



## **RULES FOR THE “THIRD MAIER S. COOP. DESIGN COMPETITION”**

### **0) ANNOUNCEMENT**

The company Maier S. Coop. announces the “*Third Maier S. Coop. Design Competition*”. It is an international competition for the design of Vehicle Interiors.

### **1) AIM OF THE COMPETITION**

The aim of the competition is to award prizes for projects consisting of ideas for new products, focusing on vehicle interiors, more specifically for doors, with innovations affecting their opening and closing lifetime and other uses. These new product ideas should be geared to facilitating user operation, simplifying the currently-existing systems, including new features, improving driver and passenger safety, modernising the appearance of the vehicle interior using new decoration techniques or including environmental improvements.

The proposals are to focus on the following products:

- Inside Door Opening Handle.
- Door Panel Handgrip.
- Speaker Grille.
- Door Panel Embellishers.

### **2) SUBJECT**

The subject may be freely chosen within the product scope described in point 1 of these rules. By way of a non-limiting example, the proposals may focus on:

- Element inclusion and cost reduction: solutions that integrate elements and are geared towards cost reduction with respect to currently-existing solutions.
- Vehicle interior cleanliness: ideas for products with technical characteristics (materials, decoration) geared towards keeping the area clean.
- Haptics: ideas for products that respond to the user via a sensation (the product responding to touch, sight, smell).
- Ergonomics (user adaptation): ideas for door area products improving driver and passenger ergonomics.
- Appearance and customisation: ideas for technologies integrated to the door that provide new appearance possibilities and vehicle customisation solutions.
- Interior lighting for decoration: ideas for products, materials and coatings where direct or indirect light gives rise to new forms of decoration.
- Safety: technical solutions that detect, warn, prevent or reduce driver and passenger impact in case of accident, improving on currently-existing solutions.
- Environment: ideas for products including environmental concepts.

### **3) PARTICIPANTS**

Any natural person or legal entity may take part in the competition.



For information purposes, persons or companies from the following areas could participate:

- Designers and Design Companies.
- Students and Universities.
- Public or Private Design Entities.
- Research and Development Centres.
- Automotive Sector Companies.
- Others.

#### **4) PARTICIPATION CONDITIONS AND RULES FOR PRESENTATION**

Each participant may present between 1 and 5 projects, created either individually or as a team.

The projects are to be sent in digital format to the following e-mail address:

[automotive\\_innovation@grupo.maier.es](mailto:automotive_innovation@grupo.maier.es)

The projects are to consist of the following:

1) A maximum of 3 horizontal panels in JPG format with a size of 1280x1024 pixels at 72 dpi resolution, with a maximum file size of 1 Mb per panel, containing sufficient plans, cross-sections or perspective drawings for the proposal to be understood. The panels may not contain any elements (name, initials, signature, etc) identifying the author or authors. Any explanatory comments included on the panels must be in English.

2) A maximum of one page only in DOC format using Arial font size 10 and in one of the following languages: English, French, German, Spanish or Basque, containing the following information:

- Name and surname(s).
- Address.
- Contact telephone number.
- E-mail address.
- Profession (if the participant is a student, indicate studies being undertaken).
- Indicate how you found out about the competition (mailing list, newspapers, website, other).
- Project abstract, stating its aim, functioning, improvement, innovation, etc., to facilitate understanding of the proposal.

#### **5) GUARANTEES TO BE PROVIDED BY PARTICIPANTS**

The participants in this competition must certify and guarantee the following to Maier S. Coop.:

- That the Project is original and has not been entered for any other competition or in any other forum, in either verbal or written form.
- That the participant is the sole and exclusive author of the Project (in the case of the Project having been created by more than one person or by a company, they



are to certify and guarantee that they are the sole and exclusive authors), and that the Project does not infringe the rights of any third parties, directly or indirectly.

- That at the date on which the Project is entered for the competition, they are the sole legitimate owner of the Project's industrial and intellectual property rights (in the case of the Project having been created by more than one person or by a company, they are to certify that they are the sole and exclusive owners).

