

BYD

FUTURE CITY CAR?

BYD
DESIGN
AWARD
2026



OMNI-
RENEWAL

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BYD Design Award 2026

Organized by BYD Design

THEME: Omni-Renewal — Future Mobility Emotional Design

Reimagine mobility beyond transportation.

From 2026 onward, mobility evolves into an emotional experience—where vehicles understand, care, and inspire.

Design solutions that merge **oriental culture**, **multimodal interaction**, **smart cabins**, and **new energy technologies**, shaping a future where mobility becomes a continuation of human emotion and civilization.

TRACKS

1. Omni-Renewal (Main Theme)

Future mobility concepts focused on emotional connection and holistic user experience.

Submission Requirements:

- Personal Portfolio
- Display Boards (2)
- 3D Digital Model Files

Eligibility:

- Open to all global students
- Individual participation only

2. Omni Living Lab (Sub Theme)

Automotive-grade lifestyle accessories enhancing in-car and outdoor experiences.

Focus on solving hidden user pain points with warmth, intelligence, and emotional resonance.

Categories include:

- In-car functional accessories
- Outdoor expansion gear
- Cultural & creative products

Submission Requirements:

- Display Boards (2)
- Design Document
- Presentation Video (*Optional*)

Eligibility:

- Open to all
- Individual or team participation (*1–5 membe*

REGISTRATION

Apply through the **BYD Design Award WeChat Mini Program**
(Refer to official competition guidelines for full submission details)

CONTACT

For queries:

byddesign@byd.com

SUB THEME AWARDS

CHAMPION CNY 10,000

RUNNER-UP CNY 7,000

THIRD PLACE CNY 4,000

INDIVIDUAL AWARDS CNY 2,000 /Each

Best Healing and Stress-Relief Award
Best Practical and Versatile Award
Best Environmental Innovation Award
Best Market Potential Award
Best User Experience Award
Best Cultural Narrative Award
Best Future Insight Award

[MORE BONUSES]

BYD Design Award official certification and trophies
Opportunities for commercial application of your work

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COMPETITION SCHEDULE



*Final judging will take place at the BYD Racetrack
For the exact time, please refer to the latest notification on the event mini-program

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MAIN THEME AWARDS

CHAMPION CNY 50,000

RUNNER-UP CNY 30,000

THIRD PLACE CNY 15,000

INDIVIDUAL AWARDS CNY 5,000 /Each

Best Exterior Design Award
Best Interior Design Award
Best Experience Design Award
Best CMF Design Award

[MORE BONUSES]

BYD Design Award official certification and trophies
Priority recruitment opportunities and internship opportunities at BYD's Global Design Center
Opportunities for commercial application of your work

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REGISTRATION

Please refer to the competition regulations and submit your application materials through the "BYD DESIGN AWARD" WeChat Mini Program



For more information, please follow:



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