



NEW RELEASE 2020

Major rebranding and future growth predictions for innovative French motorcycle company DAB Motors

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Bayonne, FRANCE. December, 18th 2020.
For Immediate Release.

FRENCH MOTORCYCLE MANUFACTURER DAB MOTORS HAS DEVELOPED AN EXTENSIVE REBRAND IN RESPONSE TO ACCELERATED COMPANY GROWTH AND TO RENEW ITS BOLD VISION FOR MOTORCYCLING. THE INNOVATIVE MANUFACTURER RECENTLY CLOSED A SUCCESSFUL FUND-RAISING CAMPAIGN, WHICH LAUNCHED IN EARLY 2020 AND QUICKLY RAISED ITS OBJECTIVE, BRINGING €600,000 INVESTMENT TO THE BUSINESS.

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The identity is designed to appeal to the boldest minds who are looking for something new and dare to break the mold. The design team embarked upon a deep exploration of DAB Motors, and every aspect of the brand was investigated including products – both current and future; design ethos; people; and the unique relationship DAB Motors maintains with its clients.

Simon Dabadie comments, « At DAB Motors we want to show how you can still push the boundaries, and as our digital presence increases, now is the time for us to ensure our visual narrative communicates our position as a audacious motorcycle brand. »

The new DAB Motors logo presents a bolder, more streamline approach and captures the company's mission to deliver world class design and engineering, premium performance and a customized experience across their product portfolio.

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AT THE HEART OF THE NEW DAB MOTORS BRAND IS A RE-ENVISAGED COMPANY LOGO AND A MAJOR UPDATE OF ITS BRAND IDENTITY. SIMON DABADIE, CHIEF EXECUTIVE OFFICER AND FOUNDER JOINED FORCES WITH FRENCH DESIGN AGENCY OUTERCRAFT TO DEVELOP A NEW IDENTITY BASED ON DAB MOTOR'S POSITION AS A TRULY MODERN BRAND AND TO DIFFERENTIATE THE COMPANY FROM MAINSTREAM MOTORCYCLE MANUFACTURING.

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Typographic play with the founder's initials created the DAB monogram, whose geometric shape evokes the brand values of power and action and represents the new DAB Motors identity which embodies movement, drive, and disruptive displacement.

Fueled by its recent round of funding, DAB Motors is planning to significantly develop its activity by introducing new products to their portfolio (both petrol and electric powered) and by creating new strategic partnerships. Since its launch DAB Motors has gained global interest, with the Bayonne based factory receiving orders from the UK, Japan, Switzerland, Germany, Netherlands, France and the US. The brand is currently developing its importer and retailer network in order to provide easier worldwide access to, and distribution of DAB Motors products.

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Innovative french motorcycle company.



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The DAB logo is a stylized monogram in a bold, italicized font. The letters 'D', 'A', and 'B' are interconnected. The 'D' has a horizontal bar across its top, and the 'B' has a horizontal bar across its bottom. The logo is set against a bright green background.

"I want to bring a new breed of motorcycle to life, straight out of our fantasies."

Simon Dabadie