

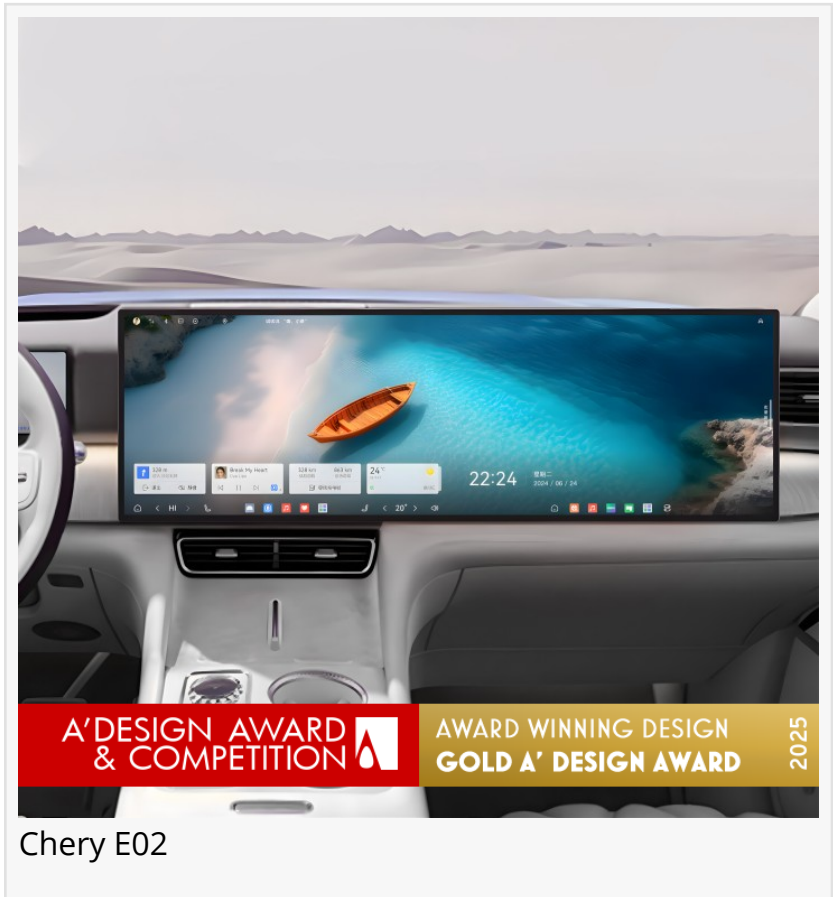
Chery E02 by Chery Wins Gold in A' Interface Awards

*Innovative Automotive HMI Design
Recognized for Excellence in User
Experience and Functionality*

COMO, CO, ITALY, October 1, 2025 /EINPresswire.com/ -- The A' Design Award, a highly respected recognition in the field of [interface](#) design, has announced [Chery](#) as the winner of the Golden A' Interface, Interaction and User Experience Design Award for their exceptional work, "Chery E02." This prestigious accolade positions the Chery E02 as a groundbreaking and influential design within the automotive industry, setting new standards for human-machine interaction and user experience.

The Chery E02's interface design is highly relevant to the evolving needs and expectations of modern drivers. By prioritizing simplicity, usability, and consistency, this innovative HMI aligns seamlessly with current industry trends, delivering a more comfortable, convenient, and safe driving experience. The practical benefits of the Chery E02's interface extend to users, the automotive industry, and other stakeholders, showcasing the immense potential of well-designed HMI systems.

What sets the Chery E02 apart is its comprehensive approach to interface design, centered on the Atomic Design principle. The HMI not only integrates multiple functions such as navigation, entertainment, communication, and vehicle control but also enables drivers to enjoy a more relaxed and pleasant driving experience through a simplified interface layout, efficient interaction methods, and a smart voice assistant. The design's attention to detail, from the ergonomic placement of temperature controls to the prominent display of critical data, demonstrates a deep understanding of user needs and preferences.



The recognition bestowed upon the Chery E02 by the A' Interface Awards serves as a catalyst for future innovation within Chery and the broader automotive industry. This achievement will undoubtedly inspire the Chery team to continue pushing the boundaries of interface design, driving the industry towards greater intelligence, human-centric design, and standardization. As a result, the Chery E02 has the potential to significantly influence the overall standard of automotive HMI systems, benefiting drivers worldwide.

The Chery E02 was brought to life by a talented and diverse team of professionals, including Yong Xia, Zhenchun Xie, Tongkun Zhou, Mengxiang Li, Dong Han, Yangyang Pan, Fenghu Chen, Jiquan Sun, Yaozhong Tian, Peng Chen, Tianxiang Zhao, Xianyi Wan, Yinbiao Wang, Mengyuan Li, Shuang Zhu, Chenyi Wang, Yinyu Wang, Jing Tao, Zhengmei Wang, Cenran Dong, Dongxin Zhao, Jiaming Zhu, and the dedicated team at Chery. Their collective expertise and innovative thinking were instrumental in creating this award-winning interface design.

Interested parties may learn more about the Chery E02 and its innovative interface design by visiting the dedicated page on the A' [Design Awards](https://competition.adesignaward.com/ada-winner-design.php?ID=167391) website:

<https://competition.adesignaward.com/ada-winner-design.php?ID=167391>

About Chery

Chery, founded in Wuhu, Anhui Province in 1997, is a leading independent brand in China. Covering passenger cars, commercial vehicles, and more, it is the largest vehicle and powertrain R&D enterprise in the country. With over 10 million users worldwide and 1.95 million overseas users, Chery has made significant strides under the leadership of chairman Yin Tongyue. In 2024, the company entered the Fortune Global 500 for the first time, ranking 385th. Chery remains committed to independent innovation, focusing on new energy, expanding its global market presence, and striving to become a world-class green intelligent travel technology company.

About Golden A' Design Award

The Golden A' Design Award is a prestigious recognition granted to designs that exhibit a high level of innovation and significantly impact their intended audience. These designs are characterized by their visionary approach, exceptional skill, and ability to push boundaries in art, science, design, and technology. The rigorous selection process involves blind peer review by a world-class jury panel of design professionals, interface industry experts, journalists, and academics. Winning designs serve as benchmarks for excellence, encouraging further innovation and inspiring future generations of designers in the interface, interaction, and user experience domains.

About A' Design Award

The A' Design Award is an international and juried design competition that has been recognizing and promoting superior products and projects since 2008. Now in its 17th year, the competition welcomes entries from all industries and countries, with the ultimate aim of making the world a better place through the transformative power of good design. By showcasing pioneering

designs on a global stage and celebrating the creative minds behind these innovations, the A' Design Award drives forward a cycle of inspiration and advancement. Interested parties may learn more about the A' Design Awards, explore jury members, view past laureates, and participate with their projects at the following URL:

<https://interfacedesignawards.com>

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