



Press Release

DEBUT OF THE FIRST ANFIA NEXT MOBILITY HACKATHON CONTEST 2021 INTENDED FOR THE TALENTS OF THE FUTURE

An initiative by the ANFIA Car Coachbuilders and Designers Group, where students from Italian universities and design schools compete against each other's designs within the automotive sector reflected in the acronym: **CASE-Connected, Autonomous, Shared and Electric.**

The three categories the students can choose from for their initiatives are: **Engineering & Design, Autonomous & Data-driven mobility and HMI Interfaces**

Turin, 3rd December 2020 - The first-ever **ANFIA 'Next Mobility Hackathon'** will be launched in 2021, an initiative sponsored by the Association's Car Coachbuilders and Designers Group, representing companies specialised in concept design, modelling, engineering and testing, as well as in the design and production of specialist vehicles. This event is open to all students from Italian universities and design schools. The contestants will be asked to measure themselves against the trends within the automotive sector reflected in the acronym CASE-Connected, Autonomous, Shared and Electric.

"In our view, the hackathon represents an important step towards the new role that the world of engineering & design plans to take up," says Silvio Angori, Chairman of the ANFIA Car Coachbuilders and Designers Group, - that of key players in the training of talented people for the technological revolution and approach to mobility that the entire automotive supply chain is now witnessing. As this change will affect vehicle design in terms of styling, engineering, and customer experience, we are the ideal bridge between companies, public institutions, secondary schools, and universities. Thanks to our innovative and creative spirit, we want to start with our talented young students, who are the real hope for the future of our country's economy".

There will be three themes to choose from for their innovative ideas and projects. Judges will be made up of the Technical Scientific and Evaluation Committee of the event, all experts in the field of mobility. These experts come from ANFIA member companies, as well as the academic and industrial world.

The **Engineering & design** theme will focus on the need to reinvent, both the interior and exterior space of the vehicle. It must provide the driver with a completely new approach to usability, whether in the public or private sector. The participants will be asked to reflect on how future models used in the mobility of people and goods will be shaped by the urban and industrial context of smart cities. Their approach to the design needs to respond to this new type of transformation.

The **Autonomous & Data-driven mobility** theme will focus on the evolution of connected and autonomous vehicle technologies related to novel forms of interaction between the user and the vehicle as well as with the surrounding environment. New developments



will evolve in which sets of big data and fast connections will increase possibilities and services available to the individual.

Finally, the **HMI Interface** theme intends to give ground to the new frontiers of human-machine interaction. With the progressive achievement of autonomous driving, the user, as a driver of the vehicle, will gradually become an observer. There is a clear need to combine both the wishes of the driver-observer with the guarantee of safety for the driver and other road users, achieving a perfect balance between interaction and distraction. Here, the challenge is to focus on, not only interaction strategies such as human perceptive and cognitive but technical design, application, and implementation.

Applications from students will be open from 1st to 15th February 2021 on the event's web platform (<https://www.nextmobilityhackathon.com/>), where they can upload their project proposals online. It can be limited to just describing, through in-depth studies and analysis, the technical and economic feasibility of the product or service without any actual construction or demonstration, or it can include a first level economic analysis as a feasibility study. Those who wish to do so may, in the end, complete the entire development process to arrive at a working solution for the product or service being presented. The winners in each of these three categories will receive a financial prize¹.

However, all participants in the hackathon will have the opportunity to benefit from a range of prizes, either financial and/or in the form of assistance in the development of their proposed ideas. This is thanks to the resources made available by the sponsors of the initiative.

Sponsorship is still open to companies interested in joining the campaign.

Through the web platform and with the support of social media, registered users will also be allowed to vote for the most noteworthy proposals. Judges of the event will consider the opinions of the online community and will take into account these results when compiling their final evaluation.

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ANFIA - Italian Association of the Automotive Industry

Born in March 1912, over these one hundred years, ANFIA mission has always been to represent the interests of its associate members and ensure effective communication between the Italian motor vehicle industries on the one hand, and the Public Administration and Italian political bodies on the other, with regard to all technical, economic, fiscal, legal, statistical and quality-related issues referred to the automotive sector. The Association is structured in three product-based Groups, each one chaired by a President. Components: motor vehicle parts and components manufacturers; Car Coachbuilders and Designers: companies working in the sector of design, engineering and style of motor vehicles and/or parts and components for the automotive sector; Motor vehicles: motor vehicles manufacturers in general, including trucks, trailers, camper vans, special means of transport.

¹ Or a prize of equal value.



www.anfia.it/it/

https://twitter.com/ANFIA_it

www.linkedin.com/company/anfia-it/

ANFIA Car Coachbuilders and Designers Group

The Group includes around twenty companies, the majority of which are based in the Northwest of Italy and are active in concept design, modelling, engineering, testing as well as the design and production of special vehicles. Italian car design has always had strong roots in the North-West of the country and is a unique example of territorial concentration of the different forms of know-how that belong to the world of motor vehicles. This is a large area that has been able to invest, well before others, in the planning of systemic activities - the design of a vehicle from the blank sheet to production - thus becoming a global reference point. The group's ethos is based on the enhancement of its diversity and the complementary skills and specialisations of its member companies.

The Automotive Production Chain in Italy

5.529 companies

274.000 employees (direct and indirect), more than 7% of the employees in the Italian manufacturing sector

105.9 billion Euros of turnover, which means 11% of the Italian manufacturing sector turnover and of 6.2% of the Italian GDP

76.3 billion Euros of tax levy of motorization