

Los Angeles Auto Show Names Mazda Kann as the Design Challenge Winner

Date: 11-21-2008 05:40 PM CET

Category: [Tourism, Cars, Traffic](#)

Press release from: [Los Angeles Auto Show](#)

Agency: **Antonia Stahl, M.A. Public Relations**



Winner Announced During Fifth Annual Design Los Angeles Conference

LOS ANGELES - Nov. 21, 2008 — Today, the design entry from Mazda R&D of North America was chosen as the winner of the Los Angeles Auto Show's 2008 Design Challenge. This year's theme, Motor Sports 2025, asked nine of Southern Californian's automotive design studios to form their vision of the future by depicting a motor sports vehicle that predicts how auto racing will change by the year 2025.

The Mazda Kann was chosen for how well it integrated a high level of innovation and technology into the design, as well as its truly unique styling. The Mazda Kann is an electric race car that has a patented electronic tire system to reach 250 mph with no harmful emissions. The vehicles are piloted by individual drivers but teams are made up of thirty cars, all on the track together.

Design studios, including Audi, BMW, GM, Honda, Mazda, Mitsubishi, Mercedes-Benz, Toyota and Volkswagen, entered two-dimensional renderings and concept descriptions that incorporated innovative concepts and approaches to explore the world of motor sports seventeen years in the future.

Entries were judged by multi-discipline design professionals who selected the winner based on its originality of creative concept and integration of factors that helped to dramatically improve speed, power, performance and safety. In the past, participating studios have received impressive amounts of worldwide exposure among peers and media.

"The scope of the entries this year was very impressive and in the end it came down to which team had the most innovative and artistic design that could go beyond the expectations and challenges of racing today," said Chuck Pelly, director of Design Los Angeles and partner in The Design Academy, Inc. "Mazda's designers created an optimistic vision of 2025 and ultimately brought unique styling back to motor sports."

The purpose of the Design Challenge is to pit the auto manufacturers' Los Angeles-based design studios against one another. Designers enjoy participating in the challenge because it is a strong venue to showcase their talents and further explore new ideas in automotive design. More information, including images, is available at www.LAAutoShow.com/DesignChallenge.html.

About the Los Angeles Auto Show

For the third year in a row, the Los Angeles Auto Show will be held in the fall. Green Car Journal has been unveiling the Green Car of the Year® winner at the Los Angeles Auto Show every year since it initiated the annual award in 2005. Public

days run from Nov. 21-30.

For general information visit www.LAautoshow.com.

Antonia Stahl, M.A.

phone: +49 30 39 74 91 32

media@LAautoshow.co.uk

[You can find this press release here](#)