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Top designers select Wayne K Cherry for the *EyesOn Design* Lifetime Design Achievement Award

A prestigious group of top automotive designers has chosen Wayne Cherry as the winner of the 2013 Lifetime Design Achievement Award for his career in vehicle design.

The award, **given annually by the Detroit Institute of Ophthalmology (DIO)**, is unique in that only vehicle designers who have previously won the award are allowed to vote. Previous winners include such designers as Chris Bangle, Walter de'Silva, Tom Gale, Giorgetto Giugiaro, Chuck Jordan, Robert Lutz, Shiro Nakamura, Chuck Pelly, Sergio Pininfarina and Jack Telnack.

Cherry, who was only the fifth Vice President of Design in General Motors' history, joined GM in 1962 after graduating from the Art Center College of Design in Los Angeles. He soon was a member of the teams that developed the landmark 1966 Oldsmobile Toronado and the 1967 Chevrolet Camaro designs..

In 1965, he was transferred to GM' British operations, Vauxhall Motors, where he led he design work on the gull-winged XVR Concept and designed the low-slung, mid-engined SRV, and the 1978 Equus. Named Director of Design in 1975, Cherry's team was responsible for a number of successful cars, trucks and coaches that significantly improved Vauxhall's market share.

In 1983, he became Director of Design at GM's Opel Design Centre in Germany where his team was responsible for the design of all GM vehicles in Europe. There, he oversaw the design of the Opel Junior, which eventually influenced the 1993 Corsa which received 20 international design awards. In addition, he was responsible for the 1987 Omega, named the European Car of the Year, the 1991 Vectra, the 1995 Astra, the 1996 Omega and two sporty models – the Calibra coupe and the Tigra. During this period, Opel became number one in European sales.

He returned to the U.S. in 1991. Named General Motors' Vice President of Design worldwide in 1992, he was responsible for all of GM's North American brands – Buick, Cadillac, Chevrolet, GMC, Pontiac Oldsmobile, Saturn, and Hummer.

Among the many signature production cars and trucks produced under his leadership were the Pontiac Solstice, the H2 Hummer and the Chevy SSR and more than 40 concept vehicles, among them the Cadillac Evoq, Cien and the breathtaking Cadillac Sixteen unveiled in 2003.

In addition, he was responsible for Cadillac's "Art and Science" design philosophy of sharp lines and crisp edges as seen in his designs for the Cadillac XLR, CTS, SRX and Escalades.

Since retiring from GM in 2004, he has continued to design cars, including the VSR Concept Sports rod, expressing the Cadillac design genre and powered by a 400-horsepower Cadillac V-series engine. teenager.

The 2013 Lifetime Design Achievement Award will be presented to Cherry next June at a black tie evening during the DIO's EyesOn Design week of activities, which culminate in the annual automobile

design show, held every Father's Day on the grounds of the lakefront Edsel & Eleanor Ford House in Grosse Pointe Shores, Michigan.

EyesOn Design is unique among auto shows in celebrating design, not vehicle rarity, restoration or celebrity ownership. As a benefit for the Detroit Institute of Ophthalmology, a not-for-profit 501(c)(3) corporation, EyesOn Design is a major source of revenue for the DIO's research, education and support group programs for the visually impaired.

Other auto-related DIO events include the EyesOn Design awards each year at the North American International Auto Show and this year's The Eye and The Chip World Research Congress on Artificial Vision, September 9-11, 2012 at the Detroit Marriott at the Renaissance Center in Detroit, Michigan.

For more information, visit www.eyeson.org.

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