SKF Vertevo accelerates into its next chapter with new brand and digital presence

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PRESS RELEASE

As a next step of the separation of SKF's Automotive business, SKF Vertevo today unveils its new brand. This is an important step in establishing SKF Vertevo’s identity as a stand-alone automotive company ahead of its planned listing on 1 December.

The launch of the SKF Vertevo website and social media channels introduces the company's new visual identity and brand platform, providing a clear expression of the company, what it stands for and where it is headed.

“Our launch today is about much more than a visual identity," says Kerstin Enochsson, CEO of SKF Vertevo. "The brand is the face of our company, it shows our personality – what we stand for, what we are passionate about and what our customers can expect from us.”

The SKF Vertevo brand is inspired by the world of racing, where the company has contributed to automotive innovation for decades. The identity is designed to keep a connection to the long SKF heritage and expertise, while signalling its ambition to help accelerate the future of mobility.

“The launch of our brand is an important step on our journey toward becoming an independent company," says Viktoria Karsberg, Head of Global Brand and Communication at SKF Vertevo. "We are excited to begin building awareness of SKF Vertevo and to engage more directly with all our stakeholders as we prepare for our planned listing.”

Please visit www.skfvertevo.com and follow SKF Vertevo on LinkedIn and Instagram to learn more about the company and to stay updated on its journey.

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SKF Vertevo, previously part of SKF, is an automotive pure play, built on more than a century of engineering. SKF Vertevo serves original equipment manufacturers and the vehicle aftermarket across EMEA, the Americas, APAC and India. Engineered for low friction, our solutions help keep the world's vehicles moving. From two- and three-wheelers, passenger cars and commercial vehicles to the racetrack. Headquartered in Gothenburg, Sweden, SKF Vertevo is present in over 100 countries and has more than 9 000 distributors worldwide. The number of employees is around 7,500. www.skfvertevo.com