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Student Winner Announced in Shell Eco-Marathon: Autodesk Real-World Challenge

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Students Compete, Gain Real-World Experience in Green Automotive Design Competition

SAN RAFAEL, Calif., Mar 16, 2010 (BUSINESS WIRE) -- Autodesk, Inc. (NASDAQ:ADSK), a world leader in 2D and 3D design, engineering and entertainment software, announced that Sean Coleman, an industrial design student at the College of Design at North Carolina State University, is the winner of the Shell Eco-Marathon: Autodesk Real-World Challenge. The competition was launched to help provide real-world experience for students wishing to use their design skills to create energy-efficient cars.

The Shell Eco-Marathon events challenge students around the world to design, build and test vehicles that can travel further than traditional cars, while using less energy. A global contest, the Shell Eco-Marathon encourages innovation, reinforces conservation and fosters the development of technology for greater energy efficiency.

The Shell Eco-Marathon: Autodesk Real-World Challenge gives students the opportunity to expand their design skills while using the same Autodesk software they will use in their careers. Selected designs are also profiled on the Autodesk Education Community.

Shell Oil Company will build a full-size, functional model of Coleman's winning design for display at the Shell Eco-Marathon Americas event, March 26-28, in Houston, Texas. Autodesk's global partnership with the Shell Eco-Marathon includes programs in Europe and Asia. This year, about 400 student teams from over 40 nations will participate in the three events.

Among the many entries submitted through the Autodesk Education Community, the sleek design and eco-friendly features of Coleman's car made it stand out from the competition. Coleman, who is passionate about design entered the competition to challenge himself to design a car that is both modern and sustainable. With the support of his industrial design professor and advice from peers, he produced a model that reflects contemporary design, good taste and practicality.

"The quality of the entries we received was remarkable," said Joe Astroth, PhD, Autodesk chief education officer. "Seeing students pursue their passion for design through this competition just solidified Autodesk's involvement and support for the contest. Coleman's design is an inspiration to sustainable automotive design, and Autodesk is pleased to be a sponsor of this educational opportunity."

Coleman used Autodesk Inventor, Autodesk Showcase and Autodesk Alias software to turn his design from an idea into reality. "I built the frame to spec within Autodesk Inventor, and then used Alias to model the body directly over that frame," said Coleman. "With Autodesk software, I was able to work in full scale. The software allowed me to construct and control every aspect of my design, from the overall shape to the character lines that complement it."

During the upcoming Shell Eco-Marathon Americas event, participants will have the opportunity to view Coleman's designs and test-drive the car.

"This challenge enhanced my interest in automotive design," Coleman said. "Designing the car and winning the competition is going to be one of the more memorable experiences of my life."

Autodesk Education Initiatives

Autodesk supports students and educators by providing design software, innovative programs and other resources designed to inspire the next generation of professionals. By supporting educators to advance design education and science, technology, engineering and math (STEM) skills, Autodesk is helping prepare students for future academic and career success. Autodesk supports schools and institutions of higher learning worldwide through substantial discounts, subscriptions, grant programs, training, curriculum development and community resources. For more information about Autodesk education programs and solutions, visit autodesk.com/education.

About Autodesk

Autodesk, Inc., is a world leader in 2D and 3D design, engineering and entertainment software for the manufacturing, building and construction, and media and entertainment markets. Since its introduction of AutoCAD software in 1982, Autodesk continues to develop the broadest portfolio of state-of-the-art software to help customers experience their ideas digitally before they are built. Fortune 100 companies as well as the last 15 Academy Award winners for Best Visual Effects use Autodesk software tools to design, visualize and simulate their ideas to save time and money, enhance quality and foster innovation for competitive advantage. For additional information about Autodesk, visit http://www.autodesk.com/pr-autodesk.

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