

PRESS RELEASE

Triple triumph for Mubea U-Mobility's brand communication

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Mubea U-Mobility and its brand communication distinguished as the most sustainable brand in Germany

Mubea U-Mobility's communications and marketing department is delighted to receive several renowned awards: At the beginning of this year, the micromobility business unit of family-owned Mubea was awarded the prestigious iF DESIGN AWARD. And during the German Brand Award gala, it was honored even twice: Mubea U-Mobility received the "Best of Best" award in the *Excellent Brands – Sustainable Brand of the Year* category, and, in addition, the team was elected "Winner" in the *Excellent Brands – Transport and Mobility* category.

Acting sustainably is essential to protect our environment, to fight climate change, and to responsibly counter social and economic challenges. Mubea's micromobility business unit works towards this end offering two smart technologies: electrical cargobikes and the e-scooter XBoard. Marketed under the Mubea U-Mobility brand, both products actively advance clean urban mobility and thus promote change towards more livable cities.

Sustainable Brand of the Year and winner in the Excellent Brands – Transport and Mobility category

"With its brand image that integrates both automotive tradition and future-oriented thinking, the company presents itself as a driving force promoting a more environment-friendly mobility. Particularly impressing is the consistency in the brand's strategic focus: Every detail, from intelligently designed products such as the foldable X-Board through to the modular cargobike family, clearly mirrors the brand values. The combination of functionality, user-friendliness and aesthetic rigor creates a powerful and authentic brand identity. The brand manages to convince not only by demonstrating its relevance for sustainable mobility, but also in a striking conciseness that becomes tangible in every aspect of its implementation", the jury of German Brand Award justified its verdict on the most sustainable brand in Germany.

"At Mubea U-Mobility, we develop emission-free and silent mobility solutions which, above all, enable smart logistics and will make our cities more livable. The awards belong to the entire team in which technology, sustainability and brand management go hand in hand. And they show: innovative power, responsibility and strong brands are as indispensable for success as are intelligent budget management and dedicated sales and distribution", says Jakub Fukacz, Head of Marketing, PR and Digital Sales at Mubea U-Mobility.

Moreover, Konrad Schlösser, head of the business unit, states: "For us, sustainability is not an add-on, but firmly anchored in our product development processes. Mubea supports this fundamental concept with a commitment to reach climate neutrality for in-house and upstream processes by 2035."

"In conjunction with Mubea, we have managed to realize a concept that visualizes the brand's identity and positively anchors it in the minds of the target groups. The visual umbrella encompassing all product solutions as part of a shared brand strategy is a symbol for a future-oriented company", adds Martina Lewis, CEO of the leading agency Brandcode.

iF DESIGN AWARD 2025 for the XBoard product brand

As every year, outstanding design solutions with a social relevance were distinguished with the iF DESIGN AWARD 2025. This year, an international jury assessed almost 11,000 entries from around 66 countries. The brand communication for the premium e-scooter XBoard's brand convinced the jury and won the iF DESIGN AWARD 2025 in the Corporate Design, Website, App UI und Social Media categories.



On behalf of Mubea U-Mobility, Brandcode design bureau created the brand presence for the XBoard. This three-wheel premium e-scooter using tilt technology sets new standards with regard to safety, handling and driving pleasure.



With its four-wheeler e-cargobikes and its e-scooter XBoard, both marketed under the U-Mobility brand, Mubea advances urban change – with innovations that challenge the status quo and sustainably inspire customers.



Martina Lewis, CEO Brandcode, and Jakub Fukacz, Head of Global Marketing, PR & Sales at Mubea U-Mobility, are presented with the *Best of Best Award* in the *Excellent Brands – Sustainable Brand of the Year* category in Berlin.

Further information, high-res photographs and the U-Mobility style guide are available under:

<https://www.mubea-umobility.com/inside-u-mobility/media>

About Mubea U-Mobility

Mubea is a family-owned and owner-operated company looking back on a history of more than 100 years. Around 17.000 employees at 58 locations worldwide make the company a global leader in developing and manufacturing automotive parts. Besides, Mubea has been expanding its area of operations for years and has become a well-established supplier to the aerospace industry by now. The latest diversification of business is the creation of its micromobility business unit Mubea U-Mobility in order to develop and market innovative, sustainable and customer-focused mobility solutions for urban micromobility and logistics.

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