



## Press release

Essen, 11 December 2017

### **"Motorhomes and caravans" – new category in the Red Dot Award: Product Design**

The caravan industry is booming: More and more, holiday-makers want to discover the world but still be in their own four walls. The interior and exterior design are playing an ever more significant role in deciding to buy a caravan or motorhome. Now, for the first time, the Red Dot Award: Product Design 2018 will offer designers and manufacturers the opportunity to register their vehicles and corresponding accessories in the independent category "Motorhomes and caravans". If they win an award, they can use the sought-after Red Dot label, which gives consumers an assurance that they are buying a product with good design quality.

#### **Innovations on the advance**

From lane departure warning and distance warning systems to hill start assist and reversing cameras, manoeuvring systems and apps that allow users to check tank levels and control the light, the integration of driver assistance and smart home systems is becoming an all-pervasive trend in the industry. Personalisation options are also increasingly diverse: Vehicle owners can choose from more and more footprints, materials and equipment options. The trade-off here is between a high level of comfort on the one hand and weight on the other. Manufacturers are replacing heavy wooden fittings and metal parts with light paper honeycomb structures, XPS foams and innovative adhesive bonds, winning over fans of motorhomes with their fresh, holistic design.

To respond to this range of innovations, the Red Dot Award: Product Design 2018 will for the first time include a separate category for caravans and motorhomes. From alcove motorhomes, camper vans and tent trailers to luxury liners, SUVs, pick-up caravans and caravan accessories – the competition is open to manufacturers and designers whose products will be launched on the market by 1 July 2018. However, the market launch cannot be more than two years old as of the date of registration.

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reddot design award

### **Numerous advantages for award-winners**

Winning a Red Dot allows the laureates to stand out from their competitors: Using the internationally recognised label ensures that a brand is associated with award-winning design quality in the long term and garners a great deal of attention for the motorhomes it adorns thanks to its striking visual qualities. Other advantages of winning an award include publication in the yearbook, in the Online Exhibition and in the Red Dot Design App.

### **Registration still possible until 9 February**

Designers and manufacturers from all over the world have until 16 January 2018 to register their products in 48 categories at the regular rate for the Red Dot Award: Product Design 2018. Latecomers have until 9 February to complete their registration.

### **About the Red Dot Design Award:**

In order to appraise the diversity in the field of design in a professional manner, the Red Dot Design Award breaks down into the three disciplines of Red Dot Award: Product Design, Red Dot Award: Communication Design and Red Dot Award: Design Concept. The Red Dot Award is organised by Design Zentrum Nordrhein Westfalen and is one of the world's largest design competitions. In 1955, a jury convened for the first time to assess the best designs of the day. In the 1990s, Red Dot CEO Professor Dr Peter Zec developed the name and brand of the award. Ever since, the sought-after Red Dot award has been the revered international seal of outstanding design quality. More information is available at [www.red-dot.de](http://www.red-dot.de).

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