

Media Contact:

Randi Bakalar, Bobcat Sr. Communications Specialist

Email: na.newsroom@doosan.com

Mobile: 701-680-5482

Bobcat Company Earns Second Red Dot Award with RogueX3, Recognized for Breakthrough Machine Architecture

RogueX3 rethinks how construction equipment is designed for the future

- Bobcat Company has earned a Red Dot Award: Design Concept for RogueX3, a fully electric, autonomous and modular concept loader recognized for its innovative machine architecture.
- RogueX3 features a patent-pending, rear-mounted linear actuator tilt system—a world-first configuration that replaces traditional front hydraulic cylinders, reduces mechanical complexity, improves forward visibility and integrates electric actuation as a structural element.
- This marks Bobcat's second Red Dot Award: Design Concept for its RogueX concept platform, following RogueX2's win in 2024.

WEST FARGO, N.D. (Oct. 19, 2026) – [Bobcat Company](#) has earned a [Red Dot Award: Design Concept](#) for [RogueX3](#), a fully electric, autonomous and modular concept loader that reimagines how future construction equipment could be designed. The award is the second for the RogueX concept platform, following the RogueX2 award in [2024](#). The recognition highlights Bobcat's continued exploration of adaptable machine architectures aimed at addressing workforce challenges, sustainability goals and increasingly connected jobsites.

"Receiving this Red Dot Award recognizes Bobcat's continued commitment to exploring the future of equipment through the RogueX platform," said Jim Breuer, director of global product identity at Bobcat. "RogueX3 demonstrates what is possible when industrial design and engineering come together—transforming autonomy, electrification and modular architecture into a tangible vision for tomorrow's jobsites. This recognition reinforces the power of design to give form to emerging technologies, helping customers envision the future potential of equipment."

Award-Winning Innovation for Future Jobsites

Central to RogueX3's award-winning design is its patent-pending, rear-mounted linear actuator tilt system. The configuration replaces traditional front hydraulic cylinders, reducing the number of mechanical components by more than 50% compared to a typical compact loader. By reducing hydraulic complexity, the design explores ways future compact equipment could be easier to maintain, more energy efficient and better suited for increasingly automated jobsites.

The design also incorporates a chassis-integrated battery and electric drivetrain for zero-emission operation. By integrating the battery into the chassis, the design lowers the machine's center of gravity while creating a more streamlined, efficient architecture.

Its modular platform further challenges the conventional approach to equipment design. RogueX3 supports tracked or wheeled mobility, cabbed or cabless operation, multiple lift-arm geometries and configurable power systems, allowing one platform to adapt to different terrains, industries and future jobsite needs.



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RogueX3 uses technology capable of real-time kinematic positioning, GPS navigation, sensors and cameras to support autonomous functionality. It can also be operated via Bobcat MaxControl, a remote operation system designed to control equipment from outside the cab, using an iPhone or any device running the iOS operating system. Future technology advancements using AI-enabled lighting systems explore how equipment could communicate machine activity, such as status and intent, to people on the jobsite.

Developed through collaboration between Bobcat's Global Design Studio, Global Innovation and engineering teams, RogueX3 serves as a research platform for testing technologies and design approaches that could help shape future generations of Bobcat equipment. Introduced at CES 2026, RogueX3 remains in the research and development stage and is not commercially available. The concept reflects Bobcat's ongoing exploration of how equipment can evolve to meet the changing needs of customers.

"As customer needs evolve and jobsites become more connected, we believe equipment must become more adaptable. RogueX3 explores how a single machine platform could respond to those changing demands," said Joel Honeyman, vice president of global innovation, product insights and dealer enablement at Bobcat. "The modular platform is designed to adapt to different jobs, terrains and power systems—something construction equipment hasn't done before. The result is a simpler, more efficient architecture built around the changing needs of construction crews."

The Red Dot Design Award is among the world's most respected design competitions, recognizing excellence in product design and design concepts. Attracting thousands of entries annually, the competition honors innovations that advance functionality, usability and design excellence. Its Design Concept category includes entries ranging from early concepts and prototypes to market-ready products. For information about the 2026 Red Dot Awards, visit www.red-dot.org.

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Media Resources: To download RogueX3 assets, please visit this [Dropbox link](#).

About Bobcat Company

[Bobcat Company](#) empowers people to accomplish more, a mission it has honored since creating the compact equipment industry in 1958. As a leading global manufacturer, Bobcat has a proud legacy of innovation, delivering smart solutions to customers' toughest challenges. Backed by the support of a global dealership network, Bobcat offers an extensive line of worksite solutions, including loaders, excavators, tractors, utility vehicles, telehandlers, mowers, turf renovation equipment, light compaction, portable power, industrial air, forklifts, attachments, implements, parts and services.

With its North American headquarters in West Fargo, North Dakota, Bobcat leads the industry with its innovative offerings designed to transform how the world works, builds cities and supports communities for a more sustainable future. The Bobcat brand is owned by Doosan Bobcat Inc., a company within Doosan Group.

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