



Press release
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Red Dot Award 2016

Design award for the BORGWARD BX7

Stuttgart, 30 March 2016—In a major achievement for BORGWARD Group AG, the company's first model in 55 years has already received an award. Specifically, BORGWARD received an Honourable Mention in the Product Design category of the Red Dot Award for its debut SUV, the BORGWARD BX7. The Red Dot Award is presented annually in the categories Product Design and Communication Design. "We are proud and happy that our BX7 won an award! It shows that we are laying the right foundation and that the design sector is taking us seriously," said Ulrich Walker, the CEO of BORGWARD Group AG, on Wednesday in Stuttgart.

The Red Dot Award's panel of top-level judges, which included the U.S. product designer Chris Bangle and the shoe designer Jimmy Choo, was impressed by the BORGWARD BX7's reinterpretation of the ideals of the company's legendary founder, Carl F. W. Borgward. The judges especially pointed out the brand's typically high design quality and outstanding design features, such as the OCTAGON radiator grille, with its legendary diamond-shaped brand logo, and the wing line design, which quotes a variety of wing profiles. "We are decoding BORGWARD's original design DNA and transferring it to the present day," said Roland Sternmann, BORGWARD Global Executive Design Director.

"We are, of course, also implementing our principle of 'Modern Tradition' in the vehicle's interior. We are uniting traditional automotive craftsmanship with ultra-modern technology to create a luxurious wellness ambience," added Benjamin Nawka, Chief Designer of the BORGWARD Design Team in Stuttgart. This design philosophy becomes especially apparent in the contrast between the high-quality, precious materials and the various innovative components, such as the central 12.3-inch media touchscreen.

Following its entry into China, India and other emerging markets, BORGWARD plans to launch the BX models on the German market as well within the next two years. In Europe, the German automaker will exclusively market plug-in-hybrids and all-electric vehicles.

Further information

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