

Press Release

Innomotics wins Platinum TITAN Brand Award for Best Corporate Rebranding

Nuremberg, April 17, 2025 – Innomotics, a globally leading provider of electric motors and large drive systems, has been awarded with the Platinum TITAN Brand Award for Best Corporate Rebranding.

The international jury honored Innomotics' efforts to develop a powerful and recognizable brand after the carve-out of Innomotics from the Siemens Group in 2023. Over the past two years, the Innomotics brand has established itself on the market and has since become synonymous with reliable and sustainable motors and drives for the industry.

Michael Reichle, Innomotics CEO: "It is great to see that our successful rebranding campaign is not only well recognized by our customers worldwide but also by renowned expert branding communities like the TITAN Brand Awards. Successes like this reinforce our conviction that we created a strong brand that is continuously growing and conquering new markets and reflecting our purpose 'Redefining reliable motion for a better tomorrow': Innomotics."

Julia Ebenberger, Executive Vice President Marketing & Communications: "As part of the carve-out we developed naming, brand strategy and design from scratch within only six months. The result is a powerful and bold brand with a strong distinctiveness among competitors, proud of its people and teams. Confident, sustainable, and digital. We are honored to have been selected as one of the winners at this year's TITAN Brand Awards."

Find out more: [TITAN Brand Awards | Best Corporate Rebranding](#)

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INNOMOTICS

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Redefining reliable motion for a better tomorrow.

Innomotics GmbH is a globally leading provider of electric motors and large drive systems that combines deep technical expertise and leading innovation in electrical solutions across industries and regions. With its more than 150 years of experience in developing electric motors, the company is the backbone for reliable drive technology in industry and infrastructure worldwide. Innomotics is a thought leader in the areas of industrial efficiency, electrification, sustainability, and digitalization. The company is headquartered in Nuremberg (Germany) and employs around 15,000 people worldwide. Annual revenue exceeds 3 billion euros. With 17 production sites and a comprehensive sales and service network in 49 countries, Innomotics has a well-balanced global presence in a growing market.

For more information, visit www.innomotics.com.

Innomotics GmbH, Communication

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