

## Presse-Information

### **ASAP Communication Service aka code | Communication & Design celebrates its 15th anniversary**

*ASAP's full-service agency offers 360-degree communication solutions for OEMs and Tier 1 suppliers / Re-naming brings extensive service portfolio in the field of communication and design into focus*

**Ingolstadt, January 20, 2025. For 15 years, the ASAP Group's full-service agency has been providing international automotive customers with comprehensive advice on communication and marketing issues. ASAP Communication Service, which has now been renamed code | Communication & Design, covers all areas from consulting, marketing communications and virtual design to event management. Its customers are mainly OEMs and Tier 1 suppliers. A broad-based team develops and implements the complete portfolio of a full-service agency for them. Consulting Solutions is a new area of focus. This includes support with change management or tool roll-outs as well as the moderation of workshops and the creation of training concepts.**

On the occasion of its 15th anniversary, ASAP Communication Service has changed its name to code | Communication & Design. The new appearance strengthens awareness of the agency's extensive portfolio. "The name code | Communication & Design also conveys the fact that our individual services combine to create a holistic, future-oriented image. This approach has become increasingly important for customers," explains Heinz Schwartz, Director Division Consulting & Service at the ASAP Group, to which code | Communication & Design belongs.

In addition to its specialist knowledge, the 20-strong team benefits from an understanding of the automotive industry and know-how in the field of automotive engineering. This expertise also flows into the integration of new market and communication trends such as (online) workshops and virtual training, which are usually part of the 360-degree strategy. "Our customers value our innovative, holistic approach. Not only do we find solutions for a wide range of issues, but we also show further-reaching perspectives through the implementation of the projects," says Susanne Knutsson, Team Leader of code | Communication & Design.

**Image material:**



**Caption:** The team of the ASAP Group's full-service agency. [Credit: ASAP Group]

**Your contact person:**

ASAP Holding GmbH, Kerstin Hebeler, Tel: Tel: +49 (0) 152 0181 0446, E-Mail: [kerstin.hebeler@asap.de](mailto:kerstin.hebeler@asap.de)

**The ASAP Group**

The ASAP Group was founded on January 1, 2010 with a clear focus on the future technologies of the automobile. Today, the development partner to the automotive industry can look back on almost unparalleled growth in automotive engineering: as of January 2024, 1,700 employees were working for the group of companies. The ASAP Group, a subsidiary of HCLTech, offers comprehensive development services with a focus on megatrends such as e-mobility, autonomous driving and connectivity. With its five service segments – Electrics/Electronics, Software, Consulting & Service, Test & Validation and Vehicle Engineering – ASAP's strategic development focus is on future-oriented technology fields.