

1. COMPETITION ORGANISER

1.1 The organiser of the competition is AUDI AG, 85045 Ingolstadt, Germany.

1.2 The following contact details apply for the competition:

Contact:

AUDI AG
Audi Production Award 2012
Christian Aye
85045 Ingolstadt
Germany

Email: production.award@audi.de

Tel.: + 49 841/89-32958

2. PARTICIPANTS

2.1 The competition is open to natural persons as individuals or in teams.

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

2.3 The eligible individuals and teams are also referred to in the following as “participants”.

2.4 Insofar as participants are members of a university, such as students or research assistants, they may be mentored and supported by a professor in terms of the subject matter.

2.5 The team members shall appoint an official representative who shall legally represent the entire team. This representative shall be the sole contact for the organiser.

2.6 The competition is not open to individuals or teams who do not meet the participation requirements of the Audi Production Award 2012.

2.7 Each participant may submit only one application as an individual or as a member of a team.

2.8 The organiser is entitled to exclude participants from taking part in the competition at any time if they are suspected of breaching 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 In order to take part in the competition, each participant must submit a written concept portfolio on the topic of “People in Production”. This shall comprise no more than 10 DIN A4 pages.

The motto for 2012 is “People in Production” with the focus on “Training” and “Cooperation”. How will people work in the production halls of the future? What training concepts and/or forms of cooperation will be required in the production halls of the future?

The issue relates to the full spectrum of subject areas, which the following keywords illustrate by way of example:

Abilities, artificial intelligence, attractiveness, challenges, change, codetermination, collective intelligence, communication, community, competences, competitiveness, complexity, conflict culture, cooperation, corporate culture, cultures, degrees of freedom, demographic change, development opportunities, dexterity, education, employment models, enthusiasm, ergonomics, experience, fitness, flexibility, further training, generational diversity, goals, hierarchies, incentive schemes, information culture, internationalisation, know-how transfer, knowledge, knowledge management, language, leadership, learning organisation, lifelong learning, machine learning, man-machine, media, methods, mobility, motivation, multiculturalism, needs, networks, organisational structures, personal responsibility, personnel planning, processes, promotion, relationship, requirements, responsibility, satisfaction, simultaneous engineering, skills, social environment, sustainability, teamwork, technologies, time, tools, trust, value creation chain, values, willingness to change, work/life, work organisation, working atmosphere, working hours, workplace design

This list only serves to illustrate the broad range of potential topics: a topic of your own choice would be particularly welcome.

3.2 The competition entry consists of the following components: a fully completed form and the concept portfolio. Templates for the form and concept portfolio can be downloaded from the website (www.audi.de/production-award). These templates must be used and are best edited with Adobe Acrobat Reader. Documents submitted that are incomplete will not be considered by the jury.

3.3 Participants invited to the Experts’ Workshop must also prepare a presentation (Microsoft PowerPoint), during which they shall present their concept to a jury. The presentation of the concept to the jury shall last no longer than ten minutes. This presentation shall be sent to production.award@audi.de no later than two days prior to the Experts’ Workshop, and shall also be brought to the Experts’ Workshop on CD and USB stick.

3.4 The competition entry must be sent as a pdf document by email to production.award@audi.de.

3.5 All documents submitted must be written in German or English.

4. CLOSING DATE FOR ENTRIES

4.1 The closing date for competition entries is 31 August 2012.

5. PRELIMINARY ROUND

5.1 A qualified jury, chosen by the organiser, shall make a preliminary selection from all fully completed competition entries received by the closing date. The preliminary shortlist forms the basis for the Experts' Workshop to be held on the organiser's premises. The organiser shall inform all participants of their result in the preliminary round by email no later than **28 September 2012**.

6. EXPERTS' WORKSHOP & AWARD CEREMONY

6.1 The Experts' Workshop shall take place from **12 to 13 November 2012** in Ingolstadt.

6.2 The organiser shall invite all participants selected by the jury in the preliminary round to attend the Experts' Workshop. The costs of the event, accommodation and travel to and from the event shall be assumed by AUDI AG.

6.3 The participants selected in the preliminary round must confirm that they will attend the Experts' Workshop in an email to the organiser no later than **5 October 2012**, using the email address stated under Section 1.2. Should the aforementioned confirmation not be received, or not be received by the deadline stated, the participant loses the right to take part in the Experts' Workshop.

6.4 The participants shall present their concepts to the jury during the Experts' Workshop. The jury shall determine the winner based on the presentations made.

6.5 The winner shall receive the Audi Production Award 2012 as well as prize money of €5,000. In addition, the jury may award special prizes worth €2,500 each for the most visionary concept, for the concept with the best chance of implementation and for the best student concept.

6.6 The award ceremony will take place during the Experts' Workshop.

6.7 The organiser accepts no liability for material defects or defects of title. Prizes are not transferable.

7. ASSESSMENT PROCESS

- 7.1 All assessments in the preliminary round and in the Experts' Workshop take place in camera.
- 7.2 All decisions by the jury and the organiser are binding for all participants. The participant waives any right of appeal against decisions made by the jury. No reason shall be given for a negative decision.

8. DOCUMENTS AND DATA

- 8.1 All documents submitted during the course of the competition, particularly competition entries, shall become the property of the organiser and shall be stored by the organiser. The participant consents to the organiser keeping the concept in electronically stored form.
- 8.2 Participants in the Experts' Workshop consent to the use of their details (name of participants, name of university if applicable, title and brief description of concepts) as well as photos and videos taken during the Experts' Workshop for placement in advertising material, newsletters, electronic media, print media, television and radio media, press releases as well as in other related material of the organiser.
- 8.3 The participants have the right to obtain information at any time about their personal data stored by the organiser and to demand that such data be corrected. Such requests should be sent to the email address of the organiser stated in Section 1.2.

9. WORK RESULTS / RIGHTS

9.1 Definition of work results

Work results as defined under these entry rules are in particular copyrighted works, including computer programs, results that are patentable or eligible for protection as a utility model or design as well as other papers and documents produced.

9.2 Ownership of work result

The work result is the property of the participant.

9.3 Right to use work results

The participants of the "Audi Production Award 2012" competition assign to the organiser the non-exclusive, irrevocable right, not restricted in terms of time, space or content, to use the work results in any way or form and to grant third parties utilisation 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 papers or documents produced.

10. GENERAL PROVISIONS

- 10.1 The winner agrees to take part to a reasonable extent in advertising or promotional campaigns for the organiser.
- 10.2 The legal rights of participants are not affected by the competition.
- 10.3 The organiser is not liable for any lost or damaged competition entries, nor entries that are returned late or misdirected, provided that the aforementioned circumstances are not due to a wilful or grossly negligent breach of duty by the organiser.
- 10.4 The organiser reserves the right to change, amend or cancel the competition without any prior notice at any time.
- 10.5 The jury's decision is final.
- 10.6 This competition is governed solely by the laws of the Federal Republic of Germany.
- 10.7 The sole place of jurisdiction is the court responsible for the registered office of the organiser (Ingolstadt).
- 10.8 By submitting their documents, participants accept unreservedly these competition entry rules.
- 10.9 In the event of any question of interpretation arising, the German version of the competition entry rules shall be deemed to be the authoritative version.