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TOGG

APRIL 2021/PRESS RELEASE



TOGG BECOMES THE FIRST TURKISH BRAND TO RECEIVE IF DESIGN AWARD IN MOBILITY



TOGG became the first brand to claim iF Design Award in mobility from Turkey with the C-SUV model, of which first series version will roll off in 2022/Q4. Designed with the 150 thousand hours work of the TOGG design team, in the cooperation with Pininfarina as a strategic partner and with the guidance of Mr. Murat Günak, the C-SUV was awarded in the “Professional Concept” category.

20 April 2021 – TOGG achieved a significant success in mobility with its C-SUV model at the iF Design Awards 2021, one of the most prestigious design awards in the world. This year, nearly 10 thousand products and projects from 52 countries competed in the iF Design Awards, which since 1954 is accepted as the symbol

of design excellence in the international arena. 98 independent judges from 21 countries made a comprehensive assessment to determine the best designs in the world. TOGG became the first Turkish brand to receive the iF Design Award in mobility. Designed by the TOGG design team in collaboration with Pininfarina, with the guidance of Mr. Murat Günak, the TOGG C-SUV was awarded in the “Professional Concept” category.

“Proud of our original design”

TOGG CEO Mr. M. Gürcan Karakaş, stating that they are proud to be deemed worthy of the iF Design Award, said, “We established our design targets and the technical specs of our automobile based on user insights. We received support from our world-renowned designer Mr. Murat Günak, who recently joined our team as Design Leader, in the process of ▶



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reducing the number of design houses from 18 domestic and foreign design houses to 3, in the formation of the final design theme and in the selection of Pininfarina, which made this theme 3-dimensional. Crowning our

original design with such a valuable award, which we developed inspired by our culture and registered in 27 EU countries as well as China, Japan and Russia so far, motivates us to do better". ▲

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