

Profile: Asbjoerk Stanly Mogensen (Brian)

- **A pioneer in the electric vehicle industry**

- The first to introduce e batteries inside the frame
- 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 500/600
- 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





Awards

WINNER OF:

1 x Muse design Award GOLD
 4 x IF Awards
 4 x Red Dot design Awards
 16 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 award

1 x Runner up A Awards
 4 x Universal Design Awards
 6 x European design Award
 6 x International design award
 2x Bicycle brand Contest
 12 x Eurobike Awards
 3x Taipei Cycle d&i GOLD awards
 14 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 York design awards
 1 x Good design Award Australia
 1 x designer of the year USA
 6 x Creative Circle



Client list

- IKEA Folkvänlig
- Pininfarina Evoluzione
- Maserati
- Jeep
- Kawasaki
- Bugatti
- Mercedes
- Renault
- Mini Cooper
- Ferrari
- Pagani
- Haibike
- Raleigh
- Ghost
- Winora
- Sparta
- Mahindra
- Brose
- Schwinn
- Merida
- Chaos
- Nishiki
- Winther
- COOP
- Biltema
- Thansen
- Matra
- Velo Solex
- Easybike
- Dott
- Circ
- Okai
- Jump
- Diavelo
- Bafang
- Bosch Motors
- KOGA
- Lamborghini
- enViolo
- GT
- Copenhagen University
- Buyk
- BMW
- VW
- FALCO Motors
- Matra Motors
- Babboe
- CarQon
- Carver car NL
- Decathlon
- Lapierre
- N+Bikes
- Batavus
- DiamondBack
- AutoNord
- Verlinvest (Cowboy)
- DS automobile
- N+Bikes
- Mongoose
- Ebike4delivery
- REI
- Bicyklen Copenhagen
- Hopr
- Ernie Kusters
- Aston Martin
- Accell Group
- Brose bike
- Tour De France org
- Cycle Europe
- Sachsenring
- Pantone
- Cannondale
- Ebike Labs
- Swiss emobility Group
- M-Way
- Colag
- Elektrofahrrad einfach
- Mifa
- Lapierre
- Bodo bicycle factory
- Hercules (ZEG)
- Stella
- Brose Motors
- Dyaco (Cikada)





