

MAGNA CONNECTS WITH DESIGNERS OF TOMORROW

- A lead sponsor of MAIN event 2017
- Presents first-ever Magna Bold Perspective Award
- Competition focused on future automotive exterior solutions

DETROIT, Mich., January 8, 2017 — Magna International Inc. presented Lawrence Technological University student Dillon Kane with a Magna Bold Perspective Award at tonight's MAIN event 2017, a multi-faceted event that celebrates the launch of the North American International Auto Show. The award was given to the designer with the most bold, futuristic concept.

The Magna sponsored competition asked 11 junior industrial design students to interpret what the future of automotive exteriors would be in 2030 and beyond. Kane's winning entry, "30 Degrees West", is a futuristic concept designed with several active features in the exterior, including smart surfaces, integrated electronics, an on-demand ladder and a deployable drone.

"The creativeness of these young designers is truly inspirational and gives us a glimpse into what could be," said Grahame Burrow, Magna Exteriors President, during the award ceremony at Detroit's Orchestra Hall. "Innovative thinking like this is exactly what it will take to develop the next generation of transportation."



Award-winning design by Industrial Design student, Dillon Kane

Runners up Dylan Martin and Jacob Lovins received certificates of merit. Congratulations to all of the Lawrence Tech industrial design students who participated in the competition.

TAGS

NAIAS, automotive exterior products, automotive exterior systems, automotive exterior innovation, award-winning automotive exteriors

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