

Suzuki's GSX-8T and GSX-8TT Win the Red Dot Award in Germany



GSX-8T



GSX-8TT



reddot winner 2026
motorcycle design

Suzuki's street motorcycles GSX-8T and GSX-8TT have won the Red Dot Award in the Product Design Category of the Red Dot Design Award, promoted by the Design Zentrum Nordrhein Westfalen in Germany.

Red Dot Design Award is an internationally recognized and prestigious design award that was established in 1955 and has been continuously presented to this day. It evaluates products in a wide range of fields including furniture, home appliances, automobiles, medical equipment, and IT devices, based on nine comprehensive criteria including innovation, functionality, ergonomics, durability, ecological compatibility, and emotional content. The award was granted in recognition of the high evaluation of the GSX-8T and GSX-8TT for their precise transfer of classic visual features into a clearly structured, modern aesthetic. This marks the first time that a Suzuki product has won this award.

● Comment by Takashi Ise, Managing Officer, Executive General Manager, Motorcycle Operations

“We are honoured that the GSX-8T and GSX-8TT have received the prestigious Red Dot Award. Both models are neo-retro street bikes that appeal both the unique and attractive elements of Suzuki's past iconic models, and modern performance. Designed to suit a wide range of riding situations, from everyday use to touring, they offer enjoyment to customers across diverse lifestyles. Suzuki upholds the corporate slogan of 'By Your Side' and will continue to make efforts to create products that satisfy our customers in both performance and design.”

End