

# PRESS RELEASE

## **New company name, new brand: thyssenkrupp Elevator now called TK Elevator with new global brand TKE**

- New brand follows the company's successful transformation into a stand-alone entity – underscoring its leading role in next-generation mobility solutions.
- Positioning TKE as a people-centric service brand at the top of the elevator industry.
- Combining decades of the company's success with the new opportunities as forerunner in digital offerings.

Essen, February 25, 2021 - TK Elevator, a leading global player in the elevators and escalators market, announces the launch of its new global brand, TKE. The new brand name results from the change in ownership that took place middle of last year.

“The new TKE brand allows the independent company to further expand. It's a great opportunity to strengthen our market positioning and technology leadership in next-generation mobility services. With the recent integration of our cloud-based digital platform MAX into all kinds of new elevator and escalator systems, we have made a significant step towards digitalization of our products and services. This has established a new quality standard in urban mobility solutions,” says Peter Walker, CEO, TK Elevator. “On the other hand, the brand TKE allows us to consolidate decades of tradition, engineering know-how, and success.”

Designed to work effortlessly across all digital and physical channels, the new brand identity refers to the sunrise's atmosphere of energy and optimism. The warm, vibrant color palette, the typography, and the logo all signalize motion, positivity, and speed. This creates an ideal environment for representing a certain spirit of empowerment, autonomy, and premium technology excellence. The new TKE brand reflects the company's commitment to transform people's lives through smart and seamless mobility solutions.

With operations worldwide and more than 50,000 employees, TK Elevator builds on the successful legacy of thyssenkrupp Elevator with sales of around €8 billion in fiscal year 2019/2020. The most important TK Elevator business line will continue to be the service business which currently maintains around 1.4 million elevator and escalator units with the help of 24,000 service technicians globally.

The TKE product portfolio covers a wide range of products: from commodity elevators for residential and commercial buildings to cutting-edge, highly customized solutions for state-of-the-art skyscrapers – such as One World Trade Center in New York. Besides elevators, its portfolio also covers escalators and moving walks, passenger boarding bridges, stair and platform lifts as well as tailored service solutions for all products – thus covering a broad spectrum of urban mobility.

“Over the last year, TK Elevator has successfully diversified and scaled its service offerings while broadening its global footprint,” says Walker. “Our new brand identity even better reflects our strong legacy of achievement. It also significantly underscores our goal as a people-centric

service brand that leads the elevator industry and acts as a forerunner regarding digital solutions.”

### PRESS IMAGES

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### PRESS CONTACT

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### COMPANY BLOG

[www.urban-hub.com](http://www.urban-hub.com)

### ABOUT US

#### **TK Elevator (formerly: thyssenkrupp Elevator)**

With customers in over 100 countries served by 50,000 employees, TK Elevator achieved sales of around €8 billion in the fiscal year 2019/2020. Over 1,000 locations around the world provide an extensive network that guarantees closeness to customers. Over the past decades, TK Elevator has established itself as one of the world's leading elevator companies and became independent since its sale by thyssenkrupp AG in August 2020. The company's most important business line is the service business represented by over 24,000 service technicians. The product portfolio covers commodity elevators for residential and commercial buildings to cutting-edge, highly customized solutions for state-of-the-art skyscrapers. In addition, it also consists of escalators and moving walks, passenger boarding bridges, stair and platform lifts. Integrated cloud-based service solutions, such as the MAX platform, are gaining in importance. With these digital offerings, there are no limits to urban mobility anymore. TKE – move beyond.