Autodesk Sponsors the 2007 World Automotive Design Competition at the Canadian International AutoShow

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Rising Stars in Global Automotive Design Compete for more than $350,000 in Prizes

SAN RAFAEL, Calif., Feb. 7 /PRNewswire-FirstCall/ -- Autodesk, Inc. (Nasdaq: ADSK) today announced its sponsorship of the 2007 World Automotive Design Competition (WADC), a student competition hosted by the Canadian International AutoShow (CIAS). This year's challenge (http://www.autoshow.ca/design/) encourages industrial design students to use their unique talents along with best-in-class software tools to craft designs that excel aesthetically and functionally. Replicating a real-world design dilemma, the students must conceive a car that best addresses the environmental concerns of the twenty-first century while appealing to an aging population and a generation of young drivers. Students representing more than 18 schools from 11 countries have entered the competition.

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

"The World Automotive Design Competition is an effective and fun way to develop the skills of new designers and maintain high standards of quality design in the automotive industry," said Richard Jones, vice president of Alias Design Products at Autodesk. "This competition gives young designers a realistic challenge that tests their talent at the international level, while raising the profile of automotive design as a desirable and accessible career choice."

Through education initiatives like WADC, Autodesk is demonstrating its commitment to students and supporting the present and future of automotive design. As the standard in 2D and a leader in 3D design, Autodesk develops AliasStudio software -- the foremost industrial design software for the product design and transportation markets. AliasStudio delivers a comprehensive suite of tools for the rapid creation, evaluation and visualization of design ideas -- from concept sketches through to engineering.

Design Challenge

WADC student designs will be judged based on visual appeal, presentation, clarity and inclusion of technical elements that have a practical application of the design in the real world. The vehicle should be designed and presented as a vehicle intended for production in 2014. A cast of notable judges representing expertise and experience from the automotive industry will evaluate the designs, including:

- Moray Callum - Design Director, Ford Motor Company North America
- Robert Cumberford - Design Critic, Automobile and Auto & Design Magazines
- Akira Fujimoto - Editor-in-Chief, Car Styling Magazine
- Ken Gross - Edmunds.com; judge Pebble Beach Concours d'Elegance
- Dan Sims - General Manager, MRDA Design Studio, Mitsubishi Motors North America, Inc.

Awards and Prizes

Along with peer and industry recognition, the winning student designer will be awarded $10,000; second place will be awarded $7,500; and third place will be awarded $5,000. The three top designers will also receive a copy of Autodesk SketchBook Pro software. As well, the design school associated with each winner will receive copies of Autodesk AutoStudio, Autodesk ImageStudio, Autodesk PortfolioWall software and a collection of design learning tools books and DVDs.

One additional design will be selected as the Autodesk Design Visualization award winner. In this category, students are judged on the visual rendition of their entries, examining the students' use of lighting, shadows and overall digital imagery.

WADC winners will be announced at a press conference hosted by the Canadian International AutoShow on February 14 at 12:20 p.m. at the Metro Toronto Convention Centre. WADC submissions and winning entries will also be on display from February 16 - 27 at the Metro Toronto Convention Centre.

About WADC

The fifth annual World Automotive Design Competition takes place in 2007 with a few new twists created to meet the needs of the global automotive industry. The objective of the competition is to encourage design students worldwide to choose a career in automotive design versus other design fields. The competition aims to raise the profile of automotive design by positioning the field as a desirable and accessible career choice to a young international demographic.

About Autodesk

Autodesk, Inc. is the world leader in 2D and model-based design software solutions for the manufacturing, infrastructure, building, and media and entertainment fields. Since its introduction of AutoCAD in 1982, Autodesk has helped customers experience their ideas before they are real. Fortune 1000 companies turn to Autodesk for the power to visualize, analyze and simulate real-world performance, and foster innovation. For additional information about Autodesk, visit www.autodesk.com.

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