



# TOP INTERNATIONAL AWARD FOR EXCELLENCE IN PRODUCT DESIGN GOES TO BOMBARDIER CHALLENGER 3500

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**Bombardier Challenger 3500 has been honoured with the distinction “Red Dot: Best of the Best” in the Red Dot Award: Product Design 2022. The prestigious Red Dot Award is one of the most sought-after international recognitions for design and innovation excellence. The Red Dot: Best of the Best is awarded for ground-breaking design and is the highest award in the competition, reserved for the best products in a given category. The award is a testament to Bombardier’s successful Challenger platform and is representative of the company’s innovative spirit and approach to continuous improvement. The Challenger 3500 business jet was recognized as Red Dot: Best of the Best in the Trains and Planes category.**



**“Bombardier’s design teams are true masters of their craft and I am proud that their work on the Challenger 3500 jet was recognized by the Red Dot jury for belonging to the best in its category,” said Éric Martel, President and Chief Executive Officer, Bombardier. “The Challenger aircraft platform has always delivered impressive performance, consistent reliability and a smooth ride, and I’m thrilled that the new interior design and technological features elevating the aircraft’s cabin experience have been acknowledged by this prestigious award.”**

Bombardier conceived the next-generation Challenger 3500 business jet through a sustainable lens, introducing a redesigned interior with intelligent and sustainably minded cabin features crafted to combine comfort with function. Further elevating the passenger experience, Bombardier’s exclusive and patented Nuage seat is included in the aircraft’s standard configuration – the first time a seat of this calibre is available in the super mid-size segment.



“Our jury was especially impressed by the products that won a Red Dot: Best of the Best. This distinction is synonymous with ground-breaking design par excellence. Only a very small percentage of competition winners were awarded this special title because a product needs to have a certain something in order to win this top award. This distinction is proof that Bombardier created a brilliant design!” said Professor Dr. Peter Zec, founder and CEO of the Red Dot Award.

In addition to its sustainability signature, the Challenger 3500 aircraft also introduces new and innovative technological features, such as the industry’s first voice-controlled cabin to manage lighting, temperature and entertainment systems, wireless chargers throughout the cabin and the only 24-inch and only 4K display in its class.

The Red Dot Award is one of the most prestigious design awards worldwide and honours innovation, concepts, and visions. This year’s winners will be celebrated during an award ceremony on June 20 in Essen, Germany and featured in the [Red Dot Design Yearbook](#).



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