

# Victra Sport EV by Cheng Shin Rubber Ind. Co., Ltd. Wins Gold in A' Vehicle Accessory Awards

*Innovative Electric Vehicle Tire Design  
Recognized for Excellence by Prestigious  
International Design Competition*

COMO, CO, ITALY, August 7, 2024  
/EINPresswire.com/ -- The A' Design Award, a highly respected international design competition, has announced Cheng Shin Rubber Ind. Co., Ltd. as a Gold winner in the Vehicle Parts, Auto Accessories and Care Products Design category for their innovative work, "[Victra Sport EV](#)." This prestigious recognition highlights the exceptional design and engineering behind the Victra Sport EV tire, which has been specifically developed to enhance the performance and efficiency of electric vehicles.

The Victra Sport EV tire addresses key concerns faced by electric vehicle owners, including energy efficiency, noise reduction, and tread life. By utilizing advanced technologies such as high-dispersion nanotechnology, optimized pitch sequencing, and sound-absorbing foam, the Victra Sport EV delivers a superior driving experience tailored to the unique demands of electric vehicles. This innovative design aligns with the growing trend towards sustainable mobility and showcases Cheng Shin Rubber Ind. Co., Ltd.'s commitment to advancing the vehicle accessory industry.

The Victra Sport EV tire stands out in the market through its integration of a new-generation rubber compound, [Maxxis](#) sound-absorbing foam technology, and Maxxis optimized footprint technology. These features work in harmony to reduce rolling resistance, minimize unwanted noise, and maximize tread mileage. The tire's high-strength pattern design and closed shoulder configuration further contribute to its exceptional performance, ensuring a serene and comfortable driving experience for electric vehicle owners.



Victra Sport EV

Winning the Gold A' Design Award in the Vehicle Parts, Auto Accessories and Care Products Design category serves as a testament to Cheng Shin Rubber Ind. Co., Ltd.'s dedication to innovation and excellence. This recognition is expected to inspire the company's future designs and drive further advancements in the field of electric vehicle tire technology. As the market share for electric vehicles continues to rise, the Victra Sport EV tire sets a new standard for performance and sustainability, pushing the entire industry forward.

Victra Sport EV was designed by a talented team of engineers and designers at Cheng Shin Rubber Ind. Co., Ltd., including Ping-hao Chen, Chi-cheng Yeh, Yu-chun Nien, Liang-kuei Wang, Kang-hao Huang, and Hsin-ping Tsao. Their collective expertise and dedication to creating a tire that meets the unique needs of electric vehicles have resulted in this groundbreaking design.

Interested parties may learn more about the Victra Sport EV tire and its innovative features at: <https://competition.adesignaward.com/ada-winner-design.php?ID=152044>

About Cheng Shin Rubber Ind. Co., Ltd.

Cheng Shin Rubber Ind. Co., Ltd., established in 1967, is a global leader in tire manufacturing. With its headquarters in Taiwan and operations spanning over 180 countries, the company employs approximately 23,000 people worldwide. Cheng Shin Rubber Ind. Co., Ltd. is dedicated to producing high-quality tires for various applications, including automotive, light truck, ATV, motorcycle, and more. The company's commitment to innovation and customer satisfaction has earned it a reputation as one of the most trusted tire brands in the world.

About Maxxis

Maxxis, a brand of Cheng Shin Rubber Ind. Co., Ltd., has grown to become one of the largest and most respected tire manufacturers globally since its founding in 1967. With a presence in more than 180 countries and a workforce of over 30,000 employees, Maxxis is renowned for its cutting-edge technology and superior product quality. The company's extensive product range includes tires for cars, light trucks, ATVs, motorcycles, trailers, and more, catering to the diverse needs of customers worldwide.

About Golden A' Design Award

The Golden A' Design Award is a prestigious recognition granted to exceptional designs that demonstrate a high level of innovation and significant impact within their respective fields. Winners of this award are selected based on a rigorous evaluation process, which involves blind peer review by an expert jury panel comprising design professionals, industry experts, journalists, and academics. The Golden A' Design Award serves as a benchmark for excellence, encouraging designers and brands to push the boundaries of creativity and deliver solutions that benefit society as a whole.

About A' Design Award

The A' Design Award is an international, juried design competition that recognizes and promotes

superior products and projects across various industries. Established in 2008, the A' Design Award welcomes entries from innovative design agencies, forward-thinking companies, leading brands, and influential designers worldwide. By participating in this prestigious competition, entrants gain global recognition, exposure, and validation for their exceptional design capabilities. The A' Design Award is driven by a philanthropic mission to enhance society through the power of good design, inspiring designers and brands to develop pioneering solutions that positively impact the world. Interested parties may learn more about the A' [Design Awards](#), explore jury members, view past laureates, and take part with their projects at: <https://vehicleaccessoryawards.com>

Makpal Bayetova  
A' DESIGN AWARD & COMPETITION SRL  
+39 031 497 2900  
[email us here](#)

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