PRESS RELEASE February, 14th, 2022

**Empower the Future: E-mobility specialist Quantron AG relaunches brand, corporate identity and designs.**

* Quantron AG on its way to becoming a zero-emission OEM with product offensive of own BEV and FCEV vehicles in 2022
* Rebranding is a groundbreaking development step towards becoming an OEM of zero-emission commercial vehicles
* E-mobility pioneer Quantron AG offers innovative mobility solutions for environmentally friendly transport of goods and people
* QUANTRON's strong core values: “Reliable - Energetic – Brave”
* new slogan “Empower the Future” as corporate mission statement.

Quantron AG is breaking new ground to underscore its forward-looking pioneering role in the field of zero-emission commercial vehicles. On its way to becoming an OEM, the e-mobility pioneer is carrying out a comprehensive rebranding.

To underscore QUANTRON's evolution into an OEM, Quantron is completing an evolutionary rebranding with an updated corporate identity and bold design. Part of the new corporate DNA are specially designed signature elements such as a new QUANTRON logo, new QUANTRON lettering and the “Absolute Zero Blue” color code. This also underscores the focus on Hydrogen (H2) technologies and vehicles in 2022, strengthened by the strategic partnership through Ballard Power (Canada). The zero-emission specialists also underline their brand positioning as pioneers in the field of e-mobility and hydrogen mobility systems with their brand-new slogan “Empower the Future”. This represents the company's core values: “Reliable - Energetic – Brave” and QUANTRON's goal to create a more sustainable future through reliable zero-emission mobility solutions. To achieve this, the company relies on proven and safe technologies as the basis for innovative and future-changing mobility.

The CEO of Quantron AG, Andreas Haller, explains: “The values 'Reliable - Energetic - Brave' have accompanied us for 140 years. We continue to build on these attributes by contributing to sustainable decarbonization in freight and passenger transport with our zero-emission mobility solutions.”

Michael Perschke, CEO adds, “We are building the QUANTRON brand to be synonymous with zero-emission transportation solutions worldwide - be it through our refit expertise, which we will expand even further as ‘QUANTRON Inside’, or our own products, which we can implement faster and more cost effectively than some of our competitors through an active platform sharing strategy.”

The rebranding was created under the motto QUANTRON VISION 2025 with the help of the expertise of Italian star designer Fabio Filippini and the team of MORMEDI, the leading Spanish design consultancy for brand experience and mobility ecosystem, side by side with QUANTRON's design and strategy team.

To create the next stage of QUANTRON's future, the dedicated group of experts is developing an independent vehicle design for its complete global vehicle program. The first QUANTRON vehicle, the all-electric Cizaris city bus, provides a glimpse of the new concept. Among other things, the new corporate design is reflected in blue highlights and a sophisticated use of the new brand logo in various details of the vehicle. The three-part intermittent "running light indicators" in the nose are also a particular eye-catcher - a symbol of QUANTRON's three brand values.

The new design of the QUANTRON Cizaris will be shown for the first time at the online premiere on February 16 at 10 am (CET) at [event.quantron.net](https://event.quantron.net/).

Picture (preview):

Ein Bild, das Text, Himmel, Szene, Weg enthält.

Automatisch generierte Beschreibung

You can find the original photo in low and high resolution here: [Press releases from Quantron AG](https://www.quantron.net/en/q-news/press-releases/) (https://www.quantron.net/en/q-news/press-releases/)

**Caption**

Have you heard about the new normal? - The new CI of Quantron AG

***About Quantron AG****Quantron AG is a system provider of clean battery and hydrogen-powered e-mobility for commercial vehicles such as trucks, buses and vans. In addition to new electric vehicles, the wide range of services offered by the innovation forge includes the electrification of used and existing vehicles, the creation of individual overall concepts including the appropriate charging infrastructure as well as rental, financing and leasing offers and driver training. Quantron AG also sells batteries and integrated customised electrification concepts to manufacturers of commercial vehicles, machinery and intralogistics vehicles. The German company from Augsburg in Bavaria is a pioneer and innovation driver for e-mobility in passenger, transport and freight traffic. It has a network of 700 service partners and the comprehensive knowledge of qualified experts in the fields of power electronics and battery technology, through its cooperation with CATL, the world's largest battery producer. Quantron AG, as a high-tech spin-off of the renowned Haller GmbH, combines 138 years of commercial vehicle experience with state-of-the-art e-mobility know-how.*

*You can find more information at www.quantron.net*

*Visit the Quantron AG on its social media channels on* [*LinkedIn*](https://www.linkedin.com/company/quantron-ag) *and* [*YouTube*](https://www.youtube.com/channel/UCDQ-CKkS8XMHcJ9Ze-6UVNA)*.*

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