

Press Release

German Design Award: Recognition for ASAP Group's new brand identity

New look & feel brings the identity of the automotive engineering service provider to life

(Ingolstadt, March 17, 2025). The ASAP Group was honored with the German Design Award 2025 in the category "Excellent Communications Design – Corporate Identity" for its "Works at ASAP" brand campaign implemented in 2024 and the comprehensive rebranding. The German Design Award is one of the most prestigious awards worldwide and represents outstanding design quality and innovative strength.

The international expert jury particularly acknowledged the successful combination of modern corporate design and the overarching brand strategy. "The guiding principle 'Works at ASAP' excellently conveys the expertise in automotive engineering, the commitment as an employer and the corporate culture of the ASAP Group," the jurors emphasized in their statement.

The rebranding introduced in 2024 has significantly sharpened the ASAP Group's brand identity. "A lot of passion went into our ASAP rebranding. Our goal was to make the ASAP brand more dynamic and contemporary, while also respecting our roots and values. Winning the German Design Award is a great recognition of our creative effort," explains Ebru Kahraman, Head of Marketing and Corporate Communications at the ASAP Group.

The rebranding combines brand campaign, corporate design and style of communication into a cohesive overall concept. Whether it's the employer branding campaign, corporate wear, or the redesigned website – the new brand identity makes ASAP's values come alive and presents the brand in a modern and future-oriented way.

"Since the ASAP Group was founded in 2010, we have been focusing on the future topics of the automotive industry. Our success is based on a modern corporate culture that is characterized by a high level of innovation, efficient collaboration and respectful cooperation. The brand campaign, characterized by modernity, humanity and technology, has been an essential part of our corporate strategy from the very first second. I am therefore all the more delighted that, in addition to the many awards we have already received, our new brand identity has now also been acknowledged. Congratulations to our marketing team," says Michael Neisen, CEO of the ASAP Group.

Image material:



Caption: The ASAP marketing team with the German Design Award 2025



Caption: Logo of the German Design Award 2025

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The ASAP Group

The ASAP Group was founded on January 1, 2010 with a clear focus on future automotive technologies. Today, the development partner to the automotive industry can look back on almost unparalleled growth in automotive engineering: as of January 2025, the Group employed 1,600 people. 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 fields of technology.