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## **Automotive Brand Contest 2016: Coveted design accolades for the new Tiguan and the CES show car BUDD-e**

- **German Design Council honours product and communications design of the Volkswagen brand**

**Wolfsburg, 11 July 2016 – Every year, the German Design Council (Rat für Formgebung) honours outstanding product and communications design with its “Automotive Brand Contest”. This year saw two models from the Volkswagen brand – the new Tiguan and the BUDD-e concept car – receive the coveted “Best of Best” top rating from the panel of judges.**

The compact SUV secured the “Best of Best” accolade in the “Exterior Volume Brand” category. The international award committee explained its decision as follows: “The second-generation Tiguan has achieved a new level of independence: its appearance is now unmistakable – a sporty SUV clearly distinguished from the competition. The quality of the design is thus setting new standards in this segment. The proportions are correct and the positioning, even within the Volkswagen family, is unequivocal.”

The award from the German Design Council is further confirmation of the Tiguan’s distinctive design, which has already been honoured with the iF Design Award and the Plus X Award in recent months. The Tiguan has been available in Germany since the end of April and impresses with a completely new design, high level of comfort, first-class driving characteristics and extensive connectivity.

Also receiving the top mark “Best of Best” was the extraordinary show car from this year’s Consumer Electronics Show (CES) in Las Vegas: the BUDD-e, which scored in the “Concepts” category. In the zero-emission van, Volkswagen was showcasing an innovative and at the same time avant-garde trendsetter for the next step towards the mobility of the future. Confirmation of this also came from the award committee: “The avant-garde BUDD-e minivan shows how an innovative car company is presenting the mobility of the future. With its iconic design, it is building on the history of the brand and the legendary predecessors – and is giving us a clear view into the future. The automobile is becoming a mobile interface between the world inside the vehicle and that outside; the car within the Internet of Things.”

The Automotive Brand Contest is organised by the German Design Council and is among the most prestigious design competitions in the automotive industry. The official prize-giving ceremony will be taking place at the end of September as part of the Paris Motor Show.

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