

AUTOMOTIVE

Rolls-Royce, 2,000 entries in, extends deadline for below-16 youngsters to design car of the future

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Rolls-Royce is keen to spot the next designer early on who will produce breakthrough ideas in auto design. Image courtesy of Rolls-Royce Motor Cars

By LUXURY DAILY NEWS SERVICE

British automaker Rolls-Royce Motor Cars is extending the deadline for entries to its Young Designers Competition through June 1 to give children more time to submit their take on the Rolls-Royce of the future.

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Launched in early April, the competition has so far generated more than 2,000 entries from children across 70 countries. The original goal was to stimulate children's design chops and distract them from the COVID-19 lockdown's self-isolation and social distancing, although many are still unable to attend school even as some countries loosen restrictions.

BMW-owned **Rolls-Royce** recently restarted production of vehicles after a COVID-19 hiatus as a precaution against the coronavirus outbreak.

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.

Aspiring designers up to 16 years can enter the **Young Designer Competition**.

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 ([see story](#)).

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 Mller-tvs, 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.

Dawn is an emblem of spontaneity. Crafted to empower the free spirit and expand horizons.

[#ActOnInspiration](https://t.co/cagG2Y114z) with [#RollsRoyceDawn](https://t.co/cagG2Y114z): <https://t.co/cagG2Y114z> [pic.twitter.com/KiWSqEqhiu](https://t.co/cagG2Y114z)

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