

**MAGNA POWERTRAIN** is challenging you to develop innovative future concepts for hybrid cars in interdisciplinary teams. **APPLY NOW!**

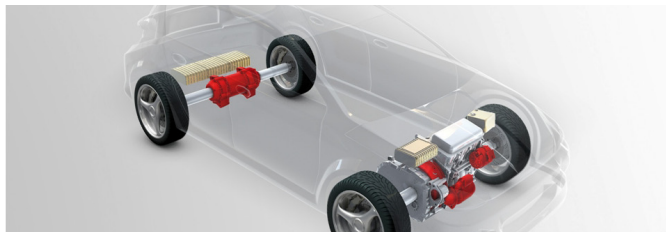
*The task: Understand and develop the future of hybrid cars from drivers' point of view*

Global warming is becoming more and more a real threat for mankind and environment. Additionally, it is obvious that traditional fuel resources are limited.

Legislation has already reacted to these major challenges and is continuously tightening up on CO<sub>2</sub>, exhaust gas and noise emission limits. Furthermore, a growing population accompanied by an increased demand for mobility is obvious.

The automotive industry is already reacting and several results are yet in market or right now in development. One approach to meet these challenges will be **hybrid and electric vehicles**, getting more and more market shares in future.

But there is still a **potential for innovative solutions for future hybrid vehicles**. This project focuses on the end customers' needs for hybrid vehicles and the customer perception of cleaner mobility concepts as well as expectations regarding hybrid vehicles of today and tomorrow.



10 students will have the possibility to master this semester's challenge within the university class "InnoLAB" provided by the Institute for Entrepreneurship and Innovation (WU Wien). You will learn how to hands-on apply the human centered innovation method "Design Thinking" (Stanford University) to develop new product concepts and functional models/ prototypes.

This class starts with a Kick-Off Workshop, where you will playfully learn the skills needed for the project. Based on an analysis of market, needs and trends, the project focus will be on idea generation and functional modeling. Existing solutions will systematically be questioned and adapted to today's challenges (trends, target groups, needs). At the end of the term a tested functional model will be presented. Students are provided with necessary (prototyping) materials needed throughout the semester.

**Experience innovation from a new perspective, learn to understand other disciplines and materialize your ideas of the future driving experience!**

*It is up to you to create and define your innovative ideas and proposals for a cleaner future and solutions for hybrid cars. Be part of forming future mobility!*

*Benefit from knowledge exchange and support by experienced coaches and experts. Work together with students from interdisciplinary backgrounds (e.g. design, engineering, economics) and develop innovative ideas, concepts, and prototypes for a real company challenge by applying the method "Design Thinking".*

*Who can participate?* Open-minded students from all disciplines and universities.

*How can I participate?* Application (short motivation letter and curriculum vitae) until **11 October 2011** ([ilse.klanner@wu.ac.at](mailto:ilse.klanner@wu.ac.at)).

Reference: MAGNA@InnoLAB

Concurrent enrollment (=Mitbelegestudium) at the WU Wien, further information at Kick-Off meeting.

*Course details:* **3,5 ECTS** (WU), credit transfer to other universities possible.

*Official class language:* German; Documents and Findings need to be in English for international use within Magna Powertrain.

*Syllabi and further information:* VVZ WU Wien, Course Nr. 1985

*Dates winter term (WS2011/12):*

17.-18.10.11 Kick-Off (HUB Vienna)

Monday Jour Fixe: weekly teamcoaching

Additional Workshops: Google-Workshop (27.10.), presentation skills (18.11.) Creativity Training (22.11.)

21.11.11 Midterm presentation Research & Insights

16.01.12 Final Project presentation