



Bobcat Wins Prestigious Red Dot Design Award for RogueX2 Loader Concept

IMAGE SOURCE: Doosan Bobcat EMEA

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- Bobcat's all-electric, fully autonomous RogueX2 loader wins the prestigious Red Dot Design Award for its innovative design concept.
- The RogueX2 features zero emissions, a lithium-ion battery, and electric drive actuated lift and tilt kinematics without hydraulics.
- The machine is designed without a cab and optimized for new technologies, featuring axial flux motors for enhanced tractive effort.

- The Bobcat Global Design Studio and Global Innovation team collaborated on the RogueX2, which will be showcased at CES 2024.
- The Red Dot Design Award is a highly respected international competition recognizing excellence in design and business, with around 20,000 entries annually.

- All-electric, fully autonomous RogueX2 loader recognized for design concept excellence -

Bobcat has been selected as a Red Dot Award: Design Concept winner for RogueX2, an all-electric, fully autonomous concept loader.

The Red Dot Design Award is one of the most respected design awards in the world, with its Design Concept category identifying and celebrating new design concepts and innovations as the precursors of tomorrow's great products.

"We are honoured to win the world-renowned Red Dot Award for Design Concept in recognition of the groundbreaking design of the RogueX2," said Joel Honeyman, Vice President of Global Innovation at Doosan Bobcat. "This award is a testament to the dedication of the Bobcat teams who are passionate about pushing design limits and advancing innovation to redefine the machines of tomorrow."

Key to the machine's development was the Bobcat Global Design Studio, which supported the project in collaboration with the Bobcat Global Innovation team.



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On display at CES 2024, the RogueX2 is a powerful, smart machine that produces zero emissions and features a lithium-ion battery, electric drive actuated lift and tilt kinematics with no hydraulics.

Specifically designed and built without a cab, RogueX2 explores the idea of how work machines of the future can be designed and optimized for new technologies and enable an entirely new work experience. Designed with wheels to optimize the electric battery run time, the RogueX2 features axial flux motors, which give the machine incredible tractive effort.

The RogueX2 was built as a proving ground to advance Bobcat's innovation leadership and has garnered many new patents pending.

“To build a smarter, more sustainable and connected future, we must ask the questions no one else has thought to ask before and invent new solutions that previously did not exist,” continued Honeyman.

In the research and development stage, the award-winning RogueX2 is not commercially available.

The Red Dot Design Award is an annual international competition that recognizes excellence in design and business. With around 20,000 entries per year, it is one of the biggest design competitions in the world. The Design Concept category features projects in varying stages of development ranging from concepts to prototypes, to almost or fully developed products which are ready for market.

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LOADERS