

Press release

New Liebherr articulated dump truck receives Red Dot Award

2021

- The new TA 230 Litronic articulated dump truck has won the Red Dot Award for high design quality
- A modern, coherent machine and design concept impresses the jury of international experts
- Robust and powerful machine in the 30-tonne class

Liebherr's new TA 230 Litronic articulated dump truck has won the Red Dot Award: Product Design 2021. The modern, coherent machine and design concept impressed the jury of international experts. Liebherr-Hydraulikbagger GmbH is proud to receive this prestigious award just a few months after the digital product presentation in which the articulated dump truck was unveiled to the public for the first time. The Red Dot Award is considered to be one of the most important international awards in the field of design.

Kirchdorf an der Iller (Germany), 18 May 2021 – The Red Dot Award: Product Design is presented to the best products each year. "In search of good design and innovation" – around 50 competition jurors were looking for well designed and innovative products this year. This year, the jury of international experts considered more companies and design studios than ever before in the 60-year history of the design competition. Products from around 60 countries were scrutinised over the course of several days. The coveted quality seal is awarded exclusively to products with an outstanding design concept.

New machine concept combines functionality and design

The new TA 230 articulated dump truck was developed primarily for transporting excavated materials in the mining industry and for use in major infrastructure projects. It is an extremely robust and powerful machine that is configured for maximum payload in continuous operation, including in difficult terrain. Besides this machine concept, which is conceived for maximum technical functionality, the TA 230 can also be found in the new, progressive design language of the Generation 8 machines of the Liebherr earthmoving program.

The powerful, agile machine concept of the articulated dump truck continues consistently through all fields of design, characterising the new design with unique, edgy and yet dynamic lines. A thoroughly imposing machine silhouette that impressed the jury of international experts.

Red Dot CEO and initiator Prof. Dr. Peter Zec congratulated on the success: "The winners of the Red Dot Award: Product Design 2021 are especially impressive this year. The design of their products is

outstanding – with respect to both aesthetics and functionality. It is not easy to succeed and impress our jury in such a strong field of participants."

Development with a focus on visibility, safety and comfort

Besides maximum efficiency and productivity, development of the new articulated dump truck focussed in particular on optimizing the view from the driver's cab, on comfortable and thought-out machine operation and on optimum illumination of the driving and working areas.

The newly developed driver's cab features excellent panoramic windows without any obstructing struts, and a short, inclined bonnet, giving the machine driver an optimal view of the driving, working and articulated joint area of the machine. At the same time, the spaciously designed cab impresses with its sophisticated interior equipment, including numerous stowage compartments, storage options, a mobile phone bracket, USB charging ports and an air-sprung driver's seat as standard for maximum comfort. The operating concept of the TA 230 is well thought-out and impresses with its automobile-like handling. The logically and neatly arranged control elements and the numerous assistance systems such as hill start assist, speed retention assist or automatic traction control support the driver in his everyday work. Additional driving comfort is provided by the speed-dependent steering, which allows light and precise manoeuvring at low speeds and sensitive steering at high speeds. At the same time, fewer steering corrections are needed when cornering.

The new lighting concept features LED headlights, ensuring improved visibility and safety, both for the machine operator and for everyone around the machine. LED dipped-beam headlamps with integrated high beam illuminate the road and the extra powerful, optional LED headlights on the front of the cab illuminate the entire working area. The L-shaped multifunction light with animated light functions is a homage to the Liebherr brand name – a novelty in the construction machines sector.

The TA 230 in online exhibition and yearbook

From 21 June 2021, the TA 230 can be seen in the online exhibition on the Red Dot website. From 22 June 2021, the TA 230 will also be found in digital form in the "Design on Stage" exhibition of the Red Dot Design Museum in Essen, where all the award-winning products will be presented. In addition, the new TA 230 will also be appearing in the Red Dot Design Yearbook 2021/2022, which is due to appear in August. The publication gives comprehensive information about the state of the art and trends in product design.

About the Liebherr Group

The Liebherr Group is a family-run technology company with a highly diversified product portfolio. The company is one of the largest construction equipment manufacturers in the world. It also provides high-quality and user-oriented products and services in a wide range of other areas. The Liebherr Group includes over 140 companies across all continents. In 2020, it employed around 48,000 staff and achieved combined revenues of over 10.3 billion euros. Liebherr was founded in Kirchdorf an der Iller in Southern Germany in 1949. Since then, the employees have been pursuing the goal of achieving continuous technological innovation, and bringing industry-leading solutions to its customers.

Images



liebherr-ta230-litronic-1.jpg

Winner of the Red Dot Award 2021 for high design quality: the new Liebherr TA 230 Litronic articulated dump truck.



liebherr-ta230-litronic-2.jpg

New design concept with unique, edgy and yet dynamic lines reflects the power and agility of the articulated dump truck.



liebherr-ta230-litronic-3.jpg

The newly developed and spaciously designed driver's cab gives the machine operator the best possible view to the front, the sides and into the articulated joint area, impressing with maximum comfort.

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