



18th SIAM AUTOMOTIVE DESIGN CHALLENGE (ADC) 2025

Overview:

Automotive Design Challenge (ADC) is an annual design competition organized by SIAM Styling & Design Group to evaluate the design acumen of Indian students interested in Mobility and Transportation space.

Attractive Prizes to be won:

- **1st Prize:** INR 1,00,000 and Trophy and Certificate
- **2nd Prize:** INR 75,000 and Trophy and Certificate
- **3rd Prize:** INR 50,000 and Trophy and Certificate

Design Brief:

Autonomous Air Ground EV 2035: Design a hybrid electric vehicle that transitions between driving and vertical take-off (eVTOL) modes, leveraging onboard AI for seamless ground-to-air journey and intelligent user interaction.

Objective:

- To solve air + urban mobility for congested developed cities.
- Display strong use case scenario to make your proposal stronger.
- Focus on seamlessly blending 'eVTOL' technology with your vehicle design

Challenges to Consider:

- Traffic congestion: Design should facilitate easy manoeuvrability in dense urban environments.
- Docking: Project should specify through storytelling about the docking / transition etc with relevant justification
- Pilot: Develop scenarios according to your story to display if it has Pilots / Is autonomous etc.
- Varying weather conditions: Considering the challenges people face across the year

Evaluation Parameters:

- Understanding of the Brief and Identification of the criticality of the issue.
- Visual Appeal and Appropriateness of the Aesthetic
(Seamless Integration of eVTOL with Vehicle, Stance, Proportion etc.)
- Quality of the Presentation (Storyboarding, Use Case Relevancy, Quality of the model).
- Relevance/Benefit of the product to the business as well as to the society.
- Utilisation of Technical know-how + Logic and appropriateness of the technology used to support the concept/product.

Guidelines for participation:

- Students who are currently enrolled in a Design Course in an Indian Design Institutes are eligible to participate in the ADC.
- Students need to participate as individuals only; teamwork is not permitted.
- For 1st round evaluation, students need to submit their digital entries with their Full Name, Institute Name and Mobile Number mentioned on their entry.
- Avoid including any videos in your digital submission.
- Artificial Intelligence (AI) generated images must be clearly mentioned in the submission, if utilised.
- Students may take help from their faculty members to brainstorm ideas about their submission for ADC.
- File Format for submission is only **PDF (< 10 MB)**. Share brief explanation of the submission and the thought process in one paragraph.
- Entries shortlisted for the Final Round of ADC will be invited to participate in the **SIAM Styling & Design Conclave** in **January 2026**.
- Students have to submit their digital entries at kartike@siam.in & rubyganguly@siam.in latest by **25th December 2025**
- **For the Final Round Evaluation, top-10 participants have to prepare 1:3 scale model (Prototype, Hard Model or 3D Printed Model in any neutral CAD format) or any suitable physical representation that conveys design concept.**

Timelines:

- **1st December 2025:** Launch of the ADC
- **25th December 2025:** Submission of First Round Entries
- **2nd January 2026:** Announcement of shortlisted students for Final Round of ADC
- **January end 2026:** Final Round evaluation during SIAM Styling & Design Conclave

Please feel free to contact **Mr Kartike Karwal / Ms Ruby Ganguly** at kartike@siam.in / rubyganguly@siam.in or at +91 9971156581
