

ATBAS presents modernized brand image

1. September 2025



Fresh design underlines software expertise and in-depth process know-how at the dealership

- Brand refresh reflects the digital transformation in automotive aftersales
- New logo with outline cube as a symbol of innovation and further development
- Claim "Dealership DNA. Digitally driven." combines origin and future
- Digital launch of the new design with immediate effect, gradual rollout until spring 2026

Dresden, September 01, 2025 – The software company ATBAS has been developing digital solutions for the aftersales sector in car dealerships for almost 25 years. The Dresden-based company is now presenting its modernized brand identity. With a revised corporate design, new logo, modernized typography and a clear visual language, the company is strengthening its brand identity and making it fit for the digital future.



New ATBAS logo with outline cube – symbol of innovation and further development

“A strong brand image is a strategic success factor. It creates visibility, strengthens trust and opens up new growth opportunities. Our brand refresh is like a facelift for a car: not a break with the past, but a consistent further development of our brand identity,” explains Anja Döhler, Head of Marketing at ATBAS.

Modernization in step with technology and growth

At ATBAS, brand identity and software products are consistently evolving together. With ATBAS Agent and the new web-based product generation, the interface design has also reached a new level: modern, intuitive user interfaces that combine simplicity and practicality. The brand identity follows this pace and translates the further development of the products into a consistent appearance.

The timing of the refresh was deliberate. Previous design elements could only be transferred to digital channels to a limited extent, while the technological transformation with web-based solutions and AI processes has long been a reality. This is why a clear, consistent and future-proof brand image is needed that makes the next stage of development visible.

New logo with room for innovation

The ATBAS logo remains the combination of word and figurative mark (“Cubes”) and will only be used in landscape format in future. One of the cubes appears as an outline – a symbol of openness and innovation. This principle also characterizes the product world: interfaces and an open architecture enable seamless integration into existing system landscapes and drive progress in aftersales. The familiar petrol is complemented by a fresh cyan as the new highlight color.



Dealership DNA. Digitally Driven.

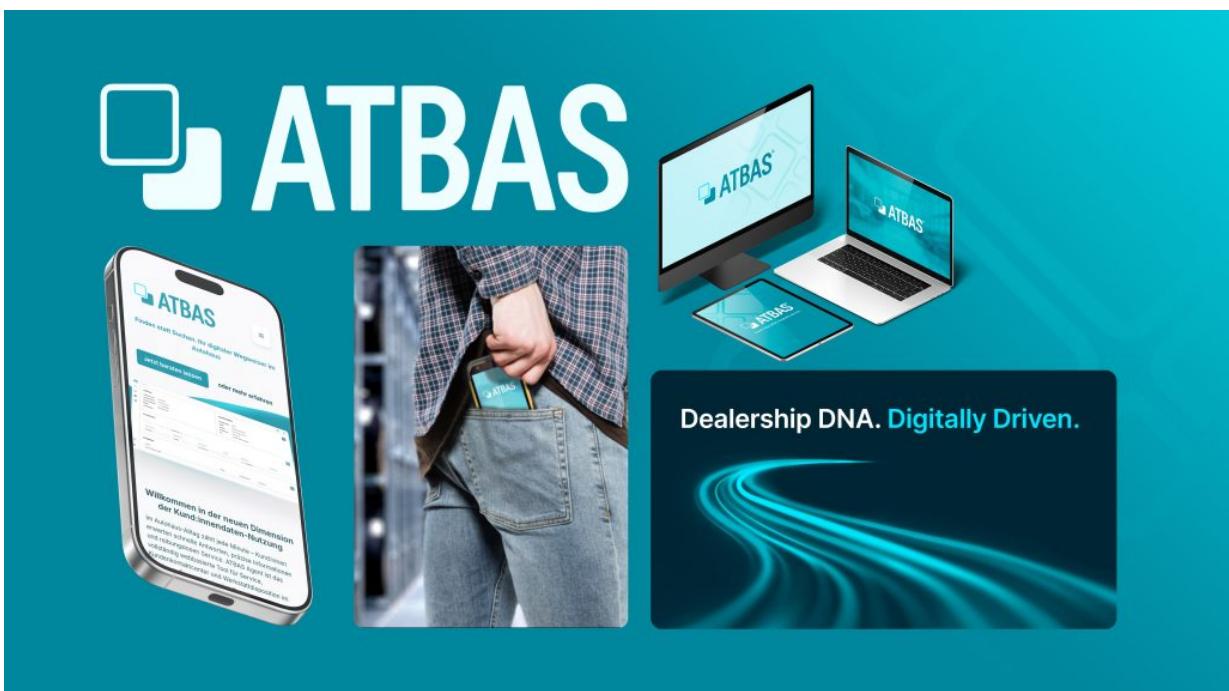
The new brand claim "Dealership DNA. Digitally driven." builds a bridge between the past and the future

New brand motto: "Dealership DNA. Digitally Driven."

The new claim builds a bridge between dealership origins and the vision of a digital, networked ecosystem for the entire industry.

- "Dealership DNA": expression of origin - from the dealership, for the dealership
- "Digitally driven": Signal for the role as a driver of digital transformation in automotive aftersales

"Our roots lie in the dealership, our future lies in a digital, fully connected dealership world. The launch of our next product generation is the ideal time to modernize our brand as well," emphasizes Sylvio Röthig, company founder and shareholder. The English claim also opens the door to the internationalization of the company without losing any of its comprehensibility in the German core market.



Visualization of the new brand world in practice: combination of technology visuals and workshop proximity

Because the future needs origins

The software company's first product was developed in 1995 by Sylvio Röthig in a Dresden car dealership in order to make processes more efficient. This idea gave rise to the "Auto Parts Order Processing System", or ATBAS for short. The company of the same name was founded in 2001. Today, more than 1,500 car dealerships and their employees rely on the continuously growing product portfolio and in-depth process expertise. The new brand identity builds on the company's long history: Because the future needs origins.

The new design will initially be introduced on digital channels. By the time the company celebrates its 25th anniversary next year, it will gradually be incorporated into business stationery, trade fair appearances, offices and merchandise.

Your contact for press

Anja Döhler
Head of Marketing
presse@atbas.de
+49 1511 4182003

About ATBAS

ATBAS GmbH, based in Dresden, has been a leading provider of practical software solutions for the automotive aftersales sector for almost 25 years. From the dealership for the dealership, ATBAS develops digital applications that simplify, accelerate and make processes more transparent - from parts logistics and wheel storage to web-based applications such as ATBAS Agent. More than 1,500 car dealerships in Germany rely on the combination of innovative technology, in-depth industry knowledge and partnership-based service. The portfolio includes ATBAS NET, ATBAS DEPOT, the mobile app extensions "MDE" and "MWE" as well as interfaces to a large number of established and innovative providers in automotive aftersales and supplementary process analysis and consulting services. The vision: to bring joy to the logistics processes of the automotive aftersales world - through solutions that increase the efficiency of dealership employees and inspire customers.

Further information [at bas.de](http://atbas.de)