

News Release

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Hyundai Motor Wins 2026 Red Dot Design Award for ID Card Case

- Hyundai Motor Company's employee ID card case earns 2026 Red Dot Award in the Product Design category
- Employee ID card case recognized for its modular and user-friendly design, integrating MagSafe compatibility and interchangeable accessories

SEOUL, May 20, 2026 – Hyundai Motor Company today announced that its new **employee ID card case** has won the prestigious [2026 Red Dot Award: Product Design](#).

The Red Dot Award is one of the world's top three design awards, honoring innovative designs across three categories: Product Design, Brand & Communication Design, and Design Concept.

This recognition highlights Hyundai Motor's commitment to user-centered design and technological innovation, extending from advanced mobility solutions to everyday employee experiences.

How Does the ID Card Case Improve Everyday Convenience?

Hyundai Motor's new employee ID card case has been designed for greater personal expression and versatility. It integrates MagSafe capability — a precise and secure magnetic attachment system — and a modular reel holder, allowing employees to carry it in the way that best suits them. The traditional lanyard-style neck strap can be easily detached, enabling the ID case to be affixed directly to a MagSafe-compatible smartphone or paired with other accessories.

Available in two colors, white and clear blue, the case is designed to be slim yet durable. It features replaceable modules that help reduce discomfort, prevent damage, and minimize unnecessary full replacements. This thoughtful and practical design, which brings greater flexibility and usability to an everyday workplace item, was recently recognized by both the Red Dot Award and the iF Design Award.

What Makes Hyundai's ID Card Case Unique?

Category	Details
Purpose	Employee ID case for Hyundai staff
Main feature	Equipped with MagSafe functionality for magnetic attachment
Modularity	Includes a modular reel holder that broadens user options
Customization	Offers various customization opportunities through accessories like reel holders (ring type), jacquard straps, and beads straps
Availability	Sold through Hyundai Collection (Hyundai Motor's official merchandise store)

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About Hyundai Motor Company

Established in 1967, Hyundai Motor Company is present in over 200 countries with more than 120,000 employees dedicated to tackling real-world mobility challenges around the globe. Based on the brand vision 'Progress for Humanity,' Hyundai Motor is accelerating its transformation into a Smart Mobility Solution Provider. The company invests in advanced technologies such as robotics and Advanced Air Mobility (AAM) to bring about revolutionary mobility solutions while pursuing open innovation to introduce future mobility services. In pursuit of a sustainable future for the world, Hyundai will continue its efforts to introduce zero-emission vehicles with industry-leading hydrogen fuel cell and EV technologies.

More information about Hyundai Motor and its products can be found at:
<https://www.hyundai.com/worldwide/en/> or [Newsroom: Media Hub by Hyundai](#)

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