Autodesk Sponsors Rising Designer in Quest to Create Winning Concept Car

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Uros Pavasovic's Entry in The Michelin Challenge Design Competition Reflects Latest Trends in Concept Car Creation: Personality and Lifestyle

SAN RAFAEL, Calif., Jan 08, 2007 /PRNewswire-FirstCall via COMTEX News Network/ -- Autodesk, Inc. (Nasdaq: ADSK) today announced its sponsorship of designer Uros Pavasovic's concept car submission into The Michelin Challenge Design competition at the 2007 North American International Auto Show. Pavasovic, a successful freelance automotive and yacht designer, created his entry entitled "Fiat Scratch" using Autodesk AliasStudio software -- the world's leading industrial design and visualization software tool, redefining design for the consumer product and transportation markets. The AliasStudio software successfully took Pavasovic's unique design from initial sketch to production modeling with tools that facilitate rapid creation, evaluation and visualization of design ideas in a seamless, single-system design process. AliasStudio is the premier industrial design tool used by virtually every car company and many leading consumer product and design consultancies around the world.

(Logo: http://www.newscom.com/cgi-bin/prnh/20050415/SFF034LOGO)

Originally designed as his final project during his Masters of Vehicle Design studies at the Royal College of Art in London, Pavasovic's car concept showcases a minimalist design with unique scratch patterns and paint effects. Pavasovic compares his car design to a "character-infused pair of old blue jeans" and intends for the scuffed car body to "capture the spirit of unfettered freedom and individuality."

"The Autodesk 3D solution for automotive conceptual design and visualization is seamless and complete," explains Pavasovic. "It integrates the 3D tools I rely upon for the shape definition and communication processes, helping me to turn the 'Fiat Scratch' car I've envisioned in my mind into something I can showcase, share and physically interact with. AliasStudio software inspires creativity and allows me to craft designs that excel aesthetically and functionally -- I'm always striving to be an original thinker so that I can offer the unexpected."

A long-time Autodesk fan, Pavasovic has high praise for AliasStudio and its ability to streamline his design process. In early stages, advanced dynamic shape modeling functionality gave Pavasovic a quick way to experiment with and modify shapes at any stage of the design process. Through multiple iterations, AliasStudio allowed him to keep the original concept intact -- a critical function when he moves from a one-quarter scale model to full-size. Later on, key modeling tools accelerated the process of creating high-quality surfaces. Lastly, AliasStudio provided Pavasovic with photo-real, interactive visualization, offering a real-time feedback and design communication vehicle without the time and expense of having to construct a physical prototype or wait for software rendering.

"Designing cars is a challenging and intensive process requiring a designer to showcase new concepts, enhanced styling, advanced technology and emotion," says Robert "Buzz" Kross, vice president of Autodesk Manufacturing Solutions. "Designers, like Uros Pavasovic, armed with the complete Autodesk AliasStudio software solution, are able to overcome the challenges of concept car creation and realize their creative ideas before they are built."

A full-size model of Pavasovic's car will join the more than 40 works selected by the prestigious 2007 Michelin Challenge Design jury for display at the North American International Auto Show in Detroit January 7-21, 2007 in Michigan Hall. For more information, visit www.michelinchallengedesign.com .

About Michelin Challenge Design

The Michelin Challenge Design was launched in 2001 as a way to showcase creativity and innovation in vehicle design on a global scale around a central theme. Each year, Michelin invites designers around the world, from individuals to small and large companies, to create and display significant design work that would normally not have an opportunity to be shown at a major auto show. For 2007, designers are displaying vehicles and vehicle design concepts for the North American market that enhances overall road safety, incorporating safety features for the occupants, but also for others who share the road.

About Autodesk

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Founded in 1982, Autodesk is headquartered in San Rafael, California. For additional information about Autodesk, please visit http://www.autodesk.com/ .

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