

Swedish legacy upgraded to expand beyond Motorsport

Today marks the dawn of a new era for Öhlins. Debuting a new visual identity, the Swedish suspension brand and global racing icon moves boldly into the future while honoring its past.

UPPLANDS VÄSBY (Stockholm), 4 November 2025:

Öhlins Group, a global leader in premium, high-performance suspension technology, announces the launch of a new visual identity, featuring a redesigned logo and new brand symbol. This is the latest development in the evolution of the Öhlins brand, reflecting the company's continued evolution and a redefined strategy centered on technology-led innovation.

Mark Spelthagen, Managing Director of Öhlins Group:

"Over the past 50 years, Öhlins has built a brand synonymous with racing excellence and cutting-edge suspension technology. While we have strived to remain at the forefront of high-performance, premium suspension, the visual representation of our brand has not evolved at the same pace. As we enter this exciting new era for Öhlins, our new visual identity positions us to continue our legacy into the future. It reflects the forward-looking, innovative spirit at the core of our brand while opening new opportunities to connect with and inspire enthusiasts."

Following its acquisition by Brembo Group in January 2025, Öhlins introduced a bold new vision – expanding beyond racing DNA to inspire enthusiasts. As part of Brembo, Öhlins is extending its offerings – from traditional suspension products for OEM, aftermarket, and racing applications, to innovative, tech-driven solutions, aiming to reach a broader, more diverse audience within the high-performance segment for both two- and four-wheel vehicles. The company is taking a new direction, leveraging the latest innovations in smart adaptive suspension and system integration to capture the thrill of Motorsport while enhancing performance, safety, comfort, and control.

Öhlins' new visual identity comprises two main elements: a redesigned logo and a new brand symbol. Optimized for today's digital landscape, the redesigned logo channels the refined simplicity of Scandinavian design with a tech-inspired edge. Though the logo sheds many embellishments borne by its predecessor, it retains the nostalgic angles of collegiate font in its typeface, resulting in an updated look that is still quintessentially Öhlins. The brand's signature yellow is also incorporated into the new visuals, complemented by shades of black, white, and light gray.

The new brand symbol is a fresh take on the iconic Öhlins 'Ö'. Consisting of two vertical arrows that converge to form a diamond, it signifies the next generation of Öhlins while reinforcing the brand ethos. Expansion, innovation, and precision – always keeping motorsport at its center.

Daniele Schillaci, CEO of Brembo Group:

"This marks a critical milestone for the future of Öhlins and aligns our two brands closer in our strategy to provide intelligent, integrated solutions to our customers. Driven by a shared passion for motorsport, we are focused on leveraging key technologies and innovations to inspire riders and drivers around the world."

New visual identity will make its debut to the public at EICMA – Milan Motorcycle Exhibition- on 4 November at Stand M60, Pavilion 5.

About Öhlins

Öhlins Group, celebrating its 50th anniversary in 2026, is a global leader in motorcycle, automotive, and mountain bike performance. Part of Brembo Group since January 2025, Öhlins provides cutting-edge suspension solutions, expert service, and support to riders and drivers in more than 50 countries worldwide. From Formula 1 and MotoGP teams to OEM and aftermarket customers, Öhlins is dedicated to helping enthusiasts everywhere achieve their best ride yet.

For more information, visit www.ohlins.com

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