

**V O L V O**

## **Electric Volvo EX30 SUV wins prestigious Good Design® Award 2025**

The Volvo EX30 has added another prestigious award to its long list of accolades, as Volvo Cars' small fully electric SUV has been awarded the prestigious Good Design® Award 2025.



As one of the company's most popular models, the EX30 combines stylish Scandinavian design with a special emphasis on sustainability principles. The EX30 has the lowest carbon footprint of any fully electric Volvo and is packed with recycled and natural materials, making it a winner of the Good Design Award in the Transportation category.

The Good Design Awards are among the world's oldest and most respected design accolades, and recognise excellence in design, innovation and sustainability. Established in 1950 by the Chicago Athenaeum: Museum of Architecture and Design, the awards are an annual celebration of products that combine aesthetic quality, functionality and social responsibility.

"We are honoured to see our small electric SUV recognised by the jury," said Rekha Meena, Head of CMF Design at Volvo Cars. "The EX30 is designed to be our most sustainable car to date, without compromising on the premium experience and safety that our customers expect. Small yet mighty, the EX30's smart Scandinavian design projects confidence, maturity and versatility, while making it instantly recognisable as a Volvo."

### ***An instant classic***

Revealed to the world in the summer of 2023, the EX30 has become an instant classic. Volvo Cars' first small SUV immediately became a bestseller, expanding the company's appeal to new customer groups and further growing its fully electric portfolio.

With a range of up to 475km and exciting driving dynamics, Volvo Cars has sold close to 200,000 EX30s so far. Recently, Volvo Cars [announced](#) a number of updates to the EX30, including a new entry-level powertrain option.

Tasked with creating a car that combines a premium experience, an accessible price point and high sustainability performance, Volvo Cars designers had to rethink everything with the EX30. The guiding principle was how to do more with less; to try and get more than one use out of as many components as possible, thereby reducing the materials needed.

This allowed designers to help reduce the carbon impact of EX30, increase interior space for roominess and comfort, and reduce costs. The result is an electric car with classic Volvo principles around design, safety and sustainability, accessible to a wide array of customers.

While the EX30 is smaller than any other Volvo car, it retains the confidence, maturity and Scandinavian simplicity of its larger siblings.

To maximise interior space and versatility, the EX30 has proportions to match. The wheels are pushed to the corners, with short and equal overhangs, which creates a long wheelbase and a visually planted stance. It also has qualities that attract customers to SUVs in the first place: versatility, a high seating position and a robust look.

The Good Design® Award 2025 is only the latest feather in the EX30's cap. In recent years, the EX30 has won dozens of major awards, including World Urban Car 2024; The Sun Car of the Year 2023; Red Dot Best of the Best Award 2024; Car Design Award 2024; and Top Gear Magazine Eco Warrior of the Year 2023.

[Read more on Volvo Cars Press & Media](#)

#### **Contact:**

Volvo Cars Media Relations<sup>[1]</sup><sub>SEP</sub>

[+46 31-59 65 25](tel:+4631596525)

[media@volvocars.com](mailto:media@volvocars.com)

For more company news, go to our [Press & Media site](#)

#### **About Volvo Car Group**

*Volvo Cars was founded in 1927. Today, it is one of the most well-known and respected car brands in the world with sales to customers in more than 100 countries. Volvo Cars is listed on the Nasdaq Stockholm exchange, where it is traded under the ticker "VOLCAR B".*

*"For life. To provide freedom to move in a personal, sustainable and safe way." This purpose is reflected in Volvo Cars' ambition to become a fully electric car maker and in its commitment to an ongoing reduction of its carbon footprint, with the ambition to achieve net-zero greenhouse gas emissions by 2040.*

*In 2025, Volvo Cars sold over 710 thousand cars, with an electrified share of 46%.*

*Volvo Cars on average employed 42,600 full-time employees. Volvo Cars' head office, product development, marketing and administration functions are mainly located in Gothenburg, Sweden. Volvo Cars' production plants are located in Gothenburg, Ghent (Belgium), South Carolina (US), Chengdu, Daqing and Taizhou (China). The company also has R&D and design centres in Gothenburg and Shanghai (China).*