

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



Asbjoerk Stanly Mogensen (Brian Hoehl)

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



A'DESIGN AWARD
& COMPETITION





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





WORLD'S LEADING DESIGNERS

Asbjoerk Stanly Mogensen

#DesignClassifications
designers.org/!178624

World's #1 Ranked - Best Designer in 2025

World's Leading Expert in Vehicle, Mobility and Transportation Design

DAC
1# The World
Vehicle Design

ASBJOERK STANLY MOGENSEN

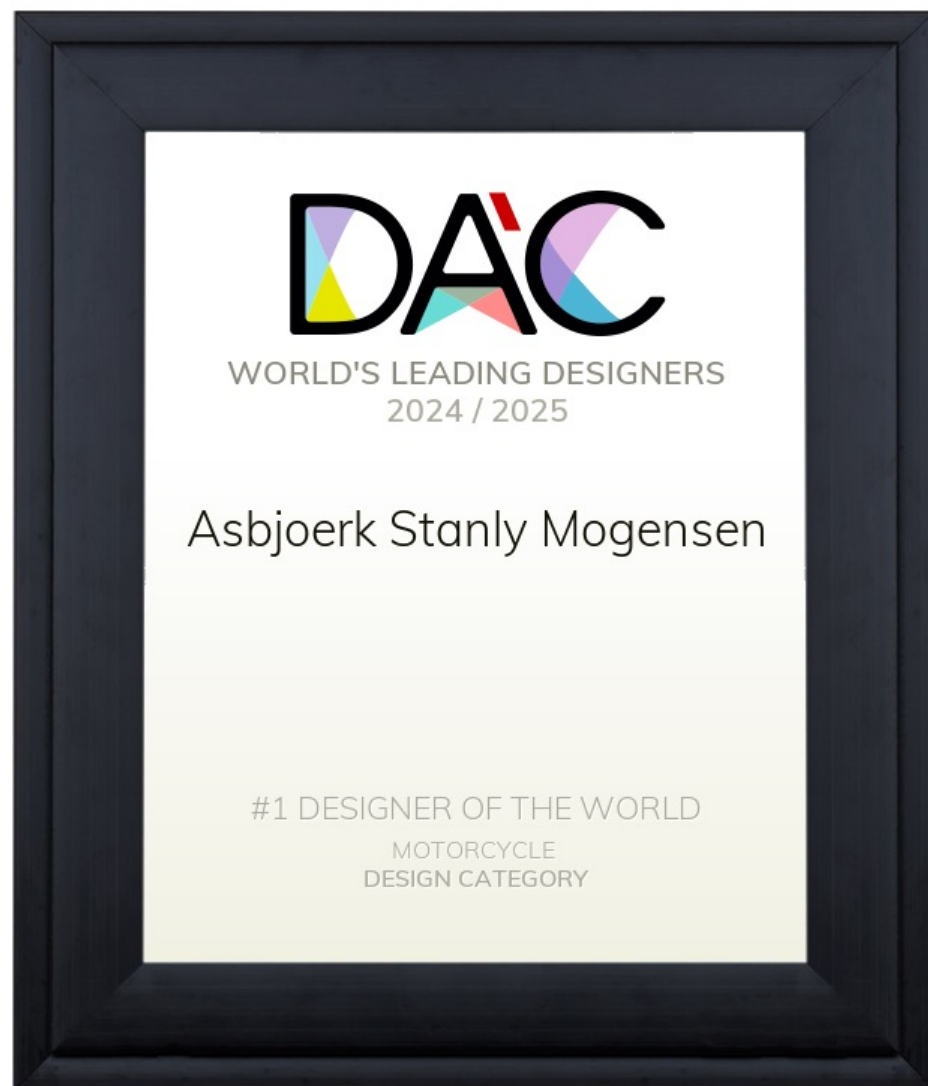
