Mazda USA Newsroom

MAZDA RECEIVES GERMAN DESIGN AWARDS IN THREE CATEGORIES

HIROSHIMA, Japan, Sept. 17, 2015 /PRNewswire/ — Mazda Motor Corporation announced today that the company received three awards in the Automotive Brand Contest. The company's global design team, Mazda CX-3 and Bike by KODO concept were honored at an award ceremony at the Staedel Museum in Frankfurt on September 15.

The prestigious Automotive Brand Contest honours outstanding product and communication design. Sponsored by the German Design Council, the annual contest has 15 regular and four special award categories. Winners in each category are selected by a jury of journalists and experts in design and communications.

Mazda's global design team received the Team of the Year award, which is presented for "innovative and consistent brand design." With design studios in Japan, the U.S. and Germany, the team has created energetic and dynamic forms based on the KODO design theme that have found expression throughout the entire Mazda line-up in recent years.

A member of the German Design Council said, "Unlike other companies' design strategy [KODO design] is not supposed to define a form language, and so Maeda always encourages his designers to propose something that would exceed his expectations. That is why each of current generation Mazda cars can have its own character while consistently expressing lively motion."

The Mazda CX-3, a compact crossover SUV that went on sale this year, was named Best of the Best in the Exterior Volume Brand category, while the Bike by KODO Concept track racer displayed during Milan Design Week in April was recognized in the Parts & Accessories category.

"We are very excited about the awards presented to the CX-3, the Bike by KODO Concept and especially our Global Design Team," said Ikuo Maeda, Executive Officer and Design Chief of Mazda's Design Division. "The entire team will continue to work to create dynamic and energetic designs that will excite our customers."

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