

Geely Holdings' Car Competition

Welcome to the official Geely Car Competition hosted by Project China. This competition consists of two parts, the first part is for the students at the Royal Institute of Technology (KTH) and the second part is for the students from the Stockholm School of Economics (SSE). The winners of the two parts are judged independently.

You are allowed to work in teams of max **2 members** (or you can choose to work individually). If you do work alone, you are allowed to choose **one friend** from your school who will travel with you if you win.

The prize

The winners of each part in the competition will **win a trip to China** sponsored by Geely Holdings.

Part 1 – KTH

KTH students are to **design a future car design, inspired by China**. You are free to your own interpretation of "Inspired by China", but the applicants have to **provide an explanation** (max 400 words) of how the design is inspired by China. The design has to include **one new innovative aspect** and an explanation (max 150 words) of why it is included in the design. The design also **has to include the Geely car logo** (shown below).

Design the interior and exterior of the future car and send it to us in a digital format. Your contribution should be presented as pictures covering at least the following four angles: overview, front, rear, interior (Minimum resolution: 1280 x 800, .jpg, .png or PDF-format. No more than 5 pictures in total).

The deadline is: **23:59, 5th of May, 2014**. Send it to, including name(s) of your team member(s) and your design: geelycompetition@projectchina.se

Part 2 – SSE

SSE students are to **produce a marketing plan** for a car design. The top 3 car designs from KTH students will be published on the Project China website on the 6th of May 2014, and SSE students can choose their preferred design to market. It has to be **targeted towards a Chinese audience**.

SSE students can sign up teams before the designs are published by emailing geelycompetition@projectchina.se with the team member's names and emails. Project China will then email you when the designs are published. It is not a must to sign up, those who have not signed up can still submit a marketing plan.

The marketing plan **has to be submitted on the 13th of May 2014 at the latest** to geelycompetition@projectchina.se

Jury

The decision of the winning team will be done based on a jury from Geely Holdings.

For part 1, the assessment will be based on the following criteria:

- Creativity and Innovation
- Design
- User-friendliness
- Sustainability

For part 2, the assessment will be based on the following criteria:

- Creativity and Innovation
- Cost-efficiency
- Appropriateness to the targeted audience
- Feasibility

If you have any questions you can contact us at geelycompetition@projectchina.se

GOOD LUCK/祝你好运!

Project China

