



Stuttgart, May 12, 2017

Red Dot Award for the Borgward BX5

Borgward has once again beat out competitors from 54 nations to capture the most prestigious German design award. This year the Borgward BX5 compact SUV followed in the footsteps of the BX7 in 2016 by winning the coveted Red Dot Award. "Our highly motivated and top-notch design team continues to refine Borgward's distinctive DNA," said Anders Warming, the Board of Management member responsible for Design at Borgward Group AG, at the company's headquarters in Stuttgart. "This award confirms that we're on the right track and that our design is evolving successfully. Along with our new production models, we will also soon be presenting pioneering and fascinating concept cars that will offer a look into the future of Borgward design." This second Red Dot Award is the fourth European award for the young automaker, which has also won the German Design Award and the Plus X Award.

With a length of 4.49 meters, the Borgward BX5 is one of the more compact SUVs on the market, but its wheelbase of 2.69 meters means it offers plenty of space as well. Along with the virtues of classic SUVs, such as versatility and confidence, it also boasts exceptionally sporty and dynamic handling.

Indeed, elegance, dynamic handling, and confidence are the core values of the Borgward design philosophy of which the BX5 is only one example. With its prominent, sculptured octagonal radiator grille and the centrally mounted diamond-shaped badge, the BX5 features the typical Borgward front end, but with its own distinctive style. Its wing lines define the broad masculine shoulders and lend the sides of the vehicle a dynamic appearance. The roof profile features sporty coupe-like lines, which in combination with the elegant greenhouse create an exciting contrast to the elegantly dynamic bodywork.

The interior consistently takes up this design language with surfaces, contours, and curves inspired by the wing lines, and is thus in perfect harmony with the exterior. High-quality materials and precision workmanship underscore the designers' great attention to detail.

Caption:

Borgward has once again captured the most prestigious German design award, the Red Dot Award — this time with its BX5 SUV. Anders Warming, Board of Management member for Design at Borgward Group AG: “Our highly motivated and top-notch design team continues to refine Borgward’s distinctive DNA. This award confirms that we’re on the right track and that our design is evolving successfully.”

