

Honda Wins Red Dot Awards for EV Outlier Concept and Brand Film for Honda Electric Motorcycle Business in Red Dot Design Award 2026

TOKYO, Japan, August 20, 2026 – Honda today announced that the EV Outlier Concept was named a Red Dot winner in the Design Concept category of the Red Dot Design Award 2026*, and the brand film for Honda electric motorcycle business, titled *"What Is a Motorcycle?/ Electric Motorcycles,"* was named a Red Dot winner in the Brand & Communication Design category.

<EV Outlier Concept>

The EV Outlier Concept is a concept model that proposes a new vision for motorcycles beyond 2030, rather than just an extension of existing motorcycles. Honda presented the world premiere of the EV Outlier Concept at the Japan Mobility Show 2025 in October 2025, and the model was well received by visitors.

Taking advantage of the high degree of freedom of the layout unique to electric motorcycles, the EV Outlier Concept features in-wheel motors on both the front and rear wheels, achieving dynamic and low-proportion styling.

■ Key design features

Based on the common design theme for Honda electric motorcycles — Precision of Intrinsic Design — the EV Outlier Concept was designed as a model that is "unconstrained by boundaries."

Taking advantage of the high degree of freedom of the layout enabled by electrification, the riding position has been lowered to the extreme, realizing an exhilarating field of view and an unparalleled sense of acceleration, while creating proportions that further emphasize the rider's low seating position. In addition, smooth surfaces and a smoke-clear body, which highlight the mechanical expression of the model, evoke the image of gliding effortlessly through the air.



< Brand Film: “What Is a Motorcycle? / Electric Motorcycles” >

Honda has defined its brand promise for the electric motorcycle business as “Expected life. Unexpected discoveries.” This means Honda electric motorcycle business will work with people to co-create a world full of comfort and excitement, where people can live their lives as they expect, while also enjoying unexpected discoveries — which is a value proposition Honda has set to create electric motorcycles unique only to Honda.

The brand film depicts how, based on this brand promise, Honda will explore the potential of 1) unique value only electric mobility products can create, and 2) the future mobility society (ecosystem) where people and electric motorcycles coexist in harmony in society, as well as how people will enjoy the new lifestyles and experiences that lie ahead.

Honda electric motorcycle business brand film: *What Is a Motorcycle? / Electric Motorcycles*
URL: <https://www.youtube.com/watch?v=1JVPrX7HdrA>

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

“The Red Dot Design Award is one of the most prestigious awards in the world, and it is a great honor for us that our EV Outlier Concept received the Red Dot award in the Design Concept category, and the brand film, “ What Is a Motorcycle? / Electric Motorcycles,” was named a Red Dot winner in the Brand & Communication Design category. We believe these awards recognize our initiative to anticipate the needs of the future and give shape to new value ahead of the times. Honda will continue to create new values that surprise and inspire people and provide the joy of expanding their life’s potential.”

Honda Design award history:
<https://global.honda/jp/design/work/#award> (Japanese)
<https://global.honda/en/design/work/#award> (English)

* 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.