

Press Release

Innomotics wins twice at the German Brand Award 2025

Nuremberg, June 27, 2025 – Innomotics, a globally leading provider of electric motors and large drive systems, has received two awards at this year's German Brand Award in Berlin. The brand strategy "Redefining reliable motion for a better tomorrow" won in the categories "Excellent Brands – Corporate Brand of the Year" and "Excellent Brands – Industry, Machines & Engineering".

The international jury of the German Design Council praised Innomotics' consistent brand management and the company's strong visual profile: „Innomotics has succeeded in creating a brand that impressively embodies its expertise in drive technology. With a clear strategic focus and a consistent emphasis on sustainability and digitalization, it has developed a corporate identity that is both authentic and impactful. The combination of traditional engineering craftsmanship and modern technology is reflected in every detail. This brand captivates with its charismatic presence and sends a strong signal for the future of industry“.

Michael Reichle, CEO of Innomotics: "We are very excited about this double award. It sends a strong message to both our customers and our teams worldwide. Our brand promise is not only lived, but also recognized. The jury of the German Design Council confirms that with Innomotics, we have created a brand that stands for reliability, future orientation, and innovative strength. This makes us proud and motivates us to continue pushing forward".

Julia Ebenberger, Executive Vice President Marketing & Communications: "We are honored to add these awards to a series of renowned international prizes we have received for our brand work since the founding of Innomotics. These awards demonstrate that our bold approach to creating a brand with strong recognition value has proven successful – and that with our strategy and design, we are striking the right chord".

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The German Brand Award is one of the most widely recognized marketing awards in the German-speaking region. Organized by the German Design Council – an internationally active foundation promoting design and brand competence, founded in 1953 on the initiative of the German Bundestag – outstanding brands are annually honored by an independent expert panel based on criteria such as brand quality, brand management, design, and impact.



Chiara Beppler, Julia Ebenberger, and Ani Fellner (from left to right) are accepting the awards on behalf of Innomotics in Berlin.

More information: [Redefining reliable motion for a better tomorrow. - German Brand Award](#)

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INNOMOTICS

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.

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