

# Press Release

## FEV Presents new Brand Identity – Feel EVolution

**Aachen, October 2022 – FEV, a leading international independent service provider in vehicle and powertrain development for hardware and software, has unveiled its new brand identity featuring the tagline “Feel Evolution”. Key aspects of the company – technology at the service of people and society as well as sustainability in the elaboration of development solutions – are the focus of this first adaptation since FEV was founded in 1978.**

“Evolution is in everything we do at FEV. It is what drives us,” said Prof. Stefan Pischinger, President and CEO, FEV Group. “Our new tagline ‘Feel Evolution’ expresses exactly how we think at FEV. We turn innovative ideas into sustainable solutions that are socially tangible and set industry standards.”

Unchanged, the previous brand has represented and accompanied FEV since its foundation 44 years ago. During this time, not only has the number of employees increased from four to more than 7,000 worldwide. The business segments have also become increasingly diverse and today include the technology areas of mobility, energy and software.

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To reflect this evolution into new technology areas, the brand identity is aligned with FEV's self-image and thus focuses on the company's commitment to continuous evolution. This is what FEV and its highly motivated employees stand for.

"Additionally, we also see FEV's new corporate identity as a commitment to our customers: To foster sustainability and greater quality of life for society through innovation," said Pischinger.

More information about FEV and the new brand video can be found [here](#).

Capture



**feel evolution**

Central aspects of the company, such as people and sustainable development solutions, are the focus of the new brand identity.

#### About FEV

**FEV has always pushed the limits.**

FEV is an internationally recognized leader of innovation across different sectors and industries. Professor Franz Pischinger laid the foundations by combining his background in academia and engineering with a great vision for continual progress. The company has supplied solutions and strategy consulting to the world's largest

automotive OEMs and has supported customers through the entire transportation and mobility ecosystem.

**As the world continues to evolve, so does FEV.**

That's why FEV is unleashing its technological and strategic expertise into other areas. It applies its forward thinking to the energy sector. And its software and system know-how will enable the company to lead the way making intelligent solutions available to everyone. FEV brings together the brightest minds from different backgrounds and specialties to find new solutions for both current and future challenges.

**But FEV won't stop there.**

Looking ahead, FEV continues to push the limits of innovation. With its highly qualified 7,000 employees at more than 40 locations globally, FEV imagines solutions that don't just meet today's needs but tomorrow's. Ultimately, FEV keeps evolving – to a better, cleaner future built on sustainable mobility, energy and software that drives everything. For the companies' partners, its people and the world.

[#FeelEVolution](#)