

Press Release

KIOXIA's Portable SSD Wins Red Dot Design Award for Product Design 2025

Recognized for its Sleek Design, User-Centric Functionality and Durable Build



Germany, Düsseldorf, 24. April 2025 – KIOXIA Europe today announced that its EXCERIA PLUS G2 Portable SSD has received the Red Dot Design Award in the “Product Design 2025” category. The Red Dot Design Award is one of the world’s most prestigious design awards which honours the very best in design every year. Winners will be honoured at the Red Dot Design Award ceremony on July 8th in Essen, Germany.

The Red Dot jury, composed of internationally recognized design experts, selected the EXCERIA PLUS G2 Portable SSD for its sleek design, user-centric functionality and durable build. The award recognized the smooth, rounded aluminium housing, lack of visible screws for a seamless feel, and heat dissipation and impact resistance solutions through design.

“This recognition by Red Dot underscores KIOXIA’s commitment to creating products where the visible form truly meets the function excellence,” said Paul Rowan, CMO & VP at KIOXIA Europe.

“The EXCERIA PLUS G2 Portable SSD was engineered not only for speed and security but also to be an eye-catching piece of technology which takes data mobility to the next level”.

The EXCERIA PLUS G2 Portable SSD, developed under the concept of "small size with high performance" offers compact, handy storage for users who seek out timeless design in their mobile lifestyle. Compatible out-of-the-box with Windows OS, macOS, iPadOS, iOS, Android OS, PS4, PS4 Pro, PS5 and Xbox Series X/S. Available in 500GB, 1TB and 2TB capacities *1. The EXCERIA PLUS G2 Portable SSD features a slim USB Type-C connector with a USB 3.2 Gen2 interface enabling you to quickly transfer 4K videos and high-res photos. Each EXCERIA PLUS G2 Portable SSD includes both a Type-C to A and Type-C to C cable to ensure your drive works on both current and legacy systems.

From the invention of NAND flash memory in 1987 to today's breakthrough BiCS FLASH™, KIOXIA continues to pioneer innovative memory solutions. With its award-winning design, the EXCERIA PLUS G2 Portable SSD continues KIOXIA's tradition of delivering innovative solutions that empower users to *Make It With KIOXIA* and create uplifting experiences.

For more information on the EXCERIA PLUS G2 Portable SSD, please refer to the [product website](#).

Notes:

*1 Definition of capacity: KIOXIA defines a megabyte (MB) as 1,000,000 bytes, a gigabyte (GB) as 1,000,000,000 bytes and a terabyte (TB) as 1,000,000,000,000 bytes. A computer operating system, however, reports storage capacity using powers of 2 for the definition of 1GB = 2³⁰ bytes = 1,073,741,824 bytes and therefore shows less storage capacity. Available storage capacity (including examples of various media files) will vary based on file size, formatting, settings, software and operating system, such as Microsoft Operating System and/or pre-installed software applications, or media content. Actual formatted capacity may vary.

* Product images may differ from actual product.

*The following trademarks, service and/or company names – USB Type-C, Windows OS, macOS, iPadOS, iOS, Android OS, PS4, PS4 Pro, PS5 and Xbox Series X/S - are not applied, registered, created and/or owned by KIOXIA Europe GmbH or by affiliated KIOXIA group companies. However, they may be applied, registered, created and/or owned by third parties in various jurisdictions and, therefore, protected against unauthorised use. All other company names, product names and service names may be trademarks of third-party companies.

About the Red Dot Design Award

The Red Dot Award is one of the world's largest design competitions, celebrating excellence in product design, communication design, and design concepts. The Product Design category has been recognizing outstanding innovation since 1955 by the North Rhine-Westphalia Design Centre in Essen, Germany.

About KIOXIA

KIOXIA is a world leader in memory solutions, dedicated to the development, production and sale of flash memory and solid-state drives (SSDs). In April 2017, its predecessor Toshiba Memory was spun off from Toshiba Corporation, the company that invented NAND flash memory in 1987. KIOXIA is committed to uplifting the world with “memory” by offering products, services and systems that create choice for customers and memory-based value for society. KIOXIA's innovative 3D flash memory technology, BiCS FLASH™, is shaping the future of storage in high-density applications, including advanced smartphones, PCs, automotive systems, data centers and generative AI systems.

Visit our [KIOXIA website](#)

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