Ddml01 by Jonghwi Lee and Junho Song Wins Gold at A' Design Award

Daedong Mobility Urban Low-Speed Vehicle Recognized for Accessible, Scalable, and Future-Oriented Design



Ddml01

COMO, CO, ITALY, September 10, 2026 /EINPresswire.com/ -- The A' Design Award has announced Ddml01, an urban low-speed vehicle created by Jonghwi Lee and Junho Song, as a Gold winner in the Vehicle, Mobility and Transportation Design category. The A' Vehicle, Mobility and Transportation Design Award is one of the highly respected design recognitions in the field, evaluating entries through a rigorous blind peer-review process conducted by an expert jury. This distinction acknowledges Ddml01 as an outstanding example of good design within the mobility sector. The recognition highlights the careful balance of accessibility, aesthetics, and engineering achieved by the design team. For Jonghwi Lee, Junho Song, and Daedong Mobility, the award reflects a measured commitment to advancing compact mobility solutions.

The recognition of Ddml01 holds relevance for an industry increasingly focused on sustainable, versatile, and inclusive transport. As demand grows for low-speed vehicles in urban neighborhoods, resorts, golf courses, and logistics settings, designs that prioritize accessibility and efficiency address pressing market needs. Ddml01 demonstrates how human-centered ergonomics and standardized platforms can lower barriers for users of all ages while reducing development cost and production time. This approach aligns with contemporary industry practices that value scalability and sustainability. For users and stakeholders, the design offers practical benefits in comfort, ease of access, and adaptability across diverse environments.

Ddml01 embodies the refined form language associated with modern electric vehicles, featuring clean surfaces, slim LED lighting, and sharp proportions that create a dynamic yet elegant presence. A widened entry frame and lowered ground clearance are integrated into the sculptural flow, emphasizing accessibility without compromising style. Adjustable seating accommodates a wide range of users, from teenagers to elderly passengers, addressing accessibility challenges identified through field research. Built on a standardized battery and platform system, the design scales from compact to larger formats, supporting applications from neighborhood transport to commercial use. The form draws continuity from the GS100 motorcycle currently in production, reinforcing Daedong Mobility's recognizable brand identity.

This recognition supports Daedong Mobility's broader vision of developing vehicles that serve purposes beyond conventional transportation. The standardized platform and scalable battery system provide a foundation for future projects, enabling rapid realization from concept to market while maintaining quality. The award encourages the design team to continue exploring human-centered ergonomics and modular scalability as benchmarks for the next generation of compact mobility. By reinforcing principles of inclusivity and user dignity, the project may inspire further innovation across the brand's diverse product fields.

Project Members
Ddml01 was designed by Junho Song and Jonghwi Lee, both industrial designers who contributed to the development of the vehicle's form language, accessible entry design, ergonomic features, and standardized platform system.

Interested parties may learn more about Ddml01 and its designers at the dedicated page prepared by the A' Design Award. The page provides further detail on the design's features, research, and development process.
https://competition.adesignaward.com/ada-winner-design.php?ID=176927

About Jonghwi Lee and Junho Song
Jonghwi Lee is an industrial designer based in Seoul, South Korea, specializing in the transportation and mobility sector. Currently practicing at Daedong Mobility, Lee focuses on developing practical design solutions for low-speed vehicles, robotics, and specialized utility transport, applying human-centered methodologies to optimize structural efficiency, usability, and manufacturing feasibility. Through research into modular platforms and functional materials, Lee aims to contribute to the advancement of mobility systems, integrating continuous ergonomic testing and mechanical research to address complex physical constraints. Together with Junho Song, the design team is based in the Republic of Korea and delivers accessible industrial design outcomes for modern transportation infrastructure.

About Daedong Mobility
Daedong Mobility is a South Korea-based company engaged in the development and production of gardening equipment, motorcycles, tractors, and golf carts. The company traces its roots to Daedong Industrial, founded in 1947, which has grown to become one of Korea's leading

manufacturers of agricultural machinery. Building on this heritage of engineering and manufacturing experience, Daedong Mobility was established to extend the company's expertise into next-generation vehicles and diverse mobility applications. By integrating standardized platforms and scalable technologies, the company aims to provide efficient, sustainable, and user-friendly solutions across environments ranging from urban and community use to commercial applications such as resorts, golf courses, logistics, and local transport. Through research-driven design and continuous innovation, Daedong Mobility continues to expand its presence in the global mobility sector while supporting accessibility, practicality, and sustainability.

About the Gold A' Design Award Recognition
The Gold A' Design Award is granted to designs that demonstrate a high level of innovation and a meaningful impact on their intended audience. Recognized as a notable achievement by the A' Design Awards, these designs are characterized by a visionary approach and the skill of their creators. Within the Vehicle, Mobility and Transportation Design category, entries are evaluated against criteria including innovative use of materials, aesthetic appeal, functionality and performance, safety measures, environmental impact, user comfort, technological integration, manufacturing feasibility, cost-effectiveness, market viability, ergonomic design, adaptability and versatility, space optimization, energy efficiency, durability, maintenance ease, branding and identity, cultural relevance, inclusive design, and futuristic vision. Designs recognized with this distinction serve as benchmarks for excellence, encouraging further innovation and advancing the boundaries of design and technology. The recognition reflects a rigorous and structured selection process focused on concrete contributions to the field.

About A' Design Award
The A' Vehicle, Mobility and Transportation Design Award is a highly regarded design competition that welcomes a broad range of participants, including vehicle designers, design agencies, companies, brands, and manufacturers operating within the mobility and transportation industries. Entries are blind peer-reviewed and assessed against pre-established evaluation criteria by an international jury panel of design professionals, industry experts, journalists, and academics, ensuring a fair and rigorous selection process. Organized since 2008 and now in its 18th year, the A' Design Award is an international and juried competition held across all industries, with participation open to entries from all countries. The ultimate aim of the A' Design Award is to recognize and promote superior products and projects that advance and benefit society, driven by a philanthropic mission to enhance the world through the power of good design. Interested parties may learn more about the A' Design Awards, explore jury members, view past laureates, and take part with their projects at the following url:
https://vehicleaward.com

Makpal Bayetova
A' DESIGN AWARD & COMPETITION SRL
+39 031 497 2900
email us here

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