

# EDAG Group wins the ABC Award 2021 as “Best of Best” in the “Smart & Digital” category for the “EDAG CityBot” mobility concept

*Fulda, 21.9.2021 The ABC Award is the established premium accolade when it comes to pioneering concepts and products for the mobility of tomorrow. New demands on quality of life and sustainability are changing the way we get around. Solutions and answers for the mobile future are already in existence today: developments and designs that successfully combine convenience, environmental protection and consumer behaviour of the mobility user. As the leading mobility award, the ABC Award distinguishes these forward-thinking and future-oriented concepts and products in a unique way.*

*This year, the EDAG Group was acclaimed as “Best of Best” in the “Smart & Digital” category for the outstanding product and communication design of its mobility concept, the “EDAG CityBot”.*

### **“EDAG CityBot” - A game changer for the city of the future**

The increasing digitalisation of our world will soon make autonomous driving on our roads a reality. We are on the threshold of a fundamental revolution in all fields of mobility, and this provides us with a great opportunity to effectively combat any acute or impending gridlock and the resulting environmental pollution. Motivated by this principle, the EDAG Group has developed a mobility system with swarm intelligence, which is manifested in the form of the "CityBot" concept car: A networked, electrically powered robotic vehicle which, with its numerous trailer and rucksack modules, is capable of handling any transport and work situations in urban areas, and is also in motion 24/7. As a result, the "EDAG CityBot" is much more than just another design study: it is a game changer and a mobility system with its own ecosystem. The "EDAG CityBot" is aimed specifically at all entities enabling or providing mobility in the new ecosystem: OEMs, city planners, infrastructure organisations, traffic, waste disposal and transport companies, municipal facilities as well as logistics specialists.

The EDAG Group is continuously developing the CityBot mobility concept. Following the presentation of the drivable prototype in October 2020, the development for the first practical application in a living laboratory will begin this year in the German Federal State of Hesse.

"Our mobility concept "EDAG CityBot" symbolises our company's agile ongoing development towards becoming a global player for the urban mobility of the future", asserts Cosimo De Carlo, CEO of the EDAG Group. "EDAG is making an intelligent statement on sustainable, holistic mobility, traffic planning, ground-breaking city development and new business cases."



from left: Tom Hasenauer (EDAG Design Team), Georg Ruhrmann ( EDAG Design Team), Johannes Barckmann (Product Owner EDAG CityBot) and Ricardo Hagemann (EDAG Design Team).



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### About EDAG

EDAG is an independent engineering service provider working for the global automotive industry. The company has a global network of some 60 branches at the world's major automobile centres to serve leading national and international vehicle manufacturers and technologically discerning automotive suppliers. In addition, EDAG also offers engineering services in the vehicle engineering, electrics/electronics and production solutions segments. This extensive competence enables EDAG to provide its customers with all-round support, from the original idea to design, through to product development, prototype construction and even turn-key production systems.

As an innovative technological leader, the company also has competence centres for ground-breaking future technologies for the automotive industry: sustainable vehicle development, safe mobility, digitalisation and drive and storage technologies. In 2020, the company generated sales of 650 million euros in the core business. On 31 December, 2020, EDAG employed a global workforce of 7,984 (including apprentices).

### Do you have any questions, or need further information?

I look forward to hearing from you:

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### Background: The Jury for the ABS Award

The interdisciplinary jury is composed of experts from the worlds of media, design and brand communication as well as the universities. When evaluating the submissions, different criteria play a key role: In addition to the overall concept, product aesthetics, design quality and functionality, the submission should also impress in terms of future viability and sustainability. However, the originality of the submission, its degree of innovation and continuity of brand design are also important factors in the jury's decision. The initiator and organiser of the ABC Award 2021 is the German Design Council (GDC). As a centre of excellence for communication and knowledge transfer in the fields of design, branding and innovation, the GDC has been supporting the design expertise of business and industry since 1953 - the driver for strong competitiveness in a dynamic and future-oriented industry. With international endeavours, youth development programmes and memberships, it is part of the global design community and has traditionally contributed to establishing worldwide exchange and networking. The GDC currently has a membership of more than 350 companies.