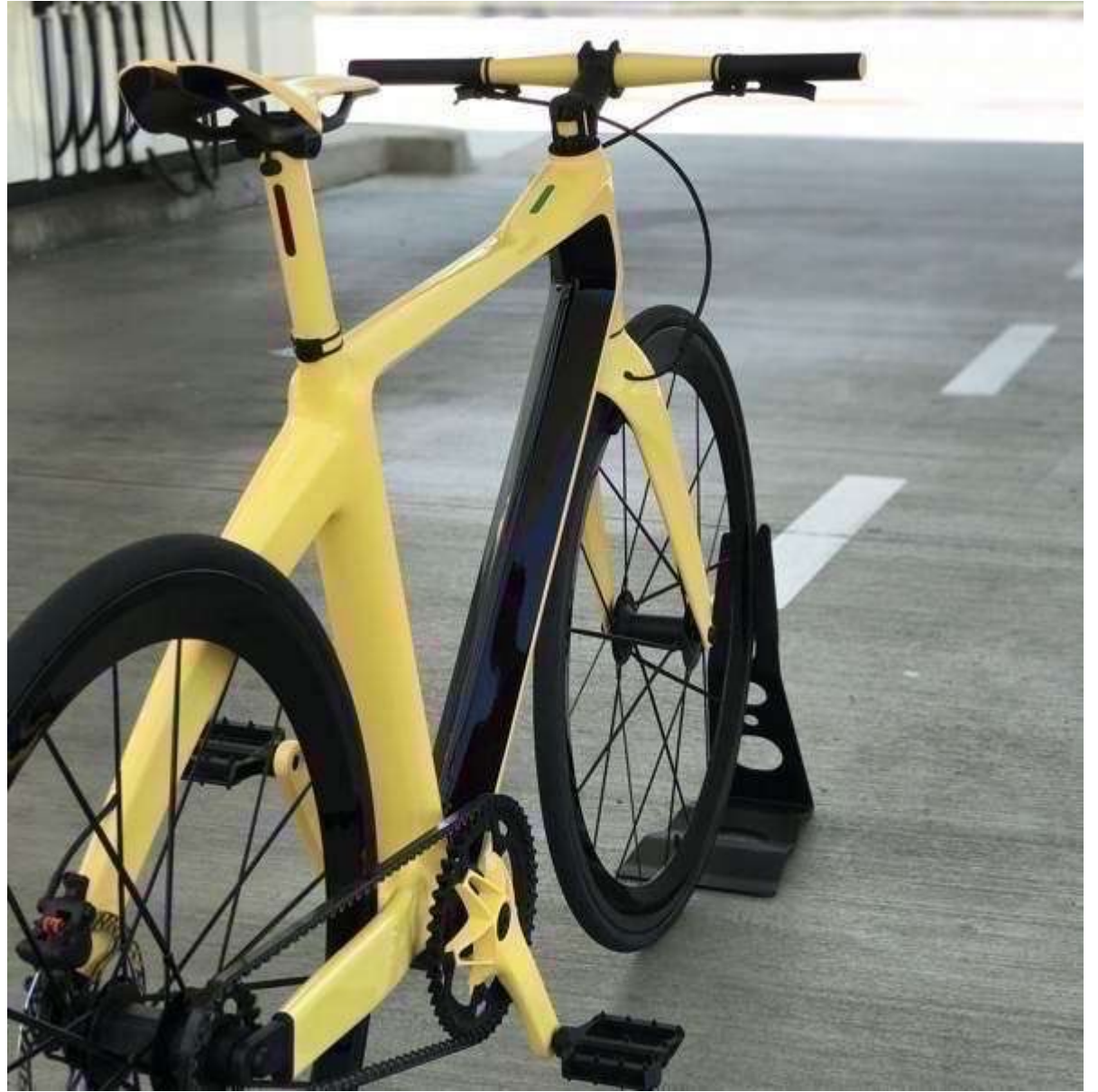




BUGATTI BIKE full carbon







BUGATTI EBIKE

Worlds lightest ebike

8,2 kilo

Full carbon



BUGATTI EBIKE

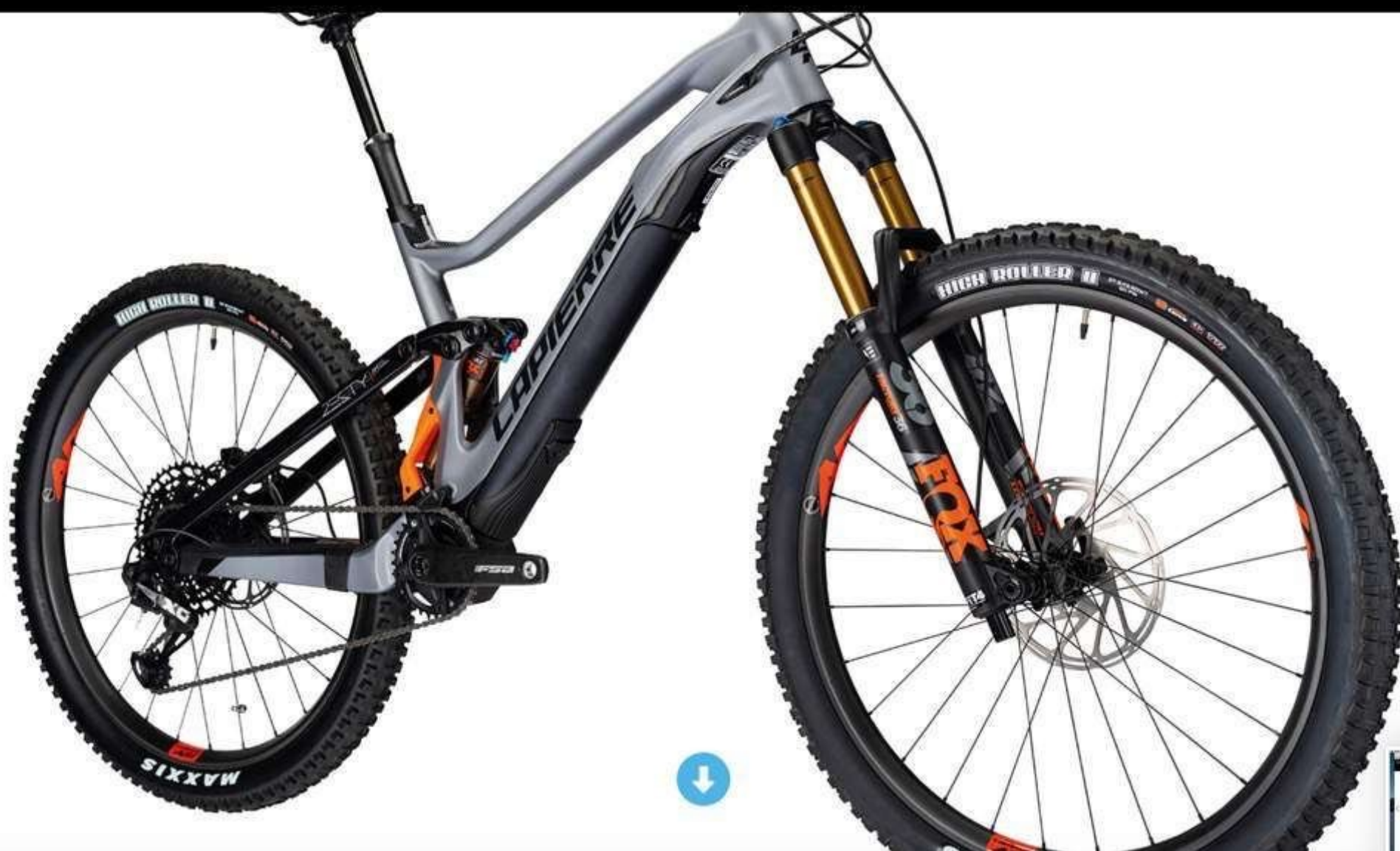
Worlds lightest ebike

8,2 kilo

Full carbon







MASERATI full carbon



LAPIERRE



Pagani full carbon



MASERATI



MERCEDES full carbon



RENAULT full carbon

