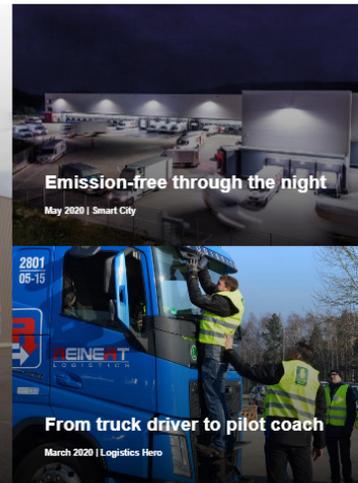


motionist

by BPW



FUTURE LAB

SHOW ALL

eLOUNGE

SHOW ALL

AWARD



motionist.com from BPW is the online portal for everyone who wants to make a difference in the transport and logistics industry

Jun 18, 2020 10:35 CEST

BPW wins Automotive Brand Contest for motionist.com

- International design competition for automotive brands crowns motionist.com winner in Digital category
- With forward-thinking topics and dialogue with readers, the online transport and logistics portal is pretty impressive
- A successful first year for the online portal

Wiehl, 18.06.2020 --- A successful start for motionist.com: just one year after its launch, BPW's online transport and logistics portal has been awarded with the Automotive Brand Contest. The German Design Council's renowned

international brand and design competition has honoured motionist.com as winner in the Digital category.

With motionist.com, BPW is heavily focusing on digitalisation, networking - and dialogue. The online portal, which includes topical reports, podcasts, interviews and fascinating images from the world of transport and logistics, is connected to BPW's social media channels. One year ago, motionist.com successfully replaced its printed BPW customer magazine and has since recorded more than 5,000 visits per month.

The online portal is aimed at anyone who wants to make a difference in the industry and is enthusiastic about the future of transport - from top executives to drivers. While categories such as digitalisation, electromobility and smart cities offer exciting insights into current and future industry trends, profiles of drivers and people engaged at the grassroots level, driving progress in the industry on a daily basis, ensure that motionist.com is firmly rooted in the here and now of day-to-day transport.

"With motionist.com we have completely rethought the way we look at and present topics related to the industry", explains Till Homrighausen, social media manager at BPW and project manager at motionist.com. "We are not interested in trumpeting our company topics to the industry in a one-sided fashion, but rather listening to all those involved in transport and logistics, learning from them and thus continuously developing and changing. That's why all contributions can be commented on, evaluated and shared via social media."

BPW is supported in the conception and implementation of the portal by the Hamburg-based DVV Media Group, and the website and the individual articles are designed by the agency gothsch tauer + partner.

With the Automotive Brand Contest, the German Design Council annually honours the best brands, manufacturers and agencies for outstanding product and communication design. The interdisciplinary jury of experts from the media and design industry, brand communication experts and university representatives assess the entries according to the criteria of overall concept/brand fit, product aesthetics and functionality.

motionst.com offers exciting stories about transport and logistics in the categories Future Lab, eLounge, Success Story, Smart City, Logistics Hero, Best Solution and Big Picture. Read now:

[Straight-talking logistics experts: This is what we want from politics!](#)

[Private vehicles have no place in city centres](#)

[Emission-free through the night](#)

[Manoeuvring trailers faster](#)

[From truck driver to pilot coach](#)

About BPW Bergische Achsen Kommanditgesellschaft

BPW Bergische Achsen Kommanditgesellschaft is the parent company of the BPW Group. With over 1,600 employees, including around 120 trainees, the family-owned company has been developing and producing complete running gear systems for truck trailers and semi-trailers at its headquarters in Wiehl since 1898. BPW's technologies include axle systems, brake technology, suspension and bearings. BPW's trailer axles and running gear systems are in use in millions of vehicles around the world. An extensive range of services also offers vehicle manufacturers and operators the ability to increase the efficiency of their production and transport processes. www.bpw.de/en

About the BPW Group

The BPW Group researches, develops and manufactures everything needed to ensure that transport keeps moving and is safe, illuminated, intelligent and digitally connected. With its brands [BPW](#), [Ermax](#), [HBN](#), [HESTAL](#) and [idem telematics](#), the company group is a preferred system partner of the commercial vehicle industry around the globe for running gear, brakes, lighting, fasteners and superstructure technology, telematics and other key components for trucks, trailers and buses. The BPW Group offers comprehensive mobility services for

transport businesses, ranging from a global service network to spare parts supply and intelligent networking of vehicles, drivers and freight. The owner-operated company group currently employs 7,350 staff in more than 50 countries and achieved consolidated sales of 1.52 billion euros in 2018. www.bpw.de/en

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