

# Profile: Asbjoerk Stanly Mogensen (Brian)

- **A pioneer in the electric vehicle industry**
- **Extremly innovative**
- **Extremly design orientated**
- **Extremly corporative**
  - The first to introduce e batteries inside the frame (Patent by BOSCH)
  - The first to introduce an electric bike in USA (Schwinn Tailwind 2001)
  - The first to introduce a lithium battery (2000)
  - The first to introduce a full suspension e-MTB (2009)
  - The first to introduce an electric race bike (2016)
  - The first to introduce a folding bike with fully integrated battery (2006)
  - The first to introduce a full carbon electric bike (2016)
  - The first to introduce a high end electric cargo bike
  - The first to introduce a kids ebike (2003)
  - The first to introduce IOT (With ESB, Italy)
  - The first to introduce an electric cruiser bike
  - The first to introduce an electric fat bike
  - The first to introduce an electric motorcycle
  - The first to introduce an electric scooter
  - The first to introduce a lithium fast charge battery (With Toshiba)
  - Patent holder of the BOSCH Powertube 400/500/625?700
  - Patent holder of battery inside a folding bike
  - Patent holder of a mid motor with build in light
  - Patent holder of the bike shaft motor
  - More than 90 design protections in the EU



# Asbjoerk Stanly Mogensen (Brian Hoehl)

Platinum award-winning agency,  
world-best in vehicle, mobility and  
transportation design.





reddot  
design award



GERMAN  
DESIGN  
AWARD



## Awards

WINNER OF:

3x Muse design Award GOLD  
6 x IF Awards  
8 x Red Dot design Awards  
38 x German Design Awards  
3 x German Innovation Award  
2 x German Brand Awareness Award  
1 x German Automotive Brand Contest  
3x German Bicycle brand contest  
22 x A' Design Award  
4 x Platinum A Awards  
6 x Gold A Awards  
4 x Silver A Awards  
2 x Bronze A Awards  
1 x Iron A Awards  
1 x Muse Awards  
1 x New York design awards  
1 x Ikea good design award

1 x Runner up A Awards  
8 x Universal Design Awards  
6x European design Award  
6 x International design award  
2x Bicycle brand Contest  
18 x Eurobike Awards  
7 x Taipei Cycle d&i GOLD  
18 x Taipei Cycle d&i awards  
3 x E-bike of the year (2017 & 2018 & 2019)  
6 x Nomination designer of the year by IAD (2017,2018,2019, 2020 & 2021, 2022)  
6 x Nomination designer of the year by EPDA (2017,2018,2019 & 2020, 2021, 2022)  
6 x Winner Bicycle Brand Contest  
3 X Clio Awards  
3 x Mobius Awards  
3 x Cannes Lions Awards  
6 x Creative Circle Awards  
1 X Designer of the year New Yorkdesign awards  
1 x Good design Award Australia  
1 x designer of the year USA  
12 x Creative Circle



MOBIUS  
Awards

CLIO  
AWARDS



GOOD  
DESIGN  
AWARD  
WINNER

NY  
NEW YORK  
PRODUCT  
DESIGN  
AWARDS

DESIGNER  
OF THE YEAR  
INTERNATIONAL ASSOCIATION OF DESIGNERS



A'DESIGN AWARD  
& COMPETITION  
**WINNER**

WINNER  
A'DESIGN AWARD  
& COMPETITION

LA NOTTE  
PREMIO A

DESIGN AWARD  
& COMPETITION

WINNER





UNITED STATES OF AMERICA AT  
WORLD DESIGN RANKINGS

## BEST DESIGNERS IN UNITED STATES OF AMERICA

Rank	Name Surname	Awards	Score	●	●
1	PepsiCo Design and Innovation	128	532	13	44
2	Lenovo Design Group	14	74	4	10
3	Asbjoerk Stanly Mogensen	26	107	3	6
4	American Standard	5	28	3	2
5	Mikyoung Kim	4	23	3	1
6	Intuitive Global Design Team	2	12	2	-
7	Dennis Furniss	5	24	1	2



