Dutch Design Week and Polestar bring together sustainability, innovation and design

Dutch Design Week and Polestar bring together sustainability, innovation and design

Polestar Design Rides transports visitors to DDW 2026

Eindhoven, 16 July 2026 – Dutch Design Week (DDW) is entering into a multi-year partnership with Polestar for its upcoming 26th edition. The collaboration with the Swedish electric performance car brand, connects design and visitors at DDW 2026. With striking design objects on the roofs of various Polestar models, design will be showcased on the move in Eindhoven during the nine-day event. In addition, Polestar and Dutch Design Week are collaborating with artist Thijs Biersteker. His installation, 'We Harvest Wind', is on display at the Klokgebouw; it is an interactive experience designed to raise visitors' awareness of the importance of renewable energy and the role that innovation can play in this. The Polestar Design Rides will operate daily from 17 to 25 October to transport DDW visitors comfortably between all DDW venues.

Vincent van Herk, head of development **Dutch Design Foundation**: *"Dutch Design Week strengthens the power of design by connecting with designers who focus on the design of the future and the future of design. This principle forms the basis for our collaboration with Polestar, which combines innovation and groundbreaking design by not only launching a high-profile collaboration with artist Thijs Biersteker, but also introducing the new Polestar 4 SUV during DDW 2026."*

Willem Baudewijns, Managing Director **Polestar Nederland**: *"At Polestar, we believe that good design goes beyond mere aesthetics. It must contribute to progress and responsibility. That is why we feel a strong connection to Dutch Design Week, where designers demonstrate how creativity can help find solutions to social and environmental challenges. This focus on innovation and sustainability aligns perfectly with our own ambitions. We are also looking forward to presenting the new Polestar 4 SUV to the Dutch public for the first time during DDW."*

About Polestar

Polestar (Nasdaq: PSNY) is the Swedish electric performance car brand with a focus on uncompromised design and innovation, and the ambition to accelerate the change towards a sustainable future. Headquartered in Gothenburg, Sweden, its cars are available in 31 markets globally across North America, Europe and Asia Pacific.

Polestar’s Dutch headquarters is located in Beesd. The company operates a network of seven retail locations across the Netherlands, where customers can experience the brand firsthand and engage with Polestar specialists for product information, test drives, and vehicle deliveries.

Polestar has four models in its line-up: Polestar 2, Polestar 3, Polestar 4, and Polestar 5. Planned models include the Polestar 4 new variant (to be introduced in the last quarter of 2026), Polestar 2 successor (to be launched early in 2027), Polestar 7 compact SUV (to be introduced in 2028) and the Polestar 6 roadster. With its vehicles currently manufactured on two continents, North America and Asia, Polestar plans to diversify its manufacturing footprint further, with production of Polestar 7 planned in Europe.

Polestar has an unwavering commitment to sustainability and has set an ambitious roadmap to reach its climate targets: halve greenhouse gas emissions by 2030 per-vehicle-sold and become climate-neutral across its value chain by 2040. Polestar’s comprehensive sustainability strategy covers the four areas of Climate, Transparency, Circularity, and Inclusion.