



PRESS RELEASE 09-08

# ego is nominated for the german design award 2009

nomination for german designprize

EGO IS NOMINATED FOR THE DESIGN AWARD OF THE FEDERAL REPUBLIC OF GERMANY 2009. THE DESIGN AWARD FEDERAL REPUBLIC OF GERMANY IS THE COUNTRY'S HIGHEST DISTINCTION IN THE FIELD OF DESIGN. IT IS KNOWN AS THE PRIZE OF PRIZES, SINCE THIS DESIGN AWARD SETS SUCH STRICT CRITERIA ON ENTRIES. A BRAND CAN ONLY ENTER THE COMPETITION FOR THE DESIGN AWARD WHEN IT HAS ALREADY BEEN AWARDED A NATIONAL OR INTERNATIONAL DESIGN PRIZE. ALSO THE BRAND MUST HAVE BEEN NOMINATED BY THE MINISTRIES AND SENATORS OF THE FEDERAL STATES OR BY THE FEDERAL MINISTRY OF ECONOMICS AND TECHNOLOGY. AN INDEPENDENT JURY, WHICH IS MADE UP OF REPRESENTATIVES FROM THE INDUSTRY, THE UNIVERSITIES, THE DESIGN WORLD AND THE MEDIA, WILL DETERMINE WHETHER EGO WILL BECOME A WINNER OF THE 2009 AWARD. EGO HAS TO COMPETE WITH BRANDS SUCH AS BMW AND PORSCHE. THE RESULTS OF THE JUDGING WILL BE REVEALED AT THE END OF SEPTEMBER, EGO WILL KEEP YOU POSTED.