

November 9, 2026

New digital vehicle experience impresses international jury

MHP wins Red Dot Design Award for Aston Martin Online Configurator

- MHP receives the Red Dot Award: Brands & Communication Design 2026 in the category "Web Configurations" for the new digital "Luxury Journey" at Aston Martin
- The configurator has been redesigned from the ground up, from user guidance and navigation to real-time 3D vehicle visualisation
- The results go beyond an enhanced digital user experience: the conversion rate increased by 184 per cent, while the number of leads per day rose by 241 per cent

Ludwigsburg/Berlin – MHP and Aston Martin received the Red Dot Award: Brands & Communication Design 2026 in the category "Web Configurations" last Friday for the relaunch of the online configurator.

Competing against a strong international field of entries around the world, the international Red Dot jury recognized the design quality and creative achievement of the joint project, "Redefining Digital Luxury Journey at Aston Martin". At its core is a reimagined digital vehicle configuration experience that combines Aston Martin's brand experience with clear and intuitive user guidance. The project translates the British luxury carmaker's brand values into an end-to-end digital experience, bringing together sophisticated design, intuitive navigation and immersive 3D personalisation with measurable business benefits.

Federico Magno, Group CEO, MHP: "This award demonstrates the impact that can be achieved when excellent design, innovative technology and business objectives come together. Together with Aston Martin, we translated the brand's ultra-luxury aspirations into a digital 'Luxury Journey' defined by clarity, precision and an exceptional customer experience. We understand what drives our customers, think one step ahead and develop solutions that exceed expectations and inspire."

From the first click to an individual Aston Martin

Since 2021, the Aston Martin Configurator has been a key digital touchpoint for vehicle personalisation. Customers and retail partners worldwide can use it to configure their vehicles, select colours, materials and equipment, and experience the result in photorealistic, real-time 3D. For the relaunch, the existing user experience was fundamentally redesigned. The objective was to reduce complexity, improve orientation and deliver a digital vehicle presentation that reflects the brand's standards. At the same time, the configurator was intended to make a greater contribution to digital sales.

MHP
A PORSCHE COMPANY

Press contacts

MHP Management- und IT-Beratung GmbH

Benjamin Brodbeck
Head of External Communications & Media Relations, Governmental Affairs
+49 (0) 152 33 14 58 09
Benjamin.Brodbeck@mhp.com

Rebecca Vlassakidis
Spokesperson Digital Factory, Logistics & Customer Experience
+49 (0) 152 55 86 10 49
Rebecca.Vlassakidis@mhp.com

MHP Media / Newsroom
www.mhp.com/newsroom

A new approach to the digital Luxury Journey

The redesign focused on how the often complex process of configuring a vehicle could be made simpler and more intuitive. The new journey therefore guides users through the individual steps in a clear, structured way – from model selection and exterior and interior options to details, the final summary and handover to the retailer.

The vehicle remains the centre of attention throughout. A streamlined user interface creates more space to showcase the car. Users can explore materials, colours and details in a high-quality 3D environment and see their selections directly on the vehicle. The experience has also been specifically optimised for mobile devices.

"We didn't simply want to make an existing configurator look better. The key was to rethink the entire user experience and bring the brand, user needs and business objectives together," says Emma Schröder, Associated Partner at MHP.

Research, not guesswork

The redesign was preceded by an extensive analysis of the existing user experience. This included heatmap analyses, surveys of retail partners and an evaluation of relevant usage data. Based on these findings, the project team developed the new UX and UI strategy.

The analysis addressed specific questions: Where do users lose their bearings? Which information is relevant at each stage? How can the number of visual elements be reduced? And how can materials, craftsmanship and the vehicles themselves be showcased more effectively in the digital environment?

These insights informed new design principles for the entire journey. They include clearer navigation, a stronger focus on the vehicle, fewer visual distractions and an optimized experience on mobile devices.

"This was the most methodical redesign of a digital product we have implemented at Aston Martin, with a clear focus on insights, customer experience and leading-edge design," explains Celina Schüle, who was responsible for design implementation.

Business impact in luxury retail: Higher conversion and more leads

The results following the relaunch demonstrate that the redesign has delivered more than just visual improvements. According to Sam Allen from Aston Martin: "The conversion rate more than doubled, while the number of leads submitted per day increased threefold."

The configurator therefore serves two purposes: it brings the brand and its vehicles to life in the digital world while also supporting the sales process. A digital product configurator thus becomes a relevant touchpoint connecting the brand, prospective customers and retailers.

"The relaunch has shown how good design can make a real difference to both the customer experience and commercial performance, and it's great to see the positive impact of the redesign recognised with a Red Dot Award," says Sam Allen from Aston Martin.

About MHP

MHP is a management and IT consultancy headquartered in Ludwigsburg, Germany. For more than 30 years, MHP has combined deep industry expertise with technological know-how, supporting leading companies in complex strategy and IT transformations across the entire value chain. Its industry focus spans automotive and manufacturing, aerospace, defence, and energy, as well as the public sector. MHP provides strategic and operational consulting in key future-focused areas such as business transformation, artificial intelligence, SAP and cloud transformation, manufacturing and supply chain digitalization, software-defined products and operations, data-driven business models, and platform & ecosystem development. At the core is the ambition to translate technological excellence into industrial-scale solutions – fast, sovereign, and resilient. In doing so, MHP strengthens the global competitiveness of its clients. Around 4,500 employees worldwide work together to deliver on this ambition. For more information, visit www.mhp.com.