

AUTOMOTIVE

## Rolls-Royce draws up shortlist for Young Designer Competition from 5,000-plus entries

June 30, 2020



*A shortlisted entry from the Rolls-Royce Young Designer Competition meant to spur talent at an early age. Image courtesy of Rolls-Royce Motor Cars*

By LUXURY DAILY NEWS SERVICE

Rolls-Royce Motor Cars has released the shortlist of its Young Designer Competition that has attracted more than 5,000 entries from children 16 and under in more than 80 countries since the effort kicked off in early April.

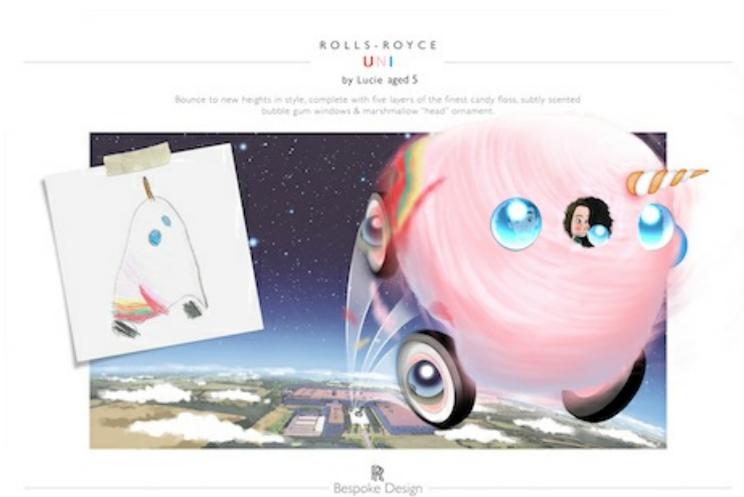
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The contest was meant to stimulate design talent, inspire greatness and offer a distraction for children living under COVID-19 lockdowns and social-distancing restrictions. Contestants were asked to design their dream Rolls-Royce of the future, adding bespoke features and capabilities from their imagination.

"We've been absolutely overwhelmed by the international response to our Young Designer Competition," said Gavin Hartley, head of bespoke design at Rolls-Royce Motor Cars, in a statement.

"And it's not just the number of entries that has impressed us," he said. "The quality of the children's designs is staggering, showing incredible imagination, creativity and flair.

"We wanted to give children the chance to let their imagination flow freely it's clearly struck a chord. They've responded magnificently, and given us an extremely difficult task in selecting our shortlist and winner."

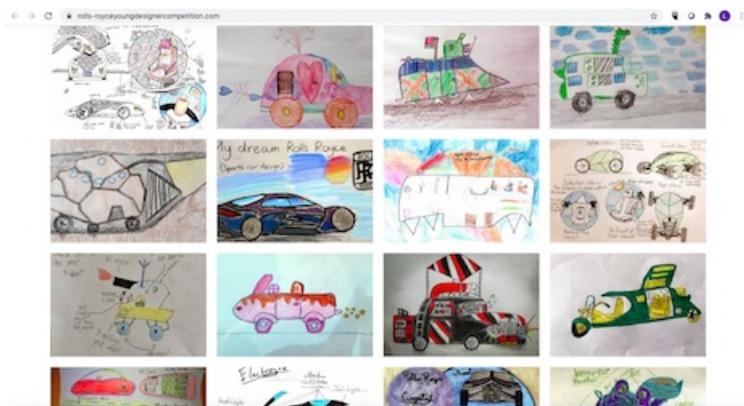


Shortlisted, a five-year-old imagines a Rolls-Royce car of the future. Image courtesy of Rolls-Royce Motor Cars

Ecstatic reception

After launch in mid-April, **the competition** was extended from its mid-May deadline for another couple of weeks due to the volume of entries.

Now, Rolls-Royce's Mr. Hartley and his team members will sift through the shortlisted entries that are **available for viewing in a special section of the Rolls-Royce Motor Cars' site.**



Shortlisted entries from the 2020 Rolls-Royce Young Designer Competition. Image credit: Rolls-Royce Motor Cars

The overall winner will be named in mid-July, receiving 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-Övs, 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.



*The Rolls-Royce Wraith uses GPS data to see beyond what the driver sees. The GPS anticipates the driver's next move based on location and current driving style, then selects the most appropriate gear for the terrain ahead. Image credit: Rolls-Royce Motor Cars*

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.

"Rolls-Royce encourages and enables the pursuit of dreams," Mr. Hartley said.

"As well as giving children a way to express their visions, this competition has really inspired us as a design team," he said. "It's reminded us of the sheer power of the human imagination, and challenges us to bring that sense of scale, possibility and greatness to making our customers' dreams a reality."

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