

PRESS RELEASE

DEUTZ unveils new global brand identity

- New design visually captures the transformation of recent years
- Branding reflects openness, progress, and innovation
- Design retains key elements, including the iconic Ulm Minster

Cologne, May 6, 2026 – DEUTZ today unveiled a new brand identity that reflects the company's profound transformation. DEUTZ, a provider of innovative and sustainable mobility and energy solutions, is using the rebrand to underline its evolution in recent years.

The 'Next DEUTZ' corporate strategy positions DEUTZ more broadly and strengthens the company's resilience. Building on that foundation, and the introduction of a new organizational structure with five business units, DEUTZ is now taking the next logical step: a brand identity that visually captures its transformation.

"Our new brand combines familiar and new elements", says DEUTZ CEO Dr. Sebastian Schulte. "Tradition, reliability, and pride in our heritage remain central, for example in the corporate red and the outline of Ulm Minster. At the same time, the new identity embodies openness, progress, and innovation. The open D in the new logo symbolizes collaboration and transparency, while the color yellow represents courage and optimism for the future."

A key feature of the rebranding is the clear, consistent positioning of the five business units: Defense, Energy, Engines, NewTech, and Service. They will each have their own sub-brand in the market, thus consolidating their own profile beneath the strong DEUTZ umbrella brand.

The new identity highlights tradition and transformation, both internally and externally. It was developed through a collaborative, company-wide process involving more than 1,300



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employees. Ideas and input from across the organization helped to shape the design through workshops, discussions, and structured feedback. The result is a brand that was created from within as an authentic identity for the company's next chapter.

DEUTZ will gradually roll out the new brand over the coming months. The process was supported by the agency Strichpunkt Design, which was also responsible for delivering the final design.

The elements of the transformation are brought together under <https://next.deutz.com>.



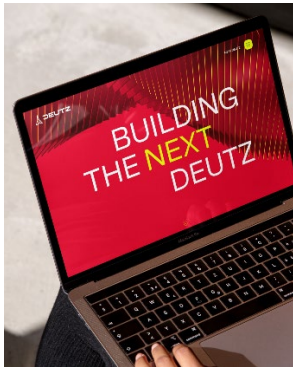
Caption: The open D in the new logo symbolizes collaboration and transparency.



Caption: Red remains the corporate color, but the color palette is being expanded. The new color yellow represents courage and optimism for the future.



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Caption: The corporate website www.deutz.com shines in the new design.



Caption: A strong presentation on mobile, too, in the new branding.



Caption: In front of the headquarters, the flags fly in the new design.



Caption: The new word and figurative mark at the headquarters in Cologne-Porz.



Caption: A DEUTZ service technician with the new logo on his workwear.

All images are ready to be downloaded on <https://www.deutz.com/en/news/press-releases/>

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About DEUTZ AG

DEUTZ AG has evolved in recent years from a manufacturer of conventional engines into a system provider for innovative and sustainable mobility and energy solutions. Founded in 1864 in Cologne, where it is still based today, DEUTZ is the world's oldest engine company. The development, production, and distribution of high-performance drive systems for off-highway applications remains at the heart of its operations. DEUTZ is also playing its part in the transition to more sustainable transportation and power supplies by offering alternative drive solutions and decentralized energy and power generation systems. DEUTZ solutions are used in a wide range of applications, including construction equipment, agricultural machinery, material handling equipment such as forklift trucks and lifting platforms, stationary equipment such as generator sets (gensets), and commercial and rail vehicles. The broad-based product portfolio is complemented by an extensive service offering that encompasses maintenance and repair work, the supply of spare parts, and remanufacturing. This is being continually expanded with the addition of digital, data-driven services. With around 1,250 sales and service locations in nearly 180 countries, DEUTZ offers its customers an integrated range of products and services from a single source. DEUTZ employs around 6,000 people worldwide and generated revenue of just over €2.0 billion in 2025. Further information is available at www.deutz.com.

