



Marine hybrid system from MAN Engines scoops prestigious awards

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Red Dot Award: Product Design 2021; German Innovation Award 2021

The MAN Smart Hybrid Experience from MAN Engines has taken top spot in two prestigious international awards. It has won both the “Red Dot Award: Product Design 2021”, which recognises outstanding design quality, as well as the “German Innovation Award 2021”, which is given to products and solutions that principally set themselves apart through their user-centric design and improvements over existing solutions.

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With its modular “MAN Smart Hybrid Experience”, MAN Engines offers shipyards and ship designers the ideal drive solution to meet a wide range of customer requirements. The degree of hybrid power can be configured flexibly – and optimised accordingly – thanks to the ability to flexibly combine conventional drive engines with electric motors and add components such as batteries and on-board units. Based on the desired operating modes, the “MAN Smart Hybrid Experience” can focus on efficiency, comfort or performance. As a systems supplier, MAN Engines supports its customers from the planning and concept phase to the development work and technical implementation, right through to servicing and maintenance in its global service network. “Our MAN Smart Hybrid Experience is unparalleled, both technically and in terms of its appearance. We are incredibly proud that this has been recognised by independent panels,” says Reiner Rößner, Head of Sales MAN Engines.

With over 18,000 entries, the Red Dot Award is one of the biggest design competitions in the world. In 1955, a panel met for the first time to assess the best designs available. Ever since then, the prestigious “Red Dot” award has been an internationally esteemed mark of outstanding design quality.

MAN Truck & Bus is one of Europe's leading commercial vehicle manufacturers and transport solution providers, with an annual revenue of more than 9,5 billion euros (2020). 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 SE and employs more than 37,000 people worldwide.

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The German Innovation Awards are organised by the German Design Council, which has been a leading global centre of excellence for communications and knowledge transfer in the fields of design, branding and innovation since 1953. The German Innovation Awards are cross-disciplinary awards given to products and solutions that principally set themselves apart through their user-centric design and improvements over existing solutions. The German Innovation Awards give the “Winner” prizes to innovations that drive the industry forward with their originality, implementation and impact.

In recent years, MAN Engines has repeatedly taken home design awards for particularly striking or user-friendly products for yachts and working vessels. In 2016, the Red Dot Award’s panel was won over by the “i6” six-cylinder in-line engine on account of its appearance, as it blends harmoniously into sporty luxury boats. In 2020, the “iSea” bridge display won a Red Dot Award for its intuitive operation and great customer benefits.



reddot winner 2021



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