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Automotive Brand Contest 2019: Passat, T-Cross and ID. ROOMZZ are the "Best of Best"

- Volkswagen receives six awards for its outstanding design
- Passat, T-Cross and ID. ROOMZZ¹ each win first place
- The competition sees the German Design Council honour excellent product and communication design

Wolfsburg/ Frankfurt am Main (D) – Volkswagen scores highly in all categories of vehicle design in this year's Automotive Brand Contest. The Volkswagen brand secured a total of six awards in the "Concepts", "Interior" and "Exterior Volume Brands" categories, in each case taking the "Best of Best" first prize.



Award handover (f.l.t.r.): Rene Lerch, Urs Rahmel, Diana Zynda, Klaus Bischoff, Marco Pavone, Tomasz Bachorski, Felipe Bueloni Montoya

Klaus Bischoff, Head of Volkswagen Design, accepted the awards at yesterday evening's IAA International Motor Show in Frankfurt. "We are currently in the midst of the most exciting and challenging years in automotive design. These top-class prizes are a tremendous acknowledgement for our worldwide design team."

The ID. ROOMZZ concept car was awarded the "Best of Best" grand prize in the "Concepts" category, while the ID. BUGGY¹ concept car was crowned winner. The Passat took home first place as the "Best of Best" in the "Interior" category,

while the T-Cross won in the "Exterior Volume Brand" category. The Passat and the T-Cross were also the winners of the "Exterior Volume Brand" and "Interior" categories, respectively.

The jury emphasised that ID. ROOMZZ was being "honoured for the continuity with which Volkswagen was heading towards zero-emission driving, each year demonstrating how intensively it [Volkswagen] is working towards this being implemented." The Passat was commended as a "further milestone on the road to autonomous driving" and a "masterpiece by the Volkswagen designers", while the expert panel praised the T-Cross for "dominating the SUV segment in this [small vehicles] category in terms of shape."

The Automotive Brand Contest is the only neutral international design competition in the automotive sector and is organised by the German Design Council, which commends excellent product and communication design. The jury is made up of representatives from media, design, brand communication and universities. The German Design Council was founded in 1953 by resolution of the German Bundestag. Its mission is to support the German industry by creating added value for a brand through design. The Council organises exhibitions, competitions and conferences and also offers strategic advice.

Media contacts
Volkswagen Communications
Product Communications
Christian Buhlmann
Head of Product Line
Communications
Tel: +49 5361 9-87584
christian.buhlmann@volkswagen.de

Janie Zyciora
Spokesperson for Design
Communications
Tel: +49 5361 9-29960
janine.zyciora@volkswagen.de



More at
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¹⁾ *Concept car.*

About the Volkswagen brand:

The Volkswagen Passenger Cars brand is present in more than 150 markets throughout the world and produces vehicles at over 50 locations in 14 countries. In 2018, Volkswagen delivered 6,2 million vehicles including bestselling models such as the Golf, Tiguan, Jetta or Passat. Currently, 195,878 people work for Volkswagen across the globe. The brand also has over 10,000 dealerships with 86,000 employees. Volkswagen is forging ahead consistently with the further development of automobile production. E-mobility, smart mobility and the digital transformation of the brand are the key strategic topics for the future.
