



## **Lions of character for drivers: Individual Lion S models from MAN win Red Dot Design Award**

Munich, 21/06/2022

The Top of the Range Lion S models of TGX and TGE from MAN Truck & Bus also impressed the 48-member international jury of experts for the Red Dot Design Award 2022: with the exclusive special features ex works that are popular with drivers, the long-haul truck and the van for light delivery and distribution traffic prevailed in the demanding competition of product submissions from around 60 countries in the "Commercial Vehicles" category. The official award ceremony took place on June 20 in Essen.

MAN Truck & Bus  
Dachauer Straße 667  
D-80995 Munich

- **Red Dot Design Award 2022 honors emotional and driver-focused Lion S special equipment line from MAN for trucks and vans ex works**
- **Red Dot Award jury honors harmonious interplay of exclusive style elements and carbon look in the interior and exterior of the Lion S models**
- **Red Dot 2022 for TGX Lion S further prestigious award for the new MAN Truck Generation since its launch in 2020, including IF Design Award, German Design Award, and also the title International Truck of the Year**

Should any questions arise,  
please contact:  
Gregor Jentzsch  
Phone: +49 89 1580-2001  
[Presse-man@man.eu](mailto:Presse-man@man.eu)  
<https://press.mantruckandbus.com/>

"The recognition of the Individual Lion S models in the Red Dot Design Award is a particularly nice success for our MAN Individual ex-works range and the growing Lion S family. When it comes to commercial vehicles, it's not just efficiency that counts, but also emotion. Because logistics needs passion, especially among those who are on the road every day, the drivers. We want to give them pride and identification with our trucks. To this end, MAN has real character heads on offer with the Lion S models," says Friedrich Baumann, Executive Board Member for Sales & Customer Solutions at MAN Truck & Bus.

"In this competition year, I was particularly struck by the pronounced creativity to which the award-winning products bear witness. The fact that there are still designs that surprise in terms of form and functionality is truly impressive and commendable. The fact that the quality of these products is equal to the degree of innovation makes them well-deserved winners in the Red Dot Award: Product Design 2022." said Professor Dr. Peter Zec, founder

MAN Truck & Bus is one of Europe's leading commercial vehicle manufacturers and transport solution providers, with an annual revenue of just under 11 billion euros (2021). The company's product portfolio includes vans, trucks, buses/coaches and diesel and gas engines along with services related to passenger and cargo transport. MAN Truck & Bus is a company of TRATON GROUP and employs more than 34,000 people worldwide.



and CEO of Red Dot, in praise of the successful competition entries, including MAN's Lion S models in the "Commercial Vehicles" category.

The TGX long-haul truck and the TGE van in the Lion S version, with their emotional design, high-quality materials and refined styling elements, are the exclusive top models in their respective series. "It is precisely because good usability determines the design of commercial vehicles that the choice of colors and materials is so crucial. That's why we have consistently incorporated the feedback and practical expertise of drivers and business owners right from the development stage of our New Truck Generation. Drivers should feel comfortable in their work and be proud of the job they do, which is so important for all of us. Our Lion S models consistently embody this approach." explains Carolin Schütt, who is responsible for the color and material design of the exclusive vehicles in the MAN Truck & Bus design department.

On the exterior, the successful design work is evident in the carbon applications on the bumpers and mirrors as well as the red accents combined with the piano black radiator area. The design language is also adopted in the interior: Red decorative stitching on the leather steering wheel, red seat belts, Alcantara leather seats with red diamond stitching and matching armrests and door inserts characterize the interior. The headrests are adorned with red lion embroidery.

The detailed and practical interior and exterior design impressed the independent jury of this year's Red Dot Design Awards. The 48 design experts from 23 countries, concluded that the Lion S models submitted by MAN's color and material design specialists stood out among the numerous products submitted in the "Commercial Vehicles" category and therefore awarded the special lions the coveted Red Dot.

Videos with the Individual Lion S models:

- [Made for #everydayheroes | MAN TGE Individual Lion S](#)
- [The new MAN TGX Individual Lion S | #SimplyMyTruck](#)
- [Lion Story | Spedition Bode: In action with the MAN TGX Individual Lion S](#)

Press Release  
**MAN Truck & Bus**



**About the Red Dot Design Award:**

In order to be able to professionally evaluate the diversity in the field of design, the Red Dot Design Award is divided into the three disciplines Red Dot Award: Product Design, Red Dot Award: Brands & Communication Design and Red Dot Award: Design Concept. With around 20,000 entries, the Red Dot Award is one of the largest design competitions in the world. In 1955, a jury came together for the first time to evaluate the best designs of the time. In the 1990s, Red Dot CEO Professor Dr. Peter Zec developed the name and brand of the award. Since then, the coveted "Red Dot" award has become the internationally respected seal of design excellence. The award winners are presented in yearbooks, museums and online.

Weitere Informationen finden Sie unter [www.red-dot.de](http://www.red-dot.de).