

Johann Puch Innovation Award

Magna – Diploma / Master Thesis Competition

€ 20,000 for the best diploma / master theses

In commemoration of the famous Austrian automotive pioneer Johann Puch, Magna initiated the “Johann Puch Innovation Award”, a diploma / master thesis competition where a panel of experts selects three winners every year. The prize is endowed with a total of € 20,000 and aims to promote young, scientifically and technically talented students in the area of automotive engineering.

The award focuses on selected universities and universities of applied sciences in Austria and neighbouring countries, which are cordially invited to submit the 3 most innovative diploma / master theses of their university written in 2014.

The theme of the 2014 diploma / master thesis competition is

“ECO-technologies to meet upcoming CO₂-limits for the automotive industry” with a focus on three main aspects:

- **Powertrain technologies** with special emphasis on powertrain electrification (electric vehicles, hybrid and fuel cell solutions) and alternative fuels, innovative ideas regarding downsizing and powertrain energy management solutions as well as new tools and methods in the field of alternative, sustainable powertrains.
- **Production processes and materials** with special emphasis on energy efficient materials, lightweight solutions, joining technologies and design methods of new, innovative ECO-products.
- **Sustainability** with special emphasis on emission reduction through higher life cycle efficiency, remanufacturing & recycling solutions for end-of-life automotive products as well as total life cycle analyses (LCA).

Participation conditions and assessment procedure:

Eligible are diploma / master theses which were or will be completed in 2014. Doctoral theses and bachelor papers are not admitted. The paper must apply to the above mentioned topic and deal with an innovation that has a good chance of being implemented at Magna. No team works are admitted, only papers by one single author. In papers developed in the context of bigger research programs the candidate's share must clearly be identifiable.

For further questions please contact:

MAGNA STEYR Engineering AG & Co KG

Ms. Barbara Kleemair

Liebenauer Hauptstrasse 317, A-8041 Graz

Tel: +43 316 404 6578, E-Mail: barbara.kleemair@magnasteyr.com

In your submissions, which are to be made in English, please include:

- A summary of 3 to 5 DIN A4 pages of your diploma / master thesis (recommended font Arial 11, line spacing 1,3). The complete version of the diploma / master thesis in electronic form (download possibility, CD).
- List of literature used for the paper.
- Statement explaining why you think the paper applies to the theme of 2014 (about 1/2 to 1 DIN A4 page).
- If the paper was written as part of a bigger research program, include a statement of your academic advisor describing your share of the work (about 1/2 to 1 DIN A4 page).
- Your personal data (template will be sent on request).

Please send your papers to the coordinator of your university who pre-evaluates all summaries and then passes the 3 best papers on to Magna.

Closing date for submission is January 31st, 2015

The jury consisting of representatives of Magna and different Austrian universities evaluates the papers with regard to the following criteria:

- scientific standard
- benefit for automotive engineering
- form and content of presentation

The authors of the papers with the ten best scores will be invited to Magna, Graz, to present their diploma thesis to the jury. The presentations and discussions will be held in English.

Assessment criteria for the oral presentation:

- quality of presentation
- rhetoric
- competence

