

Page: Application

Automotive News

PACE AWARD

Welcome to the PACE Award application website. You will be asked to provide basic contact information and answer questions about your company's innovation.

Make sure to save your work as you work on the application. There is a "Save" button at the bottom of the page. You may click the "Save and Close" button if you need to pause and come back to this page later. You may return to the application at any time to continue.

To submit an application for review, payment is required for each applicant. The application fee can be paid by Visa, Mastercard or American Express. Once your payment is processed, your application will be officially marked as submitted for review.

Disclaimer: Automotive News holds the right to charge an additional fee to applicants that hold their site visits in countries that may be more difficult to travel to by the PACE judges.

Regarding Confidentiality - Inclusion of quantitative data in preparing the application is vital to the judges' assessment of your innovation. You may mark sensitive materials "CONFIDENTIAL, FOR PACE JUDGES ONLY." For more information, [click here to read the confidentiality agreement in the FAQs section](#).

You may invite your colleagues to edit and collaborate on this application. To invite a collaborator, click the **Manage Collaborators button** in the top right side of this screen.

NOTE: Please notify your collaborators that they have been invited to the application. In order to access the application, all users must log in or create an account if they do not already have one.

Only the primary editor of the application has the ability to submit the application once it's complete.

Who should we contact if we have questions about your entry?

Email Address *

First Name *

Last Name *

Company Name *

Job Title *

Phone Number *

City, State/Province, Postal Code *

Title of the Innovation *

Abstract *

Brief summary of the innovation, its essence, and competitive impact.
(Maximum 250 words)

NOTE: The best abstracts are those that have been revised during the application process to refine the identification of the innovation and its impact on the market and the applying company.

First Customer of the Innovation *

First Customer Confidentiality *

Is your innovation's first customer open to disclosure?

Select one option

- ☐ Yes, this innovation's first customer can be publicly disclosed.
- ☐ No, this innovation's first customer cannot be publicly disclosed.

Embargo Date *

If available, please provide the embargo date for the announcement of this innovation's first customer.

Date Launched *

Approximate date for the first COMMERCIAL appearance of the innovation.

Note: if your innovation does NOT have a signed customer or a date of launch, you may want to consider the PACE Pilot program.

Site Visit *

If this innovation is selected for a site visit, where is the best location for the judging team to interact with the innovator(s) to get an in-depth view of the innovation, its origins, and its commercial impact? (Please provide a complete address).

Street:

Line2:

City:

Country:

State:

Zip/Postal Code:

Site Visit Location *

If the site visit location you provided may be more difficult to travel to by the PACE Judges, then Automotive News holds the right to charge a supplemental fee to cover the costs of the PACE Judges' travel to your site visit location. This supplemental fee will be agreed upon and applied to your application after it has been submitted and you have paid the standard application fee.

☐ Check this box to confirm your acknowledgement.

Company Website *

1. Describe the innovation.

A PACE Award winning innovation is an innovative product, process, or service that rewrites the rules of the game. Describe and define the innovation clearly. Focus on what the innovation changes.

Consider the following as you respond, What problem is solved OR opportunity seized; What does it allow that couldn't be done before; How is it different from what is or has been available; What significant technical barriers were encountered; Who do you see as competition and what is your advantage; How is it distinguished from a simple improvement of existing practices or capabilities.

2. Describe how the innovation is being implemented.

Will the innovation be appearing on a new vehicle? If so, give as much detail as possible including OEMs, programs, dates, and other details. If the innovation has been or will be used internally, such as an innovation in manufacturing, please give dates and full description of the implementation.

3. Describe the effect of implementing the innovation.

How will the innovation affect yours and any competitor's businesses? How will it affect your customers' business? If the innovation will be on a vehicle, how will it affect vehicle users?

Consider the following as you respond, Are there future opportunities based on this innovation (new customers, products etc.); Any competitors' response; Any challenges overcome during implementation (resources i.e. capital, people etc.); Getting buy-in from management, customers, external groups.

4. Identify external references - Two (2) recommended. One (1) minimum.

Reference(s) are customers who have or will be implementing the innovation. PACE judges must have a private conversation with these reference(s). That conversation can occur when the judges meet with you and can be over the telephone, by Zoom (etc.) or in person. The judges will ask the reference(s) for their evaluation of the innovation's effect on theirs and the customer's business, future commitments etc. The reference's comments are confidential and will only be shared among PACE judges. Please provide the full name, company, and title of your reference(s). Include the relationship of the reference(s) to the innovation.

You may type your response here:

While preparing please use your preferred tools. A PDF file is preferred when uploading to the PACE application. Supplemental files can be uploaded below as well.

Responses to questions should be thorough but concise. A verbose response may be confusing. Focus on each question's content.

You may upload your response as a PDF file here:

[File Upload]

You may upload supplemental files here:

[File Upload]

File upload #2

[File Upload]

File upload #3

[File Upload]

File upload #4

[File Upload]

File upload #5

[File Upload]

File upload #6

[File Upload]

Page: Acknowledgments and Agreements

Is the information in my application confidential? *

Confidentiality Statement and Truth of Information Release:

"I understand that all the non-publicly available information contained herein shall be used only in connection with the Automotive News PACE Program and the confidential evaluation, judging and program administration process. No release of confidential company data will be made.

In the event that my company is selected as a Finalist and/or Award Recipient, I acknowledge that I will be able to agree that certain information be disclosed as part of the awards program and other Automotive News PACE Program-related publicity efforts such as, but not limited to, press releases, video recordings, photographs, and magazine and newspaper articles.

I have marked any sensitive information "Confidential" and understand that it will be kept strictly confidential and will be available to the Automotive News PACE Program judges for evaluation, judging and administrative purposes. The information provided and calculations made herein are accurate, true, and complete, and I understand that these will be relied upon in evaluating the application."

Signature here

Site Visit Participation Acknowledgment *

If chosen for a Site Visit, you will be visited by a small group of PACE judges. Along with those judges, the PACE Program sponsor(s) may send a representative to attend the site visit, as well. All sponsor representatives will attend as observers and will keep all site visit information strictly confidential.

☐ Check this box to accept this acknowledgment

Invitation to Participate at Automotive News Congress *

If chosen as a PACE Finalist, you will have the opportunity to display your innovation at the annual flagship event, Automotive News Congress. The event will take place **in the Greater Detroit Area on September 28-30, 2026**, in front of an audience of the industry's top power players from across all sectors.

As an added benefit of being a finalist, you can choose to receive a display area, along with all additional finalists, as part of our interactive innovation area at this event dedicated to our finalists. The opportunity includes a 6-foot table, chairs, access to basic Wi-Fi and a power supply, and one complimentary registration to the Congress event (with access to additional discounted Congress tickets).

Space will be limited and on a first-come, first-served basis. If you would be interested in participating and getting the chance for the Congress audience to meet you and engage with your innovation, please check the box below.

Please Note:

- Aside from the inclusions listed above, expenses such as travel to/from the event and any costs associated with this opportunity are not provided for.
- Accepting or declining this opportunity will not affect the outcome of your PACE application.

☐ Yes, I would be interested in a display area

☐ No, I would not be interested in a display area