## CERTIFICATE OF RECOGNITION



IS HEREBY PRESENTED TO

**ASBJOERK STANLY MOGENSEN**

IN ACKNOWLEDGMENT OF DEMONSTRATED EXCELLENCE AND SIGNIFICANT CONTRIBUTION TO ADVANCING QUALITY STANDARDS IN THE INDUSTRY, AS VERIFIED THROUGH MERIT-BASED ACHIEVEMENTS. THIS RECOGNITION PLACES THE RECIPIENT AMONG THE WORLD'S LEADING ENTITIES IN THEIR DOMAIN OF EXPERTISE. HAVING SATISFIED THE STRINGENT CRITERIA OF MERIT-BASED EXCELLENCE THROUGH BLIND PEER-REVIEW EVALUATION, THE RECIPIENT IS HEREBY RECOGNIZED AS A VERIFIED MEMBER OF THE W-TOP PLATFORM, ACKNOWLEDGING THEIR POSITION AMONG THE FOREMOST PRACTITIONERS IN THEIR FIELD WHO MAKE THE WORLD A BETTER PLACE THROUGH SUPERIOR PRODUCTS.

**TEST** Die vollgefederten E-Mountainbikes fühlen sich  
Trails heimisch. Wir haben genau hingeschaut.

**BIKE Bild** PREIS-LEISTUNGS-SIEGER



**DAVELO**  
E-Trail 2000

M1  
Spitzing







GERMAN  
DESIGN  
AWARD





GERMAN  
DESIGN  
AWARD  
NOMINEE  
**2018**



GERMAN  
DESIGN  
AWARD  
NOMINEE  
**2018**



GERMAN  
DESIGN  
AWARD  
NOMINEE  
**2018**



GERMAN  
DESIGN  
AWARD  
NOMINEE  
**2018**



**GERMAN  
DESIGN  
AWARD  
NOMINEE**



GERMAN  
DESIGN  
AWARD  
NOMINEE  
**2018**



GERMAN  
DESIGN  
AWARD  
NOMINEE  
**2018**



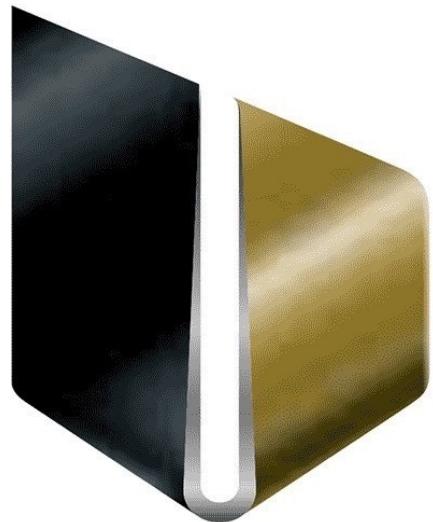
GERMAN  
DESIGN  
AWARD  
NOMINEE  
**2018**



**GERMAN  
DESIGN  
AWARD  
WINNER  
2018**







german  
brand  
award

**“I am electric”**

My computer is electric, my phone is electric, my calendar is electric, my music is electric and my girlfriend is electrically when I'm with her on my electrical media. Now we have bikes also electrically.

I am electric. Are you?

GERMAN DESIGN AWARD WINNER 2018

Diavelo is one of the worlds most design award winning electric bicycles. 17 International awards for innovation, design and high quality. See more fantastic Scandinavian electric bicycles designs on [www.diavelo-bikes.com](http://www.diavelo-bikes.com)









GERMAN  
INNO  
VATION  
AWARD



GERMAN  
INNO  
VATION  
AWARD '19





**GERMAN  
DESIGN  
AWARD  
SPECIAL  
2018**







**GERMAN  
DESIGN  
AWARD  
WINNER  
2018**



**GERMAN  
DESIGN  
AWARD**



**GERMAN  
DESIGN  
AWARD  
WINNER  
2018**





GERMAN  
DESIGN  
AWARD  
WINNER  
2017

E VOLUZIONE



f  
*pininfarina*





**GERMAN  
DESIGN  
AWARD**





**GERMAN  
DESIGN  
AWARD**





**GERMAN  
DESIGN  
AWARD**



