

Honda XL750 Transalp, CB750 Hornet, Civic e:HEV and Civic Type R Named Winners in the Red Dot Design Award: Product Design 2023

April 3, 2023 – Honda announced that four of its products, namely XL750 Transalp, CB750 Hornet (sold exclusively outside Japan), Civic e:HEV^{*1} and Civic Type R were named Red Dot winners 2023 in the Product Design discipline of the Red Dot Design Award^{*2}, one of the most respected design awards in the world. This is the fourth consecutive year since 2020 that Honda products have won a “Red Dot” award.



reddot winner 2023
motorcycle design



XL750 Transalp (European version)



reddot winner 2023
motorcycle design



CB750 Hornet (exclusive model sold outside Japan)



reddot winner 2023
car design



Civic e:HEV (European version)



reddot winner 2023
car design



Civic Type R (European version)

^{*1} e:HEV is a global communication name for Honda's high-efficiency 2-motor hybrid system with outstanding fuel economy, which is the core of Honda's electrification technologies. The e: represents Honda's desire to 'energize' people and bring about a smile and exuberance by using 'electricity' as the 'energy'.

^{*2} The Red Dot Award was founded in 1955 and has become one of the most respected design awards worldwide. The award is administered by Design Zentrum Nordrhein Westfalen in Essen, Germany. For the Product Design awards, 51 categories of industrial products are judged on 9 criteria including the degree of innovation, functionality, durability and ergonomics.

■ About Honda's Red Dot award-winning products

XL750 Transalp

Under the concept of "the new-generation, just right-sized, all-around model suitable for all riding styles from daily commutes to a round-the-world tour," the new Honda XL750 Transalp was designed for long touring performance in comfort, from city to motorway, from mountain passes to unpaved roads. The aim was to enable customers to enjoy a motorcycling lifestyle that is more free and adventurous than ever before.

<Key design features>

With the styling concept of "friendly, dependable and tough design," the design team pursued an "adventure style" which highlights the unique characteristics of Honda Transalp and inspires riders' adventurous spirit. The XL750 Transalp features a highly functional, large-size wind screen that realizes both outstanding wind protection and aerodynamic performance.

CB750 Hornet

Developed based on the concept of a "high-performance middleweight sports model that enables a brisk ride on both winding roads and city streets," the CB750 Hornet realizes a high-level balancing of "an impressive dynamism of the 755cm³ engine," "sporty yet stable ride," "easy handling in urban areas," and "full range of advanced features."

<Key design features>

In order to create a sense of excitement in a wide range of usages, from daily city use to leisure riding on weekends, the styling team strived for a sport naked style that combines supple agility and power, while pursuing a lightweight and compact styling.

Civic e:HEV

Developed under the concept of "Sokai (exhilarating) Civic," the Civic e:HEV features both an exhilarating driving experience and excellent environmental performance realized by Honda Sports e:HEV, a combination of a newly developed 2.0-liter direct-injection engine and an advanced hybrid unit.

<Key design features>

The design team created sleek and beautiful proportions while pursuing a spacious cabin that makes driving easier. The beltline with low and horizontally-oriented styling connects smoothly from the front hood to the rear end, creating design that communicates the dynamic and sporty driving experience this vehicle will offer.

Civic Type R

Under the concept of "Ultimate SPORT 2.0," the all-new Civic Type R was developed in pursuit of "ultimate pure sports performance" realizing both speed, which is the essential value of a sports model, and driving pleasure, which appeals to the emotion of the driver.

<Key design features>

The design team strived to create exterior design which emphasizes the low & wide packaging and expresses overwhelming speed and beauty. While enhancing cooling performance by enlarging the grille opening area and pursuing aerodynamic performance by featuring various aerodynamic parts, including the rear spoiler which adopted a side sill garnish and die-cast aluminum stays, the sleek and beautiful styling was perfected by integrating the rear fenders with the body.

**■ Comments by Toshinobu Minami, Managing Director, Chief Design Officer,
Design Center, Honda R&D Co., Ltd. :**

“This year, Honda is celebrating the 75th anniversary of its founding. We are very pleased to win the Red Dot Design Award: Product Design in both motorcycle and automobile designs. We believe that we have been able to win this world-class design award for four years in a row because Honda’s “people-centric” approach to Monozukuri (art of making things) has been well conveyed to our customers and society directly through our products. Honda will continue to carry on this approach and passion and keep surprising and inspiring people with our design.”