

Design Prize for Mission E

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01/03/2016 The Porsche Mission E has been named as the 2015 Concept Car Design of the Year at the Car Design Night in Geneva.

At the 2016 Geneva International Motor Show, Porsche currently presents the new 911 R and 718 Boxster. But another car catches also attention: the Mission E. The Porsche won the "Best concept car design" award at the prestigious Car Design Night on the eve of the first press day.

The Award, decided by a panel of 18 professional car designers, selected the Mission E from a shortlist of 20 concept cars unveiled in 2015. The Car Design Night, organised by the online platform Car Design News, is one of a series also held at the Paris, Frankfurt, Shanghai, Beijing and LA Motor Shows and has become a popular event for professional designers.

Car Design Review editor Guy Bird commented: “After the first batches of votes came in, it became clear the Porsche Mission E would be a front-runner for 2015 Concept Car Design of the Year. Judge

after judge praised the four-seat EV concept's clarity and simplicity of design and by the end of the voting the Mission E was a clear winner. A great concept car then, and due to inspire a production car before the end of the decade, it's also a design with an exciting future."

The Mission E was also awarded 'The Most Beautiful Concept Car of the Year' prize by a panel of judges of the ‚Festival Automobile International' in Paris in January.

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