

2014 EyesOn Design Lifetime Design Achievement Award Winner Announced



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November 13, 2014, Detroit, MI – Peter Schreyer has been selected as the 2014 recipient of the EyesOn Design Lifetime Design Achievement award, given annually by the Detroit Institute of Ophthalmology. Schreyer, who is president of Kia Motors as well as president of the Hyundai Group, oversees design strategy for both the Kia and Hyundai brands.

The EyesOn Design Lifetime Achievement honor is significant in that previous winners of the award make the annual selection. This group includes such international vehicle designers as Shiro Nakamura, Willie G. Davidson, Tom Gale, Jack Telnack, Sergio Pininfarina, Wayne Cherry, Giorgetto Giugiaro, Bob Lutz, Bruno Sacco, Chuck Pelly, Marcello Gandini, Nuccio Bertone, Chris Bangle and Walter de’Silva.

A trained automotive designer, Schreyer was educated at the University of Applied Sciences in Munich and at the Royal College of Art in London.

At Kia, Schreyer helped revolutionize the brand’s styling and became responsible for the signature “tiger nose grille” which identifies many current models. Known for such Kia models as the 2012 Optima and the Kee, he oversees studios in Frankfurt, Los Angeles, Tokyo and Korea.

Prior to his move to Kia in 2006, Schreyer was well-known for his design work at Audi and Volkswagen, where he was best known for the Audi TT, Audi A3, A4 and A6 and for the 1996 VW Passat and the New Beetle.

The Lifetime Design Achievement Award will be presented to Schreyer at a black tie gala on June 13, 2014 in metro Detroit.



The event is a highlight and part of the annual EyesOn Design weekend events sponsored by the DIO, the research education arm of the Henry Ford Hospital’s Department of Ophthalmology.

Event details and sponsorship information are available through the DIO at (313) 824-4710.

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. The DIO is a division of the Department of Ophthalmology of the Henry Ford Health System. For more information on the DIO and the EyesOn Design automotive design exposition, please see www.henryford.com/dio

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A division of the Henry Ford Department of Ophthalmology