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SmartBar takes home prize at peak industry design awards

SmartBar's world class Vehicle Protection System for the Mercedes Sprinter VS30 has won a prestigious award at the respected Good Design Australia Awards, held in Sydney last night.

The Adelaide-based manufacturing company won a Good Design Australia Award in the Product Design category, which recognised the outstanding design and innovation which went into the Vehicle Protection System for the Mercedes Sprinter VS30. It was specifically designed with ambulances in mind, and is used by emergency service fleets in several states.

SmartBar General Manager Kevin Baker said the company was honoured to win the award, which follows its 2017 Australian Automotive Industry Award win in the Most Innovative Product category.

"I'm very proud of our young and innovative team who are outstanding talents and constantly look at new ways to design products to help our customers," Mr Baker said.

"The Good Design Australia Award recognises our ability to create solution-based products. The design for the Vehicle Protection System for the Mercedes V30 Sprinter came out of a collaboration with Mercedes Benz Australia and the Queensland, New South Wales and Victorian ambulance services.

"These ambulance services use our Vehicle Protection System to keep their paramedics, passengers and pedestrians safe and ensure vehicles are on the road instead of in workshops being repaired. Our system is cost-effective, protects these vehicles from collisions and is compatible with ambulance safety systems already in place, including the Autonomous Emergency Breaking System."

Mr Baker said the Vehicle Protection System is manufactured from a unique blend of polyethylene and has also proved popular with police and fire service fleets, as well as the grey nomad and motorhome driving set who use the Mercedes Sprinter VS30.

He said the company, which is based at Lonsdale in Adelaide's south, continues to go from strength to strength. It employs almost 50 South Australians, exports to a number of countries and has realised rapid growth in the past financial year.

Good Design Australia Chief Executive Officer Dr. Brandon Gien, said: "Receiving a Good Design Award at this level is a significant achievement given the very high calibre of entries received this year. Australia's Good Design Award is more than a symbol of design excellence, it represents the hard work and dedication towards an innovative outcome that will ultimately improve our quality of life. These projects showcase the brilliance of design and the potential it has to improve our world," Dr Gien said.

The Good Design Awards Jury praised SmartBar Vehicle Protection System (Mercedes



Sprinter VS30) commenting: “This is a clever innovation that will undoubtedly save money for those who use the system. Its lightweight design ensures there is little impact on a vehicle's performance and the fact that it allows for integration of the array of a vehicle's safety sensors is highly commendable.”

The Good Design Awards is Australia’s most prestigious international Awards for design and innovation with a proud history dating back to 1958. The Awards celebrate the best new products and services on the Australian market, excellence in architectural design, engineering, fashion, digital and communication design and reward emerging areas of design strategy, social impact and design entrepreneurship. This year, 700 design projects were submitted and evaluated as part of the judging process.

SmartBar’s Vehicle Protection System for the Mercedes Sprinter VS30 has also been nominated for the respected 2020 German Design Awards, run by the German Design Council and judged by an international jury of experts. The awards will be held on February 7 in Frankfurt.

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About Good Design Australia and Australia’s Good Design Awards

Good Design Australia is an international design promotion organisation responsible for managing Australia’s annual Good Design Awards and other signature design events. With a proud history that dates back to 1958, Good Design Australia remains committed to promoting the importance of design to business, industry, government and the general public and the critical role it plays in creating a better, safer and more prosperous world.

About SmartBar

SmartBar is an Australian-run company based in Adelaide, South Australia and has been leading the way in bull bar technology since 1996. While offering a range of polymer products serving the automotive, agriculture, aquaculture and maritime industries, SmartBar’s flagship products are without question its world class vehicle protection systems.

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