

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





reddot
design award



GERMAN
DESIGN
AWARD



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



MOBIUS
Awards

CLIO
AWARDS



GOOD
DESIGN
AWARD
WINNER

NY
NEW YORK
PRODUCT
DESIGN
AWARDS

DESIGNER
OF THE YEAR
INTERNATIONAL ASSOCIATION OF DESIGNERS



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

