

April 10, 2024

Honda EM1 e:, Motocompacto, BF350 and Miimo Named Winners in the Red Dot Design Award: Product Design 2024

April 10, 2024 – Honda announced that four of its products – **EM1 e:** electric scooter, **Motocompacto** ultra-compact foldable e-scooter, **BF350** large-size outboard motor and **Miimo** robotic lawn mower – were named Red Dot winners 2024 in the Product Design discipline of the Red Dot Design Award*¹, one of the most respected design awards in the world. This is the fifth consecutive year that Honda products have won a Red Dot award.



reddot winner 2024



EM1 e: (European Version)



reddot winner 2024



Motocompacto



reddot winner 2024



BF350



reddot winner 2024



Miimo

*¹ 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 Red Dot award-winning Honda products>

■ EM1 e:

Developed with the concept of an “electric scooter ‘just right’ for people,” the EM1 e: is a personal-use, electric scooter that fits in well with customers’ lifestyles and daily lives. The EM1 e: is powered by one unit of the Honda Mobile Power Pack e: swappable battery, realizing clean and quiet riding.

<Key design features>

The EM1 e: features simple and slim packaging realized by the optimization of the layout of key components. High-brightness LEDs are adopted for the lights, contributing to greater peace of mind experienced by customers while riding at night. The headlight features a simple, flush-surface design, highlighting the iconic look of EM1 e:.

■ Motocompacto

The Motocompacto is a modern, all-electric take on the Honda Motocompo, which was originally introduced in 1981 as a “trunk bike” designed to fit inside the Honda City. Developed as a “first and last mile” mobility solution which was conceived to be used in combination with an electric vehicle, Motocompacto can be folded into an easy-to-carry configuration, which makes it possible to load into/unload from the vehicle and store it in a tight space.

<Key design features>

The Motocompacto features simple, sophisticated styling that fits in any place, and a foldable and compact design. This design enables customers to personalize their Motocompacto with stickers and other decorations, enabling them to feel the joy of owning it.

■ BF350

Equipped with a newly developed dedicated V8 engine with displacement of 4,952 cm³ (302 in³), the BF350 is the flagship model of Honda marine outboards, providing powerful propulsion with maximum output of 350 horsepower. In addition to high performance and seaworthiness achieved by the abundant torque, the BF350 realizes a high level of quiet operation and low vibration through the adoption of a newly designed crankshaft. Moreover, the BF350 was developed with the goal to offer an environmentally-responsible and cost-effective outboard, realizing top-level fuel economy in its class^{*2}.

<Key design features>

Inheriting the design concept of creating a sense of unity with nature and people as well as a simple and clean image Honda has been expressing with all of its outboards, the BF350 adopted a “Noble Motion Form” design to express a sense of luxury appropriate for a flagship model. Through the use of three-dimensional logos and chrome-plated parts, a sense of high-quality styling was perfected.

*2 Based on Honda internal research as of March 2024.

■ Miimo

Miimo is an electric and autonomous robotic lawn mower which automatically mows the lawn within its mowing area. Miimo features an automatic charging function: returning automatically to its docking station to recharge when running low on power, realizing automation of lawn mowing. The latest model, launched in Europe in 2023, features the Satellite Assisted Homing function which uses location information from a satellite positioning system to find a more direct route to return to its docking station and a Shortcut Wire that enables Miimo to navigate narrow passages and space, further increasing mowing efficiency.

<Key design features>

The design concept of Miimo was “a garden work partner that customers grow attached to,” and it was designed with an image of a family spending relaxing time in their own garden. While pursuing dynamic design with a feeling of vitality and the beauty of soft, and rounded curves that evoke a sense of attachment, the design team created a compact, low center-of-gravity form that enables Miimo to navigate into even the tightest spaces.

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

“We are honored to be named as winners in the Red Dot Design Award: Product Design 2024, world-class design award. The designs of EM1 e., Motocompacto, BF350 and Miimo represent Honda’s passion to move people physically, move people’s hearts and expand the dreams all around the world. We believe that such passion was understood and shared by many people, which resulted in Honda winning the Red Dot. Honda will continue surprising and inspiring people around the world through the creation of mobility Honda dreams of. While being driven by the power of our dreams, we will strive to become a company that moves people and society forward.”

Honda Award-winning products:
<https://global.honda/en/design/award-history/>