1. ORGANIZER OF THE COMPETITION

1.1 The competition is organized by AUDI AG, 85045 Ingolstadt, Germany.

1.2 The following contact information applies for the competition:

**Contact partner:**
AUDI AG
Audi Production Award 2011
Christian Aye
85045 Ingolstadt
Germany

E-mail: production.award@audi.de
Tel.: +49 841/89-573662

2. PARTICIPANTS

2.1 Participation is open to all natural persons as individuals or in teams. Individuals and teams may also be supported by a professor or other persons with regard to the topic. In the following, the eligible individuals or teams are also referred to as the “Participants”.

2.2 Teams consist of at least two and no more than four natural persons. An individual may not be a member of different teams.

2.3 The team members shall appoint an official representative who shall legally represent the entire team. This person shall be the sole contact partner for the organizer.

2.4 Participation is not open to individuals or teams who do not meet the participation requirements of the Audi Production Award 2011.

2.5 Each Participant is only allowed one application as an individual or as a member of a team.

2.6 The organizer is entitled at any time to exclude those Participants from the competition who are suspected of violating the entry rules, or of any other manipulation, and in this context to subsequently withdraw the prize and demand its return.
3. **COMPETITION ENTRIES**

3.1 Each Participant wishing to participate in the competition must submit a written concept portfolio on the topic "Resource efficiency in manufacturing" which shall comprise no more than 10 DIN A4 pages.

The content of each concept shall focus on how teams imagine the future of production, aspects thereof or individual technological solutions with regard to resource-efficient car manufacturing.

Participants invited to take part in the expert workshop must also prepare a presentation, during which they shall present their concept to a jury. The presentation of the concept to the jury shall last no longer than five minutes.

3.2 The competition entry consists of the components: fully completed form, concept portfolio and presentation (Microsoft PowerPoint). Templates for the form and concept portfolio can be downloaded from the home page ([www.audi.com/production-award](http://www.audi.com/production-award)). These templates must be used. Documents submitted which are incomplete will not be considered by the jury.

3.3 The competition entry must be sent as a PDF document by e-mail to [production.award@audi.de](mailto:production.award@audi.de).

3.4 All documents submitted must be written in either German or English.

4 **ENTRY DEADLINE**

The deadline for competition entries is **September 30, 2011**.

5. **PRELIMINARY SELECTION**

A qualified jury put together by the organizer shall make a preliminary selection from all fully completed competition entries received. The preliminary selection forms the basis for the expert workshop to be held on the organizer’s premises. The organizer shall inform all Participants of their result in the preliminary selection stage via email by **October 17, 2011**.
6. **EXPERT WORKSHOP & AWARD CEREMONY**

6.1 The expert workshop shall take place in Ingolstadt, Germany, on **November 16-17, 2011**.

6.2 The organizer shall invite all Participants selected by the jury in the preliminary selection stage to attend the expert workshop. All costs for the event, for accommodation, and for travel to and from the event, shall be borne by AUDI AG.

6.3 The selected Participants of the preliminary round must confirm their participation in the expert workshop in an e-mail to the organizer, using the e-mail address stated in Section 1.2, by no later than **October 28, 2011**. If the above confirmation is not received, or not received within the aforementioned period, the Participant loses the right to take part in the expert workshop.

6.4 The Participants shall present their concepts to the jury during the expert workshop. The jury shall determine the winning Participant from the contributions presented.

6.5 The winning Participant shall receive the Audi Production Award 2011 and prize money of € 5,000. In addition, the jury shall award special prizes of € 2,500 each for the most visionary concept and for the concept with the best chance of implementation.

6.6 The award ceremony will be held during the expert workshop.

6.7 The organizer accepts no liability for material defects or defects of title. Winnings are not transferable.

7. **ASSESSMENT PROCESS**

7.1 All assessments in the preliminary round and in the expert workshop take place in camera.

7.2 All decisions of the jury and the organizer are binding for all Participants. The Participant waives all form of appeal against decisions made by the jury. No grounds shall be given for a negative decision.
8. DOCUMENTS AND DATA

8.1 All documents submitted in the course of the competition, in particular the competition entries, pass into the ownership of the organizer and shall be stored by the organizer. The Participant agrees that the organizer shall keep the concept in electronically stored form.

8.2 The Participants of the expert workshop consent to the use of their details (names of Participants, team name, possibly university, title and brief description of the concepts) as well as photos taken during the event for placement in promotional materials, newsletters, electronic media, print media, television and radio media, press releases and other related material of the organizer.

8.3 The Participants have the right to enquire at all times about their personal data stored by the organizer and to demand corrections of such data. Such requests should be addressed to the e-mail address of the organizer stated in Section 1.2.

9. WORK RESULTS / RIGHTS

9.1 Work results within the meaning of these entry rules are in particular copyrighted works, including computer programs, results which are patentable or capable of protection as a utility model or design, as well as all other papers and documents produced.

9.2 The Participants of the "Audi Production Award 2011" competition assign to the organizer the non-exclusive, irrevocable right, not restricted by time, space or content, to use the work results for all types of use and to grant third parties usage rights for all types of use. The right of use also includes the authority to revise, amend, copy or have copied the copyrighted works and other produced papers and documents.
10. GENERAL PROVISIONS

10.1 The winning Participant undertakes to participate to a reasonable extent in advertising or promotional campaigns of the organizer.

10.2 The legal rights of Participants are not affected by the competition.

10.3 The organizer is not liable for lost or damaged entries, nor entries which are returned late or misdirected, providing the aforementioned circumstances are not due to intentional or grossly negligent breach of duty by the organizer.

10.4 The organizer reserves the right to change, amend or terminate the competition without prior notice at any time.

10.5 The organizer’s decision is final.

10.6 These entry rules are governed solely by the laws of the Federal Republic of Germany.

10.7 The exclusive place of jurisdiction is the court responsible for the headquarters of the organizer (Ingolstadt).

10.8 By submitting their documents, Participants express their unrestricted agreement with these entry rules.