the Design Los Angeles Board of Directors made up of a dozen design studios heads.

Southern California-based Automobile Design Studios

Studio	Opened	Location
BMW Group Designworks/USA	1991	Newbury Park
Calty Design Research	1972	Newport Beach
Ford California Advanced Product Creation	1984	Irvine
General Motors Advanced Design Studio, California	2000	North Hollywood
Honda Research & Development Americas, Inc.	1985	Torrance
Honda R&D - Advanced Design Studio	2006	Pasadena
Hyundai Design North America	2003	Irvine
Kia Design Center America	2008	Irvine
Mazda Research & Development of North America	1988	Irvine
Mercedes-Benz Advanced Design of North America	1990	Carlsbad
Nissan Design America	1979	La Jolla
Volkswagen/Audi Design Center California	1991	Santa Monica
Volvo Monitoring and Concept Center	1986	Camarillo

2011 Design Challenge Studio Participants

Studio	Location
Honda Research and Development Americas, Inc.	U.S.
Hyundai Design North America	U.S.
Mercedes-Benz Research & Development North America, Inc.	U.S.
Mercedes-Benz Advanced Design Germany	Germany
Mercedes-Benz Interior Design Studio Germany	Germany
Subaru Design Tokyo Studio	Japan

Media Contact:

Jessica Schmidt
Rogers Ruder Finn
310-552-4177

LAautoshow@rogersruderfinn.com