

RESEARCH COMPETITION 2018

BMW GROUP KOREA & SEOUL NATIONAL UNIVERSITY



Information Session on 19th March, 2018, 12:30-13:30 pm @ Building 39, B103 (lunch is provided)

Research Interests:

- Innovative, futuristic ideas on automobiles
- Lightweight / smart / nanomaterials
- Autonomous driving, local-based services
- Connectivity, 5G, telecommunications, IoT
- Electronics: sensors, displays, HMI
- E-mobility (BEV, PHEV, FCEV) & infrastructures
- Environment-friendly and renewable energy
- Interior design including new materials, displays, lighting, steering wheel and others
- User experience study on BMW models, psychoanalysis on customers, dealers and etc.
- Mechanics of vehicle vibration, noise, stress, fatigue and etc.
- Communication between drivers, passengers and other vehicles
- HMI integration into future cars, shared duties and responsibilities between human and machines
- Infrastructure for autonomous driving cars
- Study on the influence of cars on society, future car technology trends, market analysis, customer preference and etc.
- Effect of automobile industries on economy, future plans for developing countries, new policies for international organizations and etc.

Prizes:

Winner	10,000,000 KRW
1 st Runner Up	5,000,000 KRW
2 nd Runner Up	3,000,000 KRW

Important Dates

Information Session	19th March 2018
1 st Round: Submission of 10 page research proposal	4 th May 2018
2 nd Round: 5 mins interview & 5 mins Q&A	1 st June 2018
3 rd Round: Submission of prototype and other result materials & Presentation in English	14 th September 2018
Award Ceremony	21 st September 2018

Eligibility:

Undergraduate or graduate students enrolled Seoul National University in Spring and Fall semester of 2018

Details:

- Research Fund: up to 2,000,000 KRW
- Up to 5 members in each team
- Lunch is provided at information session (first come first serve basis)

Contacts & Proposal Submission: Advanced Automotive Research Center, Seoul National University (Kweon, Hae ryoung, 02-880-9207, stella0327@snu.ac.kr, aarc.snu.ac.kr)
Host: College of Engineering, Seoul National University | Organizer: Advanced Automotive Research Center, Seoul National University | Sponsor: BMW Group Korea