
Italdesign unveils its new brand identity

- **Italdesign is preparing to celebrate fifty-five years of engineering and design excellence and today lays the foundations for the next fifty-five and beyond with a new brand identity. The distinctive and new corporate identity reflects Italdesign's global position as a technological hub and a modern organization keeping pace with and envisioning the future of a constantly evolving global landscape**
- **The new Italdesign corporate logo makes its official debut at the CES Show in Las Vegas, Jan. 5-8, 2023**



Moncalieri, Dec. 16, 2022

Italdesign is preparing to celebrate 55 years of engineering and design excellence and today it unveils a new and distinctive corporate identity, laying the foundation for the next 55 years and beyond and reinforcing its global position as a technology hub able to expertly support international customers, both newcomers and traditional original equipment manufacturers (OEMs).

Italdesign's new brand identity, a modern evolution of the company's world renown corporate logo, is but the first step of a new phase of Italdesign's growth and transformation while aligning with the new and emerging global engineering and design scenarios.

The new Italdesign corporate identity and logo make their official debut at the CES Show in Las Vegas, Jan. 5-8, 2023, with a special and innovative urban mobility concept: Climb-E.

Climb-E is a Level 5 self-driving BEV concept able to be integrated into both new and next-generation civil and residential building structures. Italdesign developed the Climb-E concept with two project partners: Schindler Group, a leading manufacturer and provider of elevators, escalators, and moving walkways, and the Department of Architecture and Design (DAD) of Politecnico di Torino.

Inspired by Italdesign's brand history, the new logo uses 13 vertical lines to represent the date of the company's establishment on Feb 13, and 'I' in the Italdesign logo progressively grows to create a dynamic effect that closes with a distinctively bold 'D.' This monogram emphasizes concepts of future, movement, and evolution.

"Transformation and growth have been an integral part of the first 55 years of our company's history, and this remains as we embark on the next 55 years and beyond," said Antonio Casu, Italdesign CEO. "Innovation is in our DNA. We create innovative concepts that envision the future of mobility. Our heritage is solid and allows us to adapt to change without losing our identity. Today, Italdesign is a modern, extremely skilled and very dynamic company, capable of advanced research and constantly looking for opportunities. The state-of-the-art and efficient services and products we provide are our contributions to change.

"Our innovative thinking process involves all our departments, and we bring it to all the markets where we operate," Casu added. "We have premises in Italy, in Moncalieri and Nichelino (Torino), in Spain, in Barcelona, as well as in Germany, in Wolfsburg and Ingolstadt. In September this year, we opened a subsidiary in China, Shanghai, to be physically present in the area and to be able to provide our customers with practically real-time services. And we are considering an office in the United States as a next step. Our new brand identity and our new logo highlight our dynamism, our propensity to change, and our future-oriented approach, which have remained our distinguishing foundation since 1968."

TBWA\Italia, one of the leading global communications agencies, applied its proprietary methodology Disruption®X to the study resulting in Italdesign's international positioning strategy and its new corporate brand identity.

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