

**Press release**

Munich, June 11, 2021

**Knorr-Bremse AG takes Gold in German Brand Awards 2021**

- **Knorr-Bremse wins coveted “Gold” German Brand Award in the “Excellent Brands – Transport & Mobility” category**
- **Jury says Knorr-Bremse’s “One Brand” brand strategy unites all Group brands into powerful, convincing whole, delivering consistent brand presence worldwide**

**Munich, June 11, 2021 – At the virtual German Brand Awards ceremony on June 10, 2021, Knorr-Bremse, the global market leader for braking systems and other rail and commercial vehicle systems, was presented with the Gold award in the “Excellent Brands – Transport & Mobility” category. The award paid tribute to the Group’s global “One Brand” brand positioning strategy. German Brand Awards are presented every year by the German Design Council and German Brand Institute in recognition of successful brands, consistent brand management and long-term brand communication. This year’s awards ceremony was the sixth in succession.**

“We’re very proud to have made such a good impression on the German Brand Awards jury with our newly launched, enterprise-wide ‘One Brand’ brand strategy, and are absolutely delighted about this prestigious award; its reputation extends far beyond the marketing industry,” said Eva Seifert, Head of Marketing at Knorr-Bremse AG. “The fact that we took Gold in the ‘Excellent Brands – Transport & Mobility’ category shows how vital a modern, integrated brand architecture is, even for corporations operating in the business-to-business space. In short, with ‘One Brand’ we’ve created a highly structured, visually uniform brand framework that, among other things, brings our many international subsidiaries into the Knorr-Bremse family, makes them even more recognizable, and clearly highlights our core brand values – reliable, innovative, leading – wherever our brand appears.”

“Knorr-Bremse’s ‘One Brand’ strategy brings together all of the Group’s brands and delivers a consistent corporate brand presence worldwide. For a corporation of this size, this is an important and practical move that not only sends a positive signal to the outside world, but also exerts a positive internal influence on the workforce by boosting their team spirit and sense of belonging. Devised by professionals, the brand strategy translates into a brand presence that comes across as very modern, with its own distinctive identity,” commented the German Brand Awards jury when explaining their decision to award “Gold” to Knorr-Bremse. [Knorr-Bremse initiated the global rollout of the ‘One Brand’ strategy in early 2020.](#)

The German Brand Awards are the acknowledged accolades for successful brand management in Germany. Each year, the German Design Council and German Brand Institute pay tribute to successful companies and brands that sharply differentiate themselves from the competition through exemplary, consistent brand management, durable branding campaigns and exceptional marketing projects. The award is made in two competition classes across some 30 categories. “Excellent Brands” celebrates the best product and corporate brands within a given industry. The jury is made up of experts in the branding industry and brand management research. This year saw the German Brand Awards presented for the sixth time, and the competition captured significant international interest, attracting a total of 1,134 entries from 17 countries.

**Caption:** Knorr-Bremse is presented with the coveted “Gold” German Brand Award in the “Excellent Brands – Transport & Mobility” category. | © Knorr-Bremse

**Knorr-Bremse (ISIN: DE000KBX1006, Ticker symbol: KBX)** is the global market leader for braking systems and a leading supplier of other rail and commercial vehicle systems. Knorr-Bremse's products make a decisive contribution to greater safety and energy efficiency on rail tracks and roads around the world. About 29,500 employees at over 100 sites in more than 30 countries use their competence and motivation to satisfy customers worldwide with products and services. In 2020, Knorr-Bremse's two divisions together generated revenues of EUR 6.2 billion. For over 115 years, the company has been the industry innovator, driving innovation in mobility and transportation technologies with an edge in connected system solutions. Knorr-Bremse is one of Germany's most successful industrial companies and profits from the key global megatrends: urbanization, sustainability, digitization and mobility.

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