

## Press Release

### Innomotics wins two German Brand Awards 2026

**Nuremberg, June 26, 2026** – Innomotics, a globally leading provider of electric motors and large drive systems, has once again received two prestigious honors at this year's German Brand Award. Its brand initiative, "Innomotics – Innovation. In motion.", was recognized in the categories "Excellent Brands – Newcomer Brand of the Year" and "Excellent Brands – Industry, Machines & Engineering."

With these awards, the international jury of the German Design Council recognizes the consistent evolution of the Innomotics brand: "In a market where technical performance often dominates communication, Innomotics consistently evolves its brand from a visible identity into a cohesive brand experience. At the core is a clearly structured brand architecture that organizes a complex portfolio across digital and physical touchpoints in an accessible way. The 'Innomotics – Innovation. In motion.' presentation at SPS transforms this into a brand system that translates electrification, efficiency, and service into a compelling narrative with strong international relevance."

Having already been honored for its corporate brand in 2025, this year's awards further underline the long-term success of Innomotics' brand strategy and its strong positioning as an innovative, future-oriented industrial brand.

Julia Ebenberger, Executive Vice President Corporate Communications, said: "Receiving two German Brand Awards confirms the continued strengthening of Innomotics as a globally established industrial brand. Building on our international positioning, we continue to sharpen our brand profile and make our technological excellence, innovative strength, and reliability visible around the world. This recognition underscores the strategic importance of strong brands in the industrial sector as a key driver of differentiation, trust, and sustainable competitiveness."

The German Brand Award is among the most prestigious and far-reaching marketing awards in the German-speaking world. Presented by the German Design Council - an

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internationally active foundation established in 1953 at the initiative of the German Bundestag to promote excellence in design and brand management - the award recognizes outstanding brands each year. An independent panel of experts evaluates entries based on criteria including brand quality, brand management, design, and overall impact.



Tobias Stoffels, Chiara Beppler, Marc Erich Kümmel, and Judith Oberländer (from left to right) accept the German Brand Award 2026 on behalf of Innomotics in Berlin.

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**Contact:**

Innomotics

Dario Artico

Mobile: +49 1525 8144721; E-Mail: [dario.artico@innomotics.com](mailto:dario.artico@innomotics.com)

**Redefining reliable motion for a better tomorrow.**

Innomotics 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](http://www.innomotics.com).**

Innomotics GmbH, Communication

Head: Julia Ebenberger, Vogelweiherstr. 1-15, 90441 Nuremberg, Germany