***WORLD'S #13
RANKED DESIGNER***



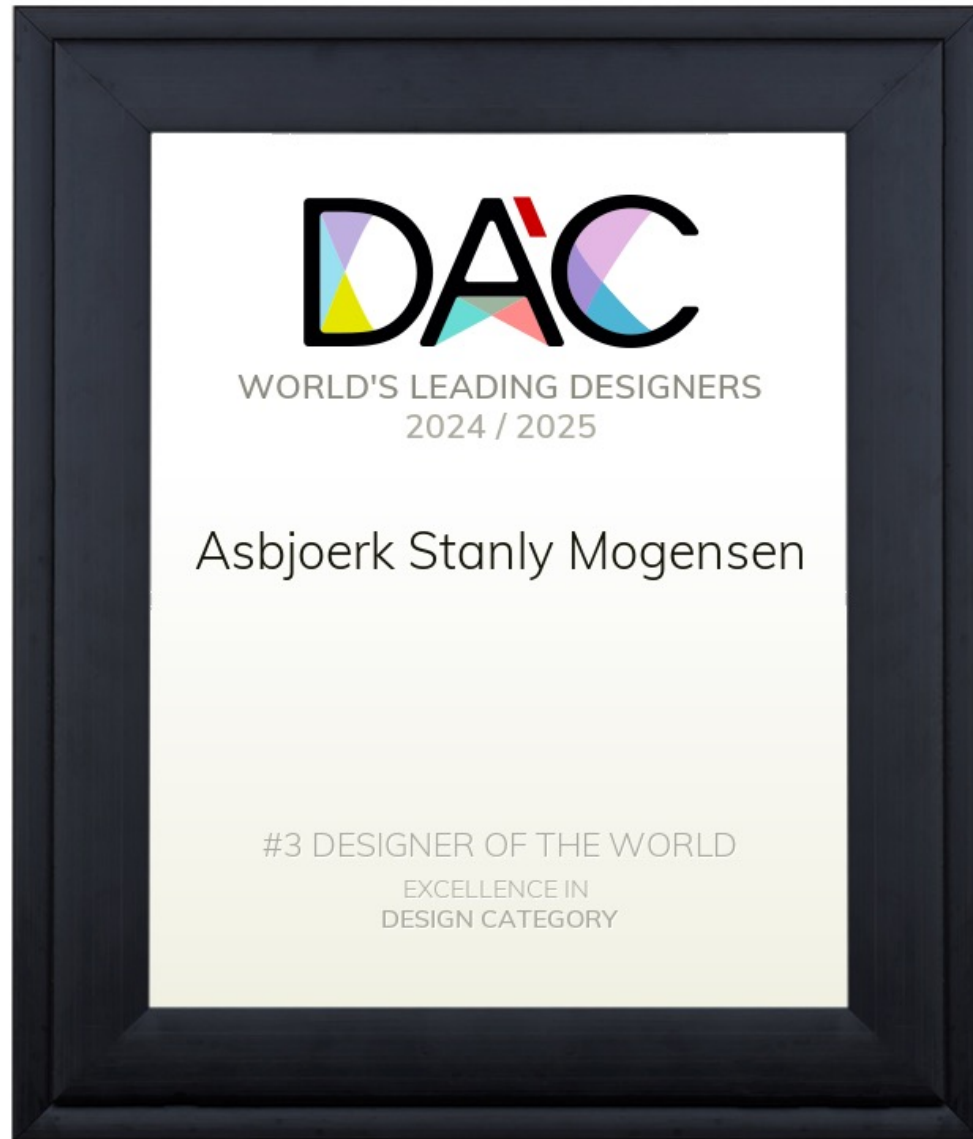
#DesignerRankings
designers.org/!178624

**BEST
DESIGNERS
OF THE WORLD
2024/2025**

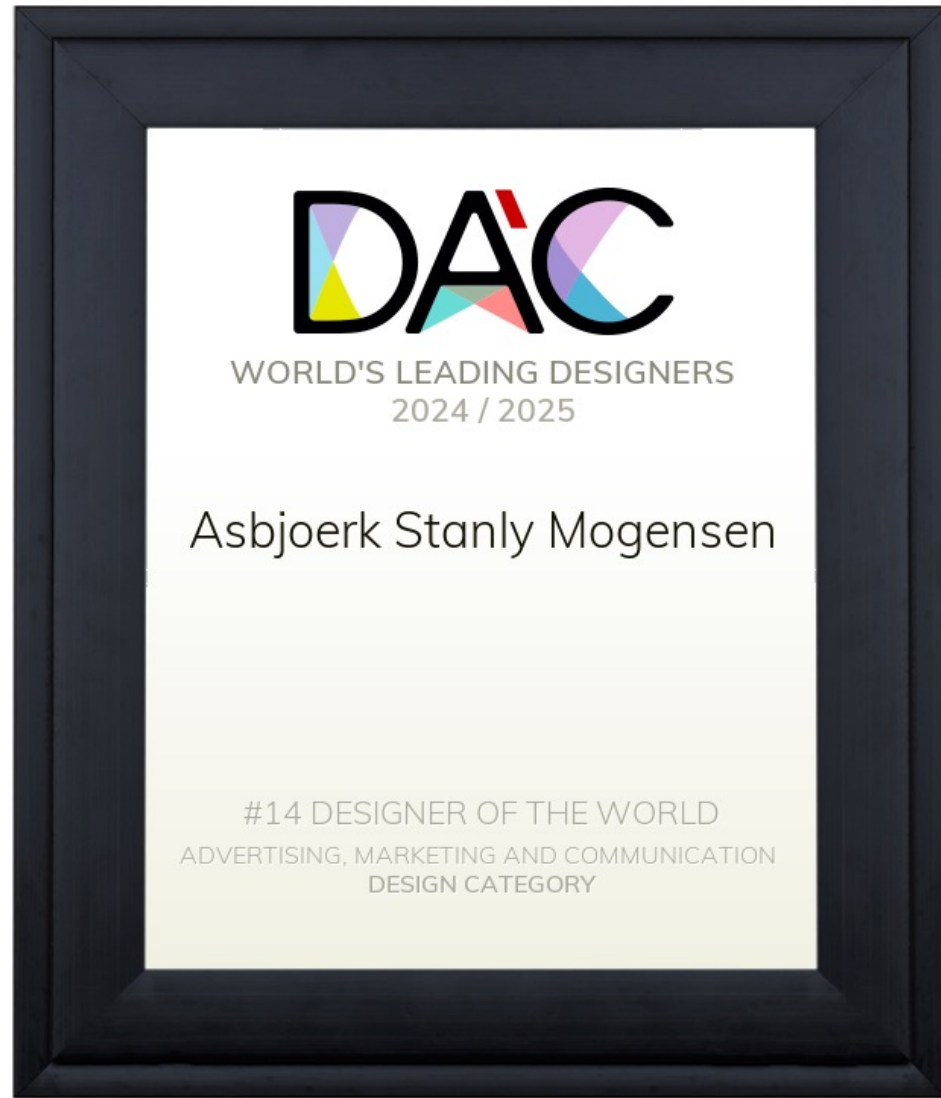
World design ranking all
design
13# The World
All Design



