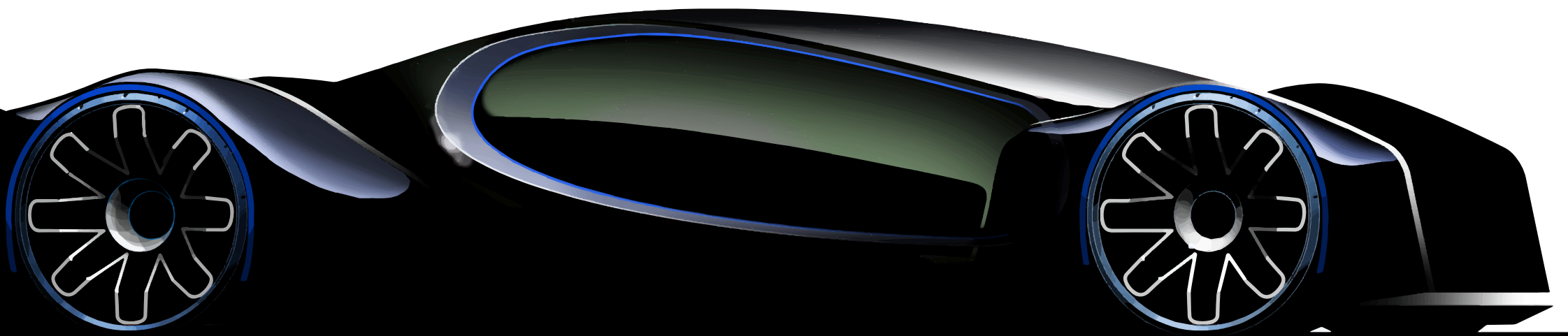


**MICHELIN**

Challenge *Design*



# MICHELIN CONCOURS D'ELEGANCE 2050

## FUTURE CLASSIC

A prestigious mobility festival in 2050 will celebrate classic vehicles from the year 2025. These vehicles will best represent an important era, a defining time in the history of mobility and automotive design that addressed dramatic changes in mobility models, technologies and societal needs.

Michelin Challenge Design invites you to design a vehicle for the year 2025 that becomes a classic and defines, or represents, this transitional era in automotive design and technology and will win the Michelin Concours d'Elegance 2050. Your design may feature an established brand, or one currently unknown, and is either among the first to feature innovative elements and characteristics, or perhaps the last to utilize certain technologies.

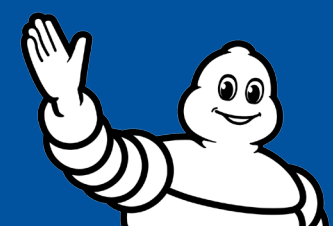
Your entry should clearly present the compelling visual story behind your vehicle. What makes it distinct and collectible? What makes it a classic? Does it stand as the pinnacle of 140 years of vehicle design or signal a complete break with the past?

Timeless • Iconic • Future Classic • Distinctive • Groundbreaking

**Registration for the 18<sup>th</sup> Michelin Challenge Design begins September 18, 2017.**

[www.michelinchallengedesign.com](http://www.michelinchallengedesign.com)

Vehicle Design Courtesy of Vladislav Semenov & Maria Ryadno



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