

Press Release

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Awarded: BYTON M-Byte receives the iF Design Award 2020

- iF Design Award 2020 for the design of the electric premium SUV M-Byte*
- Jury praises consistently clear design and strong product language
- Award ceremony on May 4 in Berlin

Munich, February 04, 2020 - BYTON, manufacturer of smart premium electric vehicles, has received the iF Design Award in the discipline Products, category Automobiles/Vehicles. The iF Design Award is one of the world's most prestigious design awards and has been honoring outstanding achievements in design for 67 years. An international jury currently consisting of around 70 members evaluates designs under the criteria of innovation and elaboration, functionality, aesthetics, responsibility and positioning.



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"The consistently clear design in every detail of BYTON's first production car convinced the jury. Both the exterior and the interior are defined by pure product design without emotional overload", commented the jury of the Award. "The product language translates new technologies of an intelligent and smart electric vehicle with options for autonomous driving in a way that makes drivers and passengers curious and interested in new mobility. The user experience goes into new dimensions for

operating the car. Precise lines and surfaces lead the eye to understand the new inner values of BYTON's M-Byte and avoid the fear of a technical barrier. Great comfort and the absence of superfluous gimmicks make this new model absolutely trustworthy."

Benoît Jacob, BYTON Vice President of Design: "The original idea was a 'smart device on wheels': an innovative, hyper-networked vehicle with an attractive design at an affordable price. We chose to innovate where it made sense, such as with our 48-inch BYTON Stage Display. In the exterior design of the M-Byte, we will innovatively accompany our future customers with dynamic proportions without polarizing. Good design improves the lives of customers, we are convinced that the M-Byte will do just that."

The official award ceremony of the iF Design Award will take place on May 4, 2020 in Berlin.

**The M-Byte is not yet available for sale. Specifications are preliminary and may change without notice. The content herein is provided for informational purposes only.*

About the iF Design Award

For 67 years, the iF Design Award has been recognized as an arbiter of quality for exceptional design. The iF label is renowned worldwide for outstanding design services, and the iF Design Award is one of the most important design prizes in the world. Submissions are awarded in the following disciplines: Product, Packaging, Communication and Service Design, Architecture and Interior Architecture as well as Professional Concept. All awarded entries are featured on the iF World Design Guide, in the iF design app and are displayed at the iF design exhibition in Berlin.

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About BYTON

BYTON develops and builds intelligent premium electric cars for the automotive future, in which mobility is increasingly becoming a digitally networked experience.

BYTON's core team consists of leading experts from the automotive, technology and digital industries. With its central production and development facility in Nanjing, China, its design development center in Munich and its technology development center in Silicon Valley, BYTON is internationally positioned and operates globally.

The series version of the premium electric SUV BYTON M-Byte celebrated its premiere at the IAA Frankfurt in 2019. Pre-series production of the BYTON M-Byte started in the fall of 2019.

Further Information: [BYTON Newsroom](#)

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