

AUTOMOTIVE

Rolls-Royce asks below-16 youngsters to design luxury car of the future

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World's your oyster is what the British automaker is saying to young aspiring auto designers: The Rolls-Royce Crabmobile. Image courtesy of Rolls-Royce Motor Cars

By LUXURY DAILY NEWS SERVICE

British automaker Rolls-Royce Motor Cars is inviting youngsters to design their own luxury car as part of an effort to engage consumers under lockdown worldwide.

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The Young Designer Competition is an extension of a similar push each year at the Rolls-Royce employees' Family Day Celebration held at its Goodwood, England homebase that engages young ones and their parents and grandparents.

"Rolls-Royce is opening up the competition to a worldwide audience to stimulate design talent, inspire greatness and provide a welcome distraction from self-isolation and social-distancing measures being adopted by many countries around the globe," Rolls-Royce said in a statement.

Aspiring designers up to 16 years can enter the **Young Designer Competition** through May 18 to design the Rolls-Royce of the future.

BMW-owned **Rolls-Royce** has suspended production of vehicles for two weeks starting March 23 as a precaution against the coronavirus outbreak. It is being followed by an already-planned two-week factory shutdown for Easter maintenance, although the U.K. lockdown mandate now supercedes.



Rolls-Royce Ghost. Image credit: Rolls-Royce Motor Cars

In the spirit

Given that most Rolls-Royce cars have some element of bespoke in them, the sketches have no limits imposed in imagining a luxury vehicle that will resonate down the road.

Rolls-Royce's design team will judge entries and pick an overall winner, who will receive a rendered illustration of his or her design.

The winner will also receive a chauffeur-driven journey in a Rolls-Royce Phantom for his or her first day back to school with a best friend.

Runners-up will receive a hand-signed certificate from Torsten Müller-Ötvös, CEO of Rolls-Royce Motor Cars.

Two extra prizes will be awarded to one U.K. entrant.

The first gong is travel to school in a chauffeur-driven Rolls-Royce once the United Kingdom's own COVID-19 coronavirus countermeasures draw to a close.

Also, a new Greenpower electric car kit will be donated to the recipients' school, allowing participation in the Greenpower Challenge, which is the United Kingdom's leading motorsport competition for schools across the country.

Rolls-Royce Motor Cars challenges young minds to design their own luxury car. Dream, create and enter at: <https://t.co/uv5KLy7MfG>

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