



## ABT Sportsline 2020 – Press Release CW 46

### **Award for Corporate Design & Custom Vehicles ABT impresses at German Design Award and SPORT AUTO AWARD**

The **ABT Sportsline** brand has represented progress and performance in perfection for 124 years. In doing this, the basic values of innovation, quality and driving pleasure play a decisive role. This is illustrated by three first and two second places in the "SPORT AUTO AWARD 2020" reader survey of the eponymous German car magazine. The corporate design, which was recently completely redesigned by **ABT Sportsline** after twelve years, also turned in a top performance, as documented by the Special Mention at the German Design Award in the category Excellent Communications Design – Corporate Identity. This is the international premium prize awarded by the renowned German Design Council since 2011. The jury of experts outlined: "The new corporate design conveys dynamism, power and attention to detail. The ABT Brandbar as a central design element and a striking design language create a uniform framework that immediately conveys racing and automotive passion."

The successful "New Corporate Design" mission was undertaken with the help of Schindler Parent GmbH, an advertising agency from Meersburg on Lake Constance. It developed the **ABT Brandbar**, whose three crossbars represent the three company divisions **ABT Sportsline**, **e-Line** and **Motorsport**. It is used in advertisements and posters as well as on the homepage, in business correspondence and press releases. "In order to reflect the high quality of our work, we need an expressive, uniform appearance: dynamic, progressive, self-confident and with a high recognition value", explains Florian Schindlbeck, Head of Marketing and Press at **ABT Sportsline**. The new corporate identity thus embodies exactly what the world's largest automotive aftermarket and performance parts specialist for Audi and VW expresses with its sporty, dynamic products.

How well this spirit is received by the public is demonstrated by the reader's choice "SPORT AUTO AWARD 2020", which is organised by the car magazine of the same name. For the 28th time, the sportiest series and tuning vehicles as well as the "Best Brands" were chosen. 12,947 people took part. **ABT Sportsline** would like to thank its readers for the trust they have placed in the brand. You can read the result in the following table or Sport Auto 12/2020.

#### **Tuning Classes**

1st Place	Tuning Cars Subcompact Cars
1st Place	Tuning Cars Saloons/Estates > €100,000
2nd Place	Tuning Cars Diesel

**ABT Audi A1 Sportback**  
**ABT Audi RS6-R Lim. Edition**  
**ABT Audi S5 Sportback**

#### **Best Brand**

1st Place	Engine tuning <b>(with 50.4% of all votes)</b>
2nd Place	Optical tuning

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*From the racetrack to the road.*