

Norton Manx R Earns Landmark International Design Excellence Award for Reimagining the Superbike

Category: Business

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- Norton Manx R wins Bronze at the 2026 International Design Excellence Awards
- First combustion-engined production sports motorcycle to receive an IDEA award
- International design jury honours Norton's reductive design direction
- Award recognises the Resurgence design strategy shaped by Gerry McGovern and led by Simon Skinner
- High-resolution imagery can be found here: [Norton Resurgence Manx R image gallery](#)

[Norton Motorcycles](#) has won Bronze at the International Design Excellence Awards (IDEA) for the Norton Manx R, the flagship superbike leading the brand's new Resurgence strategy.



Norton Manx R earns landmark International Design Excellence Award

The Manx R was recognised in the Automotive and Transportation category at the 2026 IDEA Awards, organised annually by the Industrial Designers Society of America (IDSA). The award was collected by Darren McNeill, Head of Marketing at Norton US, at the IDEA Ceremony and Gala in Pasadena, California.

Simon Skinner, Head of Design at Norton Motorcycles, said, *"The Manx R was created to challenge what a modern superbike can look and feel like. We wanted to move away from visual noise and create something more reductive, more crafted and more connected to the rider. Every surface, exposed component and detail had to earn its place. Winning an IDEA*

award is a proud moment for the whole Norton team because it recognises the depth of design thinking behind the bike, not just the finished object."

The recognition underlines the originality of the Manx R within the superbike category. According to the IDEA archive, the Manx R is one of only a handful of motorcycles to receive an IDEA award in the programme's 45-year history, the first combustion-engined motorcycle recognised since 2015, and the first production combustion-engined sports motorcycle to receive the accolade.

While recent motorcycle design recognition has largely centred on electric mobility and future concepts, the Manx R demonstrates that a production combustion-engined superbike can still move the category forward through design, material execution and a rider-centred focus. Rather than follow the increasingly complex visual language of many contemporary superbikes, the Manx R takes a reductive approach. It rejects the familiar language of aggressive winglets, excessive creases and racing graphics in favour of clean surfaces, disciplined proportions and exposed mechanical elements treated as crafted design details.

The result is a production motorcycle that breaks the mould of superbike design: dramatic and muscular, but not cluttered; technically advanced, but not defined by excess; engineered for real-world rider connection as much as outright performance.

Professor Gerry McGovern OBE, Chief Creative Advisor to Norton Motorcycles, said, *"From the beginning, the ambition for Norton's Resurgence was to create a design direction that was*

modern, emotionally engaging and worthy of the brand's extraordinary heritage. The Manx R proves that motorcycles, like cars, can be objects of desire through proportion, stance, drama and detail. To see that recognised by an international jury of designers is a meaningful endorsement of the direction Norton has taken."

Created as the flagship product of Norton's Resurgence under TVS Motor Company ownership, the Manx R was developed for a modern, design-conscious generation of rider. Its design direction was shaped by Professor Gerry McGovern OBE, Chief Creative Advisor to Norton and one of the automotive industry's most respected design leaders, with the Manx R created by Simon Skinner and Norton's in-house design and engineering teams.

The Manx R is the first model in Norton's new-generation product line-up and the clearest expression of the brand's core design principles: modernity, integration, drama and connection. Its award-winning design is combined with an all-new V4 powertrain, semi-active suspension, Brembo braking system, advanced rider assistance technology and an 8-inch TFT touchscreen.

Designed, engineered and built at Norton's global headquarters in Solihull, UK, the Manx R champions Norton's position as a highly desirable and modern manufacturer with a design-led future. The Norton Manx R superbike and Atlas mid-size adventure bike will arrive on sale in the United States from October 2026 with pricing to be announced soon.

Notes to Editors

About Norton Motorcycles

Norton Motorcycles was founded in 1898 and is one of Britain's most iconic motorcycle marques, with a heritage shaped by engineering innovation, racing success and distinctive design. Its name is closely associated with the Isle of Man TT and with celebrated models including the Manx, Commando, Dominator, Atlas, Navigator and 650SS.

Today, Norton is entering a new chapter under the ownership of TVS Motor Company, which acquired the brand in April 2020. Based at Norton's modern manufacturing facility in Solihull, West Midlands, the company designs, engineers and builds British motorcycles, assembled using traditional hand-crafted techniques supported by modern engineering, advanced manufacturing processes and rigorous quality standards.

Norton's new generation of motorcycles embodies contemporary technology, emotional performance, modern aesthetics and exclusivity. Guided by the principles of design, dynamics and detail, Norton is focused on creating motorcycles that honour its past while establishing a desirable, high-quality and distinctive future.