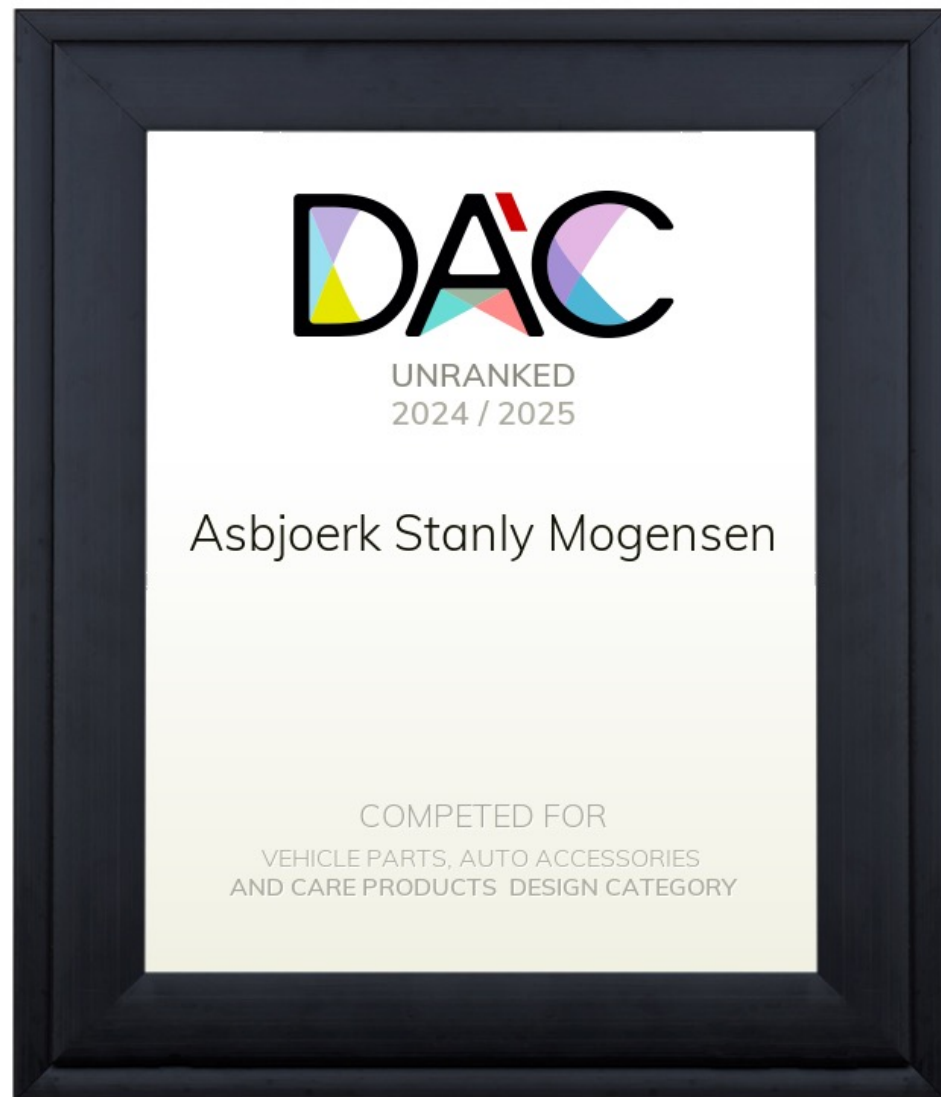
DAC
1# The World
Motorcycle design



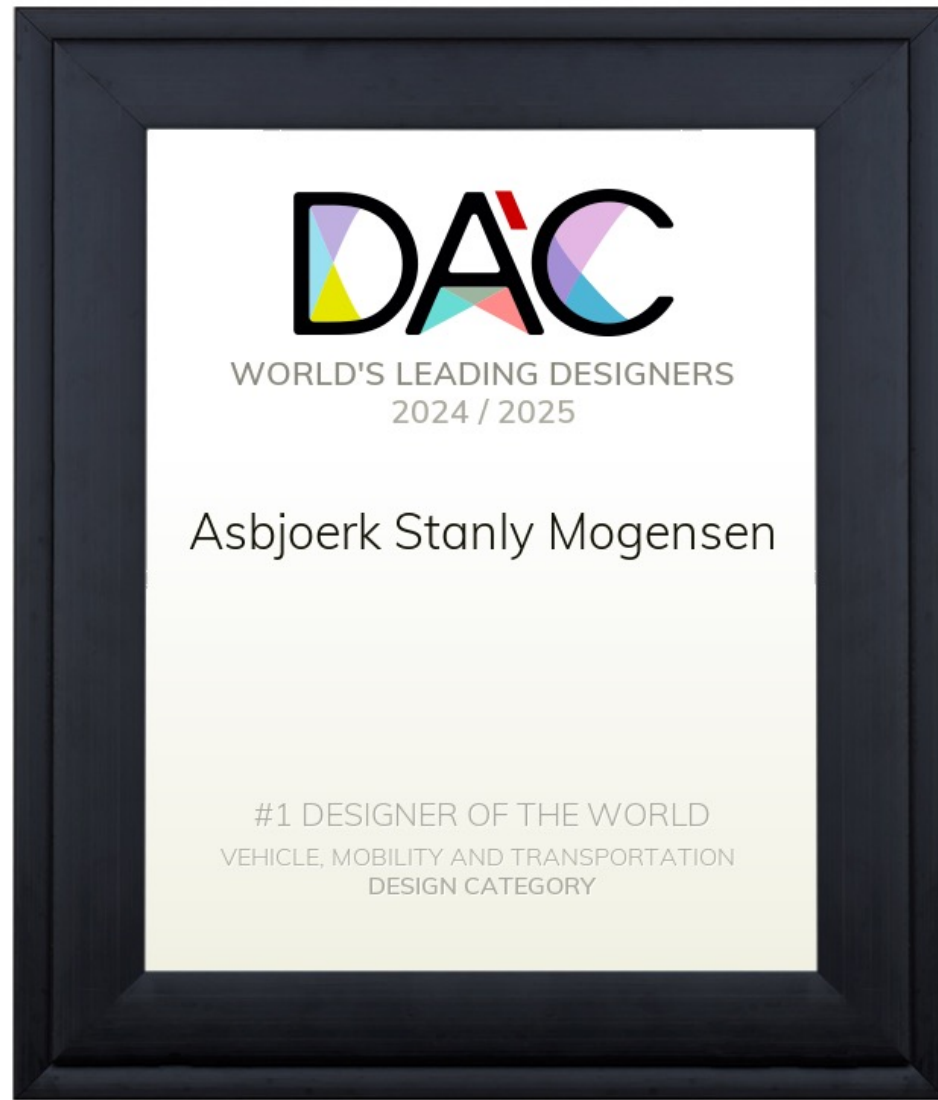
DAC
3# The World
Excdellence



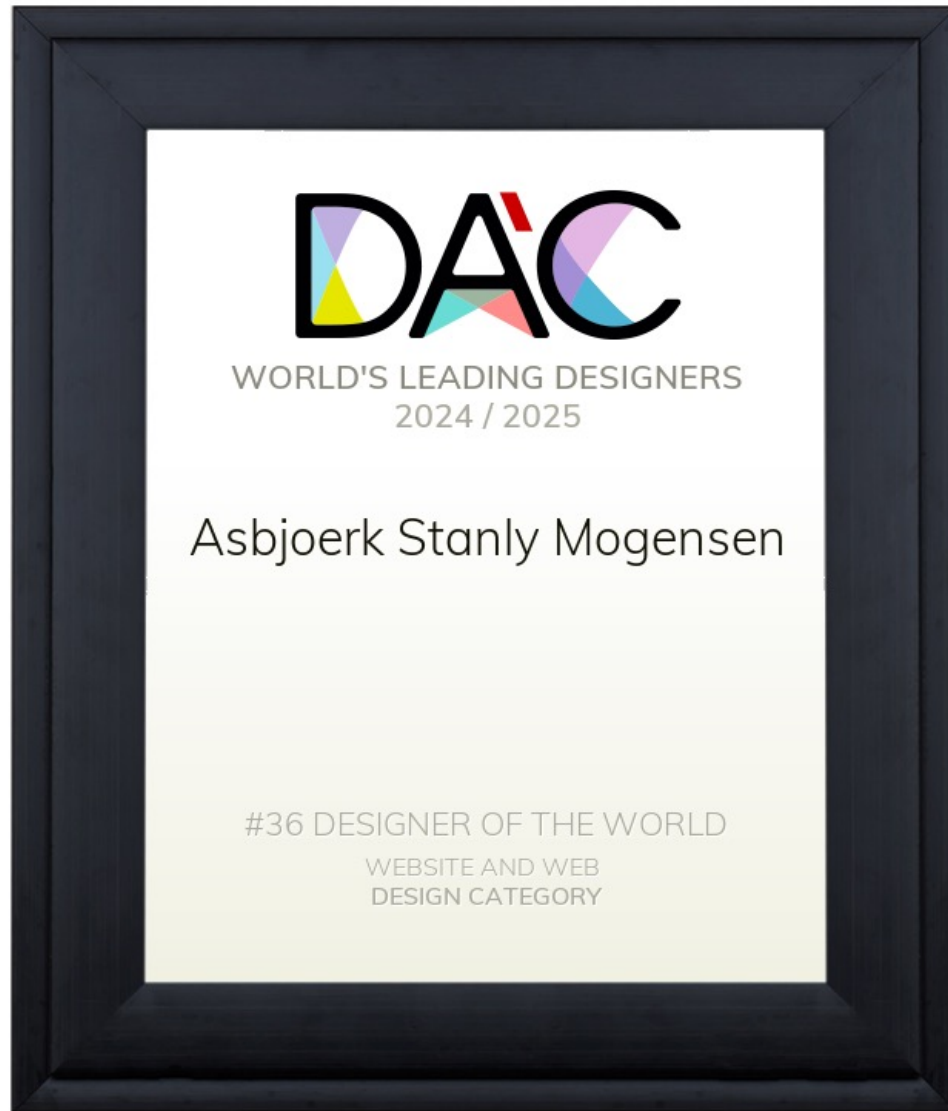
DAC
14# The World
Advertising design



DAC
Autoparts



DAC
1# The World
Vehicle design



DAC
36# The World
Web design



WORLD'S LEADING DESIGNERS

Asbjoerk Stanly Mogensen (Brian Hoehl)

World's #1 Designer in 2020

Vehicle, Mobility and Transportation Design

designers.org/!178624

#DesignClassifications

WORLD DESIGN RANKING

1# The World

Vehicle Design



**#3 DESIGNER IN
UNITED STATES
OF AMERICA 2020**

Asbjørk Stanly Mogensen (Brian Hoehl)

About WDR - World Design Rankings

This is to certify that on October 28, 2020, Asbjørk Stanly Mogensen (Brian Hoehl) was ranked #3 among all designers in United States of America who have competed in the international *AD* Design Award & Competition. The WDR - World Design Rankings ranks the very best, award winning