

Aistaland GT7 by Huawang Automotive Technology Guangzhou Co., Ltd. Wins Platinum A' Design Award

*Intelligent Shooting Brake Coupe
Recognized for Merging L3 Autonomous
Technology With Rational Industrial
Aesthetics*

COMO, CO, ITALY, August 26, 2026 /EINPresswire.com/ -- The A' [Design Award](#) has announced Aistaland GT7, an intelligent shooting brake coupe developed by [Huawang Automotive Technology Guangzhou Co., Ltd.](#), as a Platinum winner in the [Car](#) and Land Based Motor Vehicles Design category. The A' Design Award is one of the world's most prestigious and well-recognized accolades in the field of car design, evaluating entries through a rigorous, blind peer-review process conducted by an expert jury panel. This recognition places Aistaland GT7 among a select group of designs acknowledged for their innovation, technical merit, and contribution to the automotive field. The honor reflects the considered approach taken by the design team in addressing both engineering complexity and human-centered considerations.



Aistaland GT7

The Platinum A' Design Award for Aistaland GT7 holds relevance for the broader automotive industry as it addresses a growing demand for transparency and trust in autonomous mobility. As vehicles increasingly incorporate advanced driving systems, the question of how to communicate machine states to drivers and pedestrians has become central to industry discussion. Aistaland GT7 responds to this need through visible, perceptible signals that help build confidence in real-world traffic environments. For potential customers, the design offers a clear demonstration of how safety, structure, and emotional warmth can coexist within a unified system. This alignment with current trends positions the work as a meaningful reference point

for human-machine co-driving.

Aistaland GT7 integrates L3-level autonomous architecture with LiDAR and DTOF cameras for high-precision 3D perception modeling. A continuous Intelligent Driving Blue Light system communicates operational status with 360-degree clarity, while an active safety hood employs intelligent collision discrimination algorithms and adaptive lifting mechanisms. The 88-inch AR-HUD is structurally synchronized with the dashboard curvature and projection geometry, and a segmented diffuse-reflection rear light utilizes a Geneva-pattern aluminum panel. Huawei DLP 3.0 projection enables full-color display, complemented by a dynamic tweeter diffuser co-developed with Huawei and incorporating precision motorized articulation. Guided by the principle that form follows function, the design internalizes technology within a restrained structural order.

The Platinum A' Design Award recognition may inform future projects within the Aistaland lineup, reinforcing the brand's commitment to internalizing intelligent systems within clear and considered forms. The research underpinning Aistaland GT7, which demonstrated reduced cognitive load and improved trust perception among drivers in simulated and real-road evaluations, offers a foundation for continued exploration in autonomous vehicle design strategies. This achievement serves as encouragement for the design team to pursue further innovation in cognitive safety and holistic mobility experiences. It also affirms the value of interdisciplinary collaboration in resolving the tension between advanced systems and aesthetic restraint.

Team Members

Aistaland GT7 was developed by the team at Huawang Automotive Technology Guangzhou Co., Ltd., comprising Li Peizhen, Tan Chufan, Yang Hao, Li Xuan, Wang Fengming, Cai Xijiang, Shen Peng, and Ji Xiaoqing, who together contributed to the design, engineering, interaction, and systematic integration of the intelligent shooting brake coupe.

Interested parties may learn more about Aistaland GT7, view its features, and explore the work of its designers at the dedicated page on the A' Design Award website.

<https://competition.adesignaward.com/ada-winner-design.php?ID=182028>

About Huawang Automotive Technology Guangzhou Co., Ltd.

Aistaland is a young, premium, and trustworthy intelligent automotive brand jointly created by Huawei Qiankun and the Aistaland team. The brand name reflects a founding vision of "Opening a New Realm," where "Qi" signifies initiation and breakthrough through AI-empowered automobiles, and "Jing" denotes a new frontier for future mobility. Aistaland is dedicated to creating an all-around Dream Car for young users that is outstanding in design, inspiring to drive, and effortless in intelligence. Huawang Automotive Technology Guangzhou Co., Ltd. is based in China.

About Huawang Automotive Technology (Guangzhou) Co., Ltd. and the Aistaland Brand

The entire Aistaland lineup will be equipped with Huawei Qiankun's comprehensive intelligent technology suite, integrating the strengths of both partners in manufacturing and advanced technology. The collaboration brings together expertise in intelligent systems and automotive production to support the brand's mission of delivering premium and trustworthy mobility solutions. Its first model, positioned as a shooting brake coupe, is scheduled for official launch in mid-2026. This approach reflects a commitment to combining design excellence with technological capability across the product range.

About the Platinum A' Design Award Recognition

The Platinum A' Design Award is the highest distinction granted by the A' Design Award, recognizing designs that demonstrate notable innovation alongside meaningful societal contributions. Within the Car and Land Based Motor Vehicles Design category, entries are evaluated against rigorous criteria including innovative use of materials, integration of technology, aesthetic appeal, ergonomic efficiency, safety measures, and advanced driving features, among others such as durability, space optimization, future-readiness, and integration of brand identity. Designs that receive this recognition are acknowledged for their technical proficiency, artistic skill, and considered approach to advancing the boundaries of design and technology. The distinction highlights works that offer practical benefits and reflect a commitment to enhancing quality of life. It represents a highly regarded achievement for designers and brands operating within the automotive field.

About A' Design Award

The A' Car and Land Based Motor Vehicles Design Award is an international, juried competition that welcomes participants from around the world, including car designers, design agencies, companies, automotive manufacturers, and brands within the automotive and design industries. Entries are assessed through a blind peer-review process by a world-class jury panel of design professionals, automotive industry experts, journalists, and academics, who evaluate submissions against pre-established criteria. Organized since 2008 and now in its 18th year, the A' Design Award operates across all industries and is open to entries from all countries, with the ultimate aim of recognizing and promoting superior products and projects that advance and benefit society. Driven by a philanthropic mission to enhance the world through the power of good design, the competition celebrates remarkable achievements and showcases pioneering work on an international stage. Interested parties may learn more about the A' Design Award, explore jury members, view past laureates, and submit their projects at the following url:

<https://goldencarawards.com>

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