- If the participant is a natural person, they must guarantee that the Project has not been created within the framework of a work activity or services provided for a third party.

## **6) DEADLINE FOR ENTRIES**

The deadline for presentation of Projects is 30 April 2009.

## **7) JURY**

The Jury will be made up of representatives from Design Centres, Automotive Companies, Public Institutions and Automotive Sector Designers.

The Jury will be responsible for selecting the prize winners.

The Jury may be aided by a technical committee appointed by the organisers, who will check and select the proposals that comply with the requirements indicated in these competition rules.

The Jury's evaluation criteria will be basically as follows:

- Innovation in functioning and use.
- Inventiveness.
- Capacity for integration within different styles of vehicle.
- Technical and financial feasibility.

The final composition of the Jury will be notified before the project presentation deadline.

The winners will be notified in June 2009 by and e-mail sent to the e-mail address provided by the participant.

## **8) PRIZES**

There are two prizes:

First Prize: Award and 6000 Euros  
Second Prize: Award and 3000 Euros

The possibility of Maier S. Coop. granting a share in the sales is contemplated, in the case of industrial production of the winning projects. (See point 10 of these competition rules).

If the Jury should consider that none of the projects presented suitably fulfils the conditions for receiving an award, one or both of the prizes may be declared void.



The Jury's decision is final.

### **9) PRIZE-GIVING CEREMONY**

The prizes will be awarded in June 2009 at Maier S. Coop.'s facilities in Gernika, Bizkaia (Spain).

The prize-winners will subsequently visit Maier S. Coop.'s production facilities.

### **10) INDUSTRIAL AND INTELLECTUAL PROPERTY RIGHTS.**

The participants grant Maier S. Coop. authorisation to publish, communicate, present or disseminate the projects entered in the competition, verbally or in written or graphic form, with the project author always being mentioned.

The prize-winning participants grant Maier S. Coop. a licence, or, where the case may be, authorisation, which will be exclusive, permanent, unlimited and for all countries, to utilise, manufacture and/or market the mechanism, accessory or solution incorporated in the winning design, authorising them to transfer this licence to third parties and grant sub-licences.

The price of the licence will be a levy of 1% of the total sales of the products including the design or other industrial or intellectual property rights contained in the prize-winning mechanisms or accessories produced industrially by any Maier Group company. This levy will be paid quarterly, on issue of an invoice by the interested party, in accordance with the list of sales provided to them by Maier S. Coop.

The participants reserve the right to revoke the licence granted, or authorisation where the case may be, if the mechanism or accessories are not industrially produced within a period of 4 years from the granting of the same.

In any case, the corresponding licence or authorisation will be formalised before the prizes are awarded.

### **11) FURTHER INFORMATION**

If you should require any further information, please apply to:

[automotive\\_innovation@grupo.maier.es](mailto:automotive_innovation@grupo.maier.es)

### **12) PROCESSING OF PERSONAL DATA**

The participants' personal data will be processed by Maier S. Coop. in accordance with Organic Law 15/1999, of 13 December, concerning Personal Data Protection, for the sole purposes of this competition.

Participants may exercise their rights of access, rectification and cancellation by applying in writing to:

[MAIER TECHNOLOGY CENTRE S. COOP.](#)



Apartado 51  
48300 Gernika - Bizkaia – Spain

The letter must include the Reference: Concurso (Competition).

### **13) APPLICABLE LAW**

This competition, and in particular the transfer of the industrial and intellectual property right to Maier S. Coop, is subject to Spanish law.

### **14) SETTLEMENT OF DISPUTES**

If any dispute should arise between the participant and Maier S. Coop with regard to the competition or to what is set out in these Rules, the Courts and Tribunals of Gernika, Bizkaia (Spain) will be entitled to settle the same.

### **15) ACCEPTANCE OF THE RULES**

Participation in this competition implies the total acceptance of these rules.

Further information is available at [www.maierdesign.es](http://www.maierdesign.es)

[Competition Organising Committee](#)