

**SCHWALBE** 



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# ***Complete Relaunch: Schwalbe presents new brand positioning***

*Brand presence is comprehensively rethought under the claim of „Get there“*



In the year of Schwalbe's 50th birthday, the brand is repositioning itself for the future. Just in time for Eurobike 2023 in Frankfurt, Schwalbe presents itself with a new logo, new color and a comprehensively conceived new brand identity. In many discussions internally and with partners, Schwalbe has worked out the core of its own success story and captured it as the company's brand positioning for the future: The people at the Schwalbe brand and Ralf Bohle GmbH, the company behind the brand, have been driven by optimism for so many decades. At the same time, it is what Schwalbe wants to convey to its customers with the quality of its tires. This message is expressed in the new brand claim: Get there. A claim that is both a promise and a motivating call: Let's just get started. We will reach our goal, wherever it may be. This is the attitude that has also given rise to the Marathon and many other tire highlights of the past decades. The brand identity has also been comprehensively rethought. It should make visible and tangible what Schwalbe promises and offers. The new logo features a swallow bird that soars to new heights, symbolizing the company's values: Freedom, joy of discovery and optimism. At the same time, the color of the brand also changes to a much lighter shade of blue. The „Schwalbe Skyblue“ depicts the sky in the morning and embodies the confident start of a journey. This is exactly how Schwalbe will present itself for the first time at Eurobike 2023 in Frankfurt, accompanied by an equally comprehensively redesigned trade fair stand, an extensive print and digital communications campaign - and of course with new tire models that are unique worldwide.



The Green Marathon, which is the first tire in the world to close the loop and is made from recycled tires, among other things, is particularly noteworthy here. With a total of 70% recycled and renewable materials, it sets the new standard for environmental friendliness in tire development - and the starting point for the environmentally friendly optimization of all Schwalbe products. Philipp Jahn, Brand Manager at Schwalbe: „We are driving forward our ecological responsibility for our products as a pioneer in inner tube and tire recycling - it finds its next milestone in the Green Marathon. At the same time, a joint effort is needed by all to strengthen the cycling culture for more environmentally friendly mobility. Schwalbe wants to be a driving force of this movement out of the confidence that we can really make a difference.“

On its way from being a hidden champion from the Bergisches Land region, Schwalbe has become an international brand for high-quality bicycle tires. With now around 200 employees at the company headquarters in Reichshof and a turnover in 2022 of 335 million euros.

***Schwalbe. Get there.***

