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**A fresh new look:
KIEPE begins a new era of e-mobility with new brand design**

- **New website www.kiepe-group.com**

Düsseldorf, June 6th, 2024 – KIEPE, a global provider of electrical solutions for rail vehicles, buses and logistics, is starting the next chapter in its successful company history with a new brand identity. The founder's name KIEPE now takes center stage as a brand. The company name Kiepe Electric GmbH in Düsseldorf and the company names of the subsidiaries remain unchanged. With its new, fresh look, KIEPE is underlining its role as a driving force for sustainable mobility in cities and regions. KIEPE's new claim also reflects this self-image: "Impact tomorrow". The website is online under the new domain www.kiepe-group.com.

Alexander Ketterl, Managing Director and CEO of Kiepe Electric GmbH, emphasizes: "With the new brand design, we are linking KIEPE's 110-year history with the future of e-mobility. We want to make an impact with our system know-how and leave a socially and ecologically positive footprint. As a pioneer and driving force for sustainable mobility in cities and regions all over the world, we continually develop innovative technologies that support more efficient and environmentally friendly transport. One of our primary focus areas is the electric vehicle eco-system and charging infrastructure market. This is where our innovative and safe electric drives, components and charging solutions for rail vehicles, buses and commercial vehicles operate.

We want to increase the visibility and attractiveness of the KIEPE brand in customer and employee communications. The new logo is a clear signal to the workforce and is intended to strengthen our identity brand."

Close, collaborative partnerships with customers continue to be KIEPE's number one focus. Innovative technologies only make sense if they offer added value for customers. In addition to selling new systems, KIEPE is a reliable partner who offers maintenance and service, as well as repairs and modernization, thus extending the lifecycle of any fleet. KIEPE's industry division is also a valued partner in the supply and delivery of safety and monitoring devices for the bulk materials industry.

A sign of a new leading role

For most customers and employees, Kiepe Electric GmbH is simply "the Kiepe". That is why the founding name KIEPE - with its entrepreneurial spirit, and forward-looking, tireless inventor gene which is deeply anchored in the company's identity and culture - is once again moving more into focus, as is our long-standing focus on electromobility. The new trademark with a creative design of the "e", based on the well-known "power-on icon", emphasizes the company's focus on e-mobility.

The entire brand image combines the industrial and technical background that makes KIEPE so unique, as well as its many years of expertise in the field of e-mobility - from reliable traction systems for trains and buses in urban areas to sophisticated solutions in mountainous topography - with the explicit claim to be a future designer for urban mobility. "We are clearly stepping out of the secondary role of component supplier and offering ourselves as a partner, one who develops solutions with cities on a new level," emphasizes Alexander Ketterl.

Caption: KIEPE combines its tradition and technological expertise for electrical equipment for vehicles on rail and road in the new logo - and beyond.

KIEPE, based in Düsseldorf, is known worldwide for its efficient and ecologically sustainable electrical equipment. The company has been offering solutions for trams, subways, regional trains and electric buses with In Motion Charging (IMC) and High Power Charging (HPC) since 1910. In addition, KIEPE provides charging systems for various applications. In the bulk goods industry, KIEPE is an innovative provider of safety and monitoring devices.

Impact
tomorrow



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