

## Assystem sponsor The Coventry University MA Automotive Design Show

Aleksandra Sladek for the design concept "I3" was awarded 'Best Integration of Design and Engineering' accolade in the Assystem UK sponsored private view of the Coventry University MA Automotive Design Show held on Friday 30th November 2007 at the Coventry Transport Museum. The winning design was selected from a line-up of 17 international students by a distinguished judging panel, which included Alan Beazley, Head of the UK Automotive Business Unit of Assystem UK and his colleague Mark Bideleux, Nick Hull, Course Director, MA Automotive Design at Coventry University and his colleague Chris Johnson Director of Design Project Work.



Alan Beazley, Head of the UK Automotive Business Unit of Assystem UK and chair of the judging panel, said of the winning design: *"All of the students projects were of a very high standard and many had obviously put in an enormous amount of thought and effort. Aleksandra's project 'I3' was selected due to her thorough research and application in producing a vehicle which would not look out of place on our roads today. The level of detail and her consideration of how the vehicle would function were outstanding."*

Christian Forbes-Bell deserves a special mention for his unique view of how transportation could be in the extreme conditions in the Middle East, with vast expanses of sand and water. This project was very well thought out and maybe we will see a vehicle of this type in the future.

This is the first year that Assystem has sponsored the Coventry University Automotive MA Design Show, and, forms part of Assystems' work in bridging the gap between the designers of tomorrow and those customers needing product design talent.

Commenting on the success of this year's designs Nick Hull, Course Director, MA Automotive Design at Coventry University: *"We were delighted to have the support of Assystem for our Degree Show this year and the recognition by industry of our students and their talent is an important motivator for our students in future"*.