

## **The German Design Council Mobility Awards – now open for registration**

Frankfurt am Main, 28 January 2019

**Starting today, the Automotive Brand Contest 2019 and the Bicycle Brand Contest 2019 are accepting registrations! We are looking for the best product designs, the most innovative technological developments and the most effective communication designs of the international automobile, motorcycle and bicycle industries. The deadline for registration is 10 May 2019.**

Attractive designs, optimal technology and a strong brand are crucial to contemporary mobility. At the same time, customer needs must be met, whether these involve technical innovation, luxurious features, sophisticated accessories or sustainably manufactured products. Companies in the automobile, motorcycle and bicycle industries, their partners in design, brand communication and supplier industries, and imported brands are now invited to participate in the German Design Council Mobility Awards. The German Design Council offers the award winners an exclusive forum in which to present their exemplary achievements and to communicate these to their own target groups.

### **Automotive Brand Contest 2019**

- Registration deadline: 10 May 2019
- Early bird discount available until 10 April 2019
- Projects from the motorcycle industry are to be registered in the Automotive Brand Contest in the »Motorcycles« category.
- The awards ceremony will be held at the Gesellschaftshaus Palmengarten in Frankfurt am Main on 10 September 2019 during the IAA.
- For more information about the competition, visit [www.automotive-brand-contest.de](http://www.automotive-brand-contest.de)

### **Bicycle Brand Contest 2019**

- Registration deadline: 10 May 2019
- Early bird discount available until 10 April 2019
- The awards ceremony will be held at the Gesellschaftshaus Palmengarten in Frankfurt am Main on 10 September 2019 during the IAA.
- For more information about the competition, visit [www.bicycle-brand-contest.de](http://www.bicycle-brand-contest.de)

You can register for both competitions at [»My Design Council«](#).

### **The German Design Council**

The German Design Council is one of the world's leading centres of expertise in communication and knowledge transfer in the area of design. Currently, more than 300



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companies belong to its foundation. The German Design Council was founded in 1953 on the initiative of the German Bundestag to support and enhance the design expertise of German industry. It pursues a wide range of activities with a single goal: to communicate increased brand value on a sustained basis via the strategic use of design.

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