

AL-KO Vehicle Technology Group is consolidating its brand identity under the name AL-KO VT

The new brand identity is making its debut at the CARAVAN SALON Düsseldorf, with a stronger focus and clear brand architecture.

For the first time, the AL-KO Vehicle Technology Group is unveiling a new brand identity at the [CARAVAN SALON Düsseldorf](#). The AL-KO VT brand will take centre stage in future. The 'VT' suffix will become an integral part of the brand logo, underlining the company's positioning in the field of vehicle technology.

AL-KO VT to become the central brand for vehicle technology

As part of the new brand architecture, the brands that have previously operated independently – E&P, SAWIKO, de Haan, Winterhoff and AL-KO VTE, together with CBE, Nordelectronica and Toptron – will be gradually integrated into the AL-KO VT brand. The brands managed by AL-KO VT Australia will also be part of this consolidation and will be grouped under AL-KO VT in future.

The group is thus consolidating its expertise in the vehicle technology business under a single international brand.

At the same time, the brand architecture of the other business units is being streamlined. In the Hydraulics division, for example, CERMA and Fluid-Press are being merged under the [SAFIM](#) brand. [Brink](#) will remain the brand for the Towbar business unit.

The future brand architecture is therefore based on three clearly defined brands:

- AL-KO VT for the core business and as a brand of the group
- SAFIM for hydraulics
- Brink for towbars

Day-to-day operations for customers and partners remain unchanged

The change relates to the brand identity only. The organisations, areas of expertise and locations behind the brands, as well as the existing product and service portfolio, will not be affected. Customers and partners will continue to have access to their usual points of contact and services.

The new brand architecture reduces the complexity of the previous brand identity whilst strengthening the visibility of the core brands, making them more internationally recognisable.

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The AL-KO Vehicle Technology Group is a swiftly growing global technology group and a business unit of DexKo Global. With high-quality chassis and suspension components for trailers, leisure and commercial vehicles, construction and agricultural vehicles, the group represents the best in functionality and comfort as well as innovations to ensure greater driving safety. Founded in 1931 the group today has around 3,000 employees at more than 40 locations worldwide. Find out more at www.alko-tech.com

DexKo Global Inc. is one of the world's leading manufacturers of high-quality chassis technology, chassis assemblies, accessories and hydraulic brake components. DexKo Global was founded in 2016 through the merger of Dexter and AL-KO Vehicle Technology. Headquartered in Novi, Michigan/USA, the company employs around 6,000 people in more than 100 production facilities and distribution centers. For more information, please go to www.dexko.com

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This makes it easier for customers and partners to recognise which areas of expertise, products and solutions are grouped under the respective brands. At the same time, this lays the foundation for a consistent international brand presence across markets and regions.

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“With the new brand architecture, we are consolidating our expertise under strong, clearly positioned international brands. With AL-KO VT, we are making it even clearer what we stand for: innovative and reliable vehicle technology solutions for our customers and partners worldwide,” explains Jörn von Ahlen, Head of Marketing at the AL-KO VT Group.

Premiere at the CARAVAN SALON Düsseldorf

The new brand identity will premiere at the CARAVAN SALON Düsseldorf 2026. It will then be rolled out gradually across markets, locations, communication channels and other touchpoints worldwide.

The logo for AL-KO VT VEHICLE TECHNOLOGY is displayed within a rectangular frame. The text "AL-KO VT" is in a large, bold, red sans-serif font. Below it, the words "VEHICLE TECHNOLOGY" are in a smaller, black, all-caps sans-serif font.

Caption: The new logo reinforces the company's clear positioning in the field of vehicle technology. © AL-KO VT