

Press Release

April 2012

AutoGyro Cavalon awarded with important design prize – great success at the “red dot award: product design 2012”

[Hildesheim, Germany.] The AutoGyro GmbH convinced the international expert jury of the “red dot award: product design 2012”. After an evaluation process lasting several days, it received one of the coveted awards, assigned by a 30-member expert jury. Creative heads and manufacturers from all over the world had submitted 4,515 designs altogether to the renowned product competition. With its high design quality, the Cavalon could inspire the experts. It received the globally sought-after red dot for its fine design language in the transportation category.

The first side by side-gyroplane made by AutoGyro is a masterpiece of design, technique and innovation, and bursts all previous limitations with its unique quality characteristics. Sitting next to each other, it presents its pilot and passenger an incomparable dimension and a completely new level of comfort. Being manufactured straight to the customer’s demands, the Cavalon fulfils every wish and convinces with its quality, flexibility and performance. The highly integrated monocoque construction made off composite offers an ideal relation between performance and weight and therefore a unique flying experience, highest security and maximum efficiency. The remarkable design of interior and exterior shows a functional entity and provides the aerodynamics, statics and the characteristic appearance of the aircraft. With its high standard, the Cavalon sets the benchmark in the global ultra-light aviation and is therefore the ideal and reliable partner for various missions around the world.

Professor Dr. Peter Zec, initiator and CEO of the red dot design award, pointed to the high quality level of the competition: “The most distinguished products of the respective branch of industry faced up not only to the tough competition this year again, but also to the critical eye of the jury. The experts thoroughly examined, tested and evaluated each individual entry applying the highest standards. With their performances, the laureates did not only demonstrate an extraordinary design quality but they also showed that design is an integral part of innovative product solutions. At this high level, the winners are able to increase their potential for success on the market considerably by purposefully using our design prize.”

The award-winning products in the red dot design museum

With more than 1,500 products on an area of more than 4,000 square metres, the red dot design museum accommodates the world’s largest permanent exhibition of temporary design. From 3 to 29 July 2012, it again invites to look at the traditional special exhibition of the award-winning products. In “Design on stage – winners red dot award: product design 2012” design, enthusiasts can admire the latest trends at close range. Touching is explicitly requested: Thus, the visitors experience the prizewinning design of the Cavalon by the AutoGyro GmbH live in the breath-taking atmosphere of the one-time boiler house of the Zeche Zollverein, a former coalmine.

The red dot design award

The red dot design award, whose origins reach back to the 1950s, is carried out in three disciplines: the “red dot award: product design”, the “red dot award: communication design” and the “red dot award: design concept”. In 2011 alone, more than 14,000 entries from over 70 countries were registered. The award – the red dot – has established itself internationally as one of the most appreciated quality seals for outstanding designs.

For further information please look at: www.red-dot.de/press