



Press Release

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Shanghai/Munich

## NIO Wins the 2018 Red Dot Design Award's Top Accolade

- Vehicle charging station NIO Power Home awarded “Best of the Best” accolade
- Another significant achievement for NIO after unveiling the EP9, EVE and ES8 models

April 9, 2018 – Global electric vehicle company NIO has been awarded the 2018 Red Dot Design Award's top accolade for its vehicle charging system NIO Power Home. The company took first place in the prestigious “Best of the Best” award category for vehicle accessories.

NIO is focused on developing cutting-edge technology and mobility concepts as well as making its brand and design integral parts of an overall “joyful lifestyle.” Being awarded another well-respected design award is further confirmation of NIO's “driven by design” vision.

NIO's Vice President of Design, Kris Tomasson, who oversees all of the brand's creative functions and design, said, “The Red Dot Award “Best of the Best” is a very important award! It's the first Red Dot award NIO has received. Being able to accomplish this in our first year of launching our products means a lot to us. It confirms that we are on the right track and that we are fulfilling our goal of being ‘driven by design.’”

The Red Dot Award is one of the world's largest design competitions. True to the motto “In search of good design and innovation,” a jury comprising roughly 40 expert members assessed the products individually. The formal criteria for assessment included innovation levels, functionality, quality, ergonomics and durability. Three different distinction levels were awarded. The top award, the “Red Dot: Best of the Best” is reserved for the very best products in a category—a distinction that only one per cent of entries receive.

According to Tomasson, “The Power Home carries NIO's design DNA. Its core is suspended by a lightweight folded-back plate. Dynamic colour lighting indicates the charge status, with vibrant, reflecting and shimmering patterns that bring the charging process to life.”



About NIO:

NIO's mission is to shape a joyful lifestyle for its users by offering smart, premium electric vehicles and providing the best user experience. NIO was founded in November 2014 as a global company, with world-class research and development, design and manufacturing centers in Shanghai, Beijing, San Jose, Munich, London and nine other locations. NIO now has more than 4,000 employees from nearly 40 countries, of which about 150, ranging from 28 nationalities, are based in Munich. Headed by Kris Tomasson, Vice President of Design, NIO's global brand and product design is being developed in Germany. In November 2017, NIO's German branch, NIO GmbH, was given an innovative leader award by the Chinese Chamber of Commerce in Germany. The NIO Formula E Team secured the inaugural Drivers' Championship title in 2015. In 2016, NIO unveiled the fastest electric car in the world, the EP9. The EP9 set the lap record for an electric vehicle at the Nürburgring Nordschleife and three other world-renowned tracks. In 2017, NIO unveiled its vision car EVE. NIO officially launched the ES8, a seven-seat high performance electric SUV on December 16, 2017 with deliveries slated to begin in 2018.

For more information please go to: [www.nio.com](http://www.nio.com)

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