designers and brands in all countries in order to highlight and determine the top creators from across the globe. The WDR rankings system has become an important reference when discussing about design potentials of countries worldwide.

LEARN MORE ABOUT WORLD DESIGN RANKINGS AND SEE LATEST STANDINGS AT [HTTP://WWW.WORLDDESIGNRANKINGS.COM](http://WWW.WORLDDESIGNRANKINGS.COM)

WORLD DESIGN RANKING

3# USA

All disciplines



Lifetime
Grand Master
Title
All disciplines by
The World Design Consortium



**WORLD
DESIGN
RATINGS**

**DESIGNER TITLE
PROCLAMATION**

January 26, 2021 / 178624

ASBJOERK STANLY MOGENSEN (BRIAN HOEHL)

has been awarded lifetime honorific designer title of

GRAND MASTER

by the World Design Consortium



*#3 DESIGNER IN
UNITED STATES
OF AMERICA '2024*



Asbjoerk Stanly Mogensen



ASBJOERK STANLY MOGENSEN

has been awarded lifetime honorific designer title of

GRAND MASTER

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December 17, 2024 / 178624



Vehicle Design Classifications








World's Best Vehicle Designers, Ranked by Number of Design Awards Won by Each Designer, Worldwide.

[VIEW RANKINGS](#)

| Rank | Country / Designer |
|------|--|
| 1 |  Asbjoerk Stanly Mogensen United States |
| 2 |  Ignas Survila Lithuania |
| 3 |  Anadolu Isuzu Design Team Turkey |
| 4 |  Hakan Gürsu Turkey |
| 5 |  James Lee Hong Kong (China) |
| 6 |  Bashar Ajlani United Arab Emirates |
| 7 |  HAOTING Technology Co., LTD. Taiwan |

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 |  Asbjørk 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 |





ASBJØERK STANLY MOGENSEN

— IS A — **DESIGN HERO**

Asbjørk Stanly Mogensen is a design hero,
Asbjørk works hard everyday to make the
world a better place with good design.
Asbjørk is an innovator, a visionary of good
design.

A'DESIGN AWARD
& COMPETITION



Discover More Design Heroes At:
<https://adesignaward.com/heroes.php>