BMW Group
Asia
Corporate Communications

Media Information

BMW Group Wins "Design Team of the Year" 2007 at the red dot Awards

BMW Group and BMW Group DesignworksUSA capture 8 awards for outstanding product design at the international awards ceremony.

26th June 2007, Singapore. This year's prestigious red dot award for "Design Team of the Year" has been awarded to the BMW Group for excellence in product design. The BMW Group was honoured by an international jury for outstanding contribution to the design industry at the gala awards ceremony on 26 June at the Essen Opera House, the Aalto Theatre (named after Finnish designer and architect, Alvar Aalto).

Two automobiles, the BMW 3 Series Coupe and the new Mini Cooper S, along with the BMW F800S, BMW G650 Xcountry and the BMW HP2 Megamoto motorcycles, also won red dot awards for product design for the BMW Group. At the same time, the BMW Group subsidiary, BMW DesignworksUSA won awards for their designs of the BMW Cruise Bike Junior, the design of a recycling station for beverage holders, and the fully automatic coffee percolator Talea Touch, making it a total of eight red dot awards for the BMW Group.

Awards acknowledge BMW design leadership

The red dot "Design Team of the Year" award is one of the most respected and internationally acclaimed awards in the industry, and this year saw more than 2,548 entries from 43 countries.

"Both the number of products submitted and the quality standards were excellent this year," said Professor Dr. Peter Zec, founder of the red dot Awards and President of the international design association, Icsid. The awards cross various categories including architecture, automobiles, transport, industrial, leisure, lifestyle, office, computer and entertainment electronics.

The "Design Team of the Year" is awarded based on three main areas including setting new benchmarks in both presentation and selection; managing excellence in the fields of education and training in design and adoption and commercialisation – where concepts are adopted into the marketplace. Previous winners of the award include Nokia, Apple, Pinnafarina and LG.

The BMW Group design team is led by chief designer, Christopher E. Bangle. The combination of the BMW Group's philosophy and Bangle's personal belief in creative diversity has allowed the Group to constantly push the envelope in design and innovation, and establish their leadership within the design community.

Bangle balances these ideals by allowing his team the greatest possible freedom in their search for inspiration and influence, drawing it back to a philosophy of an aspiration for authenticity. Thus design not only expresses the character of the brand, but also the quality offered in a new product.

BMW DesignworksUSA an integral part of Group's design strength

The BMW Group's design leadership is further enhanced with its integral subsidiary, DesignworksUSA, which has proven to be a vital and worthy partner to the BMW Group.

Beyond designing vehicles, equipment and accessories for the BMW Group, the design team are committed to a distinctive collection of international companies in the fields of IT, entertainment electronics, boat building, aircraft technology, household, lifestyle and sports. BMW Group DesignworksUSA won a second red dot award for the design of a recycling station for beverage holders, on top of winning two red dot awards to add to the Group's total win of seven awards,

Headquartered in California, the design consultancy established its Asian studio in Singapore in early 2006 to meet the growing demand for design services in the region.

The Asian arm of the studio has become the creative node for International design teams who are interested in serving the region. The creative space, design resources and cultural insights of the Singapore studio has made it a hotbed for creative ideas to flourish, with the cross-pollination of cultural insights between the East and the West, resulting in a unique design service for the Asian market.

"Singapore has proven to be an ideal regional platform to expand design work in Asia. With a cosmopolitan society, high value and expectations on quality, and a dynamic view on future business developments, Singapore is in the midst of forming of a very strong creative hub. This along with high Intellectual Property standards, excellent infrastructure and strong government encouragement have contributed to this sturdy formation," said Niko von Saurma, BMW Group DesignworksUSA Singapore studio director.

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For more information, please contact:

BMW Asia Pte Ltd
Corporate Affairs Department

Michael T H Lim, Regional Manager
Tel: (+65) 6838 9638; Fax: (+65) 6838 9626; Mobile: (+65) 9619 3863
Email: michael.lim@bmwasia.com

Cindy Chia, Corporate Affairs Executive
Tel: (+65) 6838 9629; Fax: (+65) 6838 9626
Email: cindy.chia@bmwasia.com

Karyn Tan, Corporate Affairs Executive
Tel: (+65) 6838 9630; Fax: (+65) 6838 9626
Email: karyn.tan@bmwasia.com

Ogilvy PR Worldwide
Stephanie Yip
Tel: (+65) 6213 7841; Fax: (+65) 6213 7840; Mobile: (+65) 9182 1402
Email: stephanie.yip@ogilvy.com

Evelyn Quek
Tel: (+65) 6213 7720; Fax: (+65) 6213 7840; Mobile: (+65) 8139 7290
Email: evelyn.quek@ogilvy.com

Media website: www.press.bmwgroup.com

Company
BMW Asia Pte Ltd

BMW Group
Company

Head Office
1 HarbourFront Avenue
#15-02/07
Keppel Bay Tower
Singapore 098632

Telephone
+65 8389600

Fax
+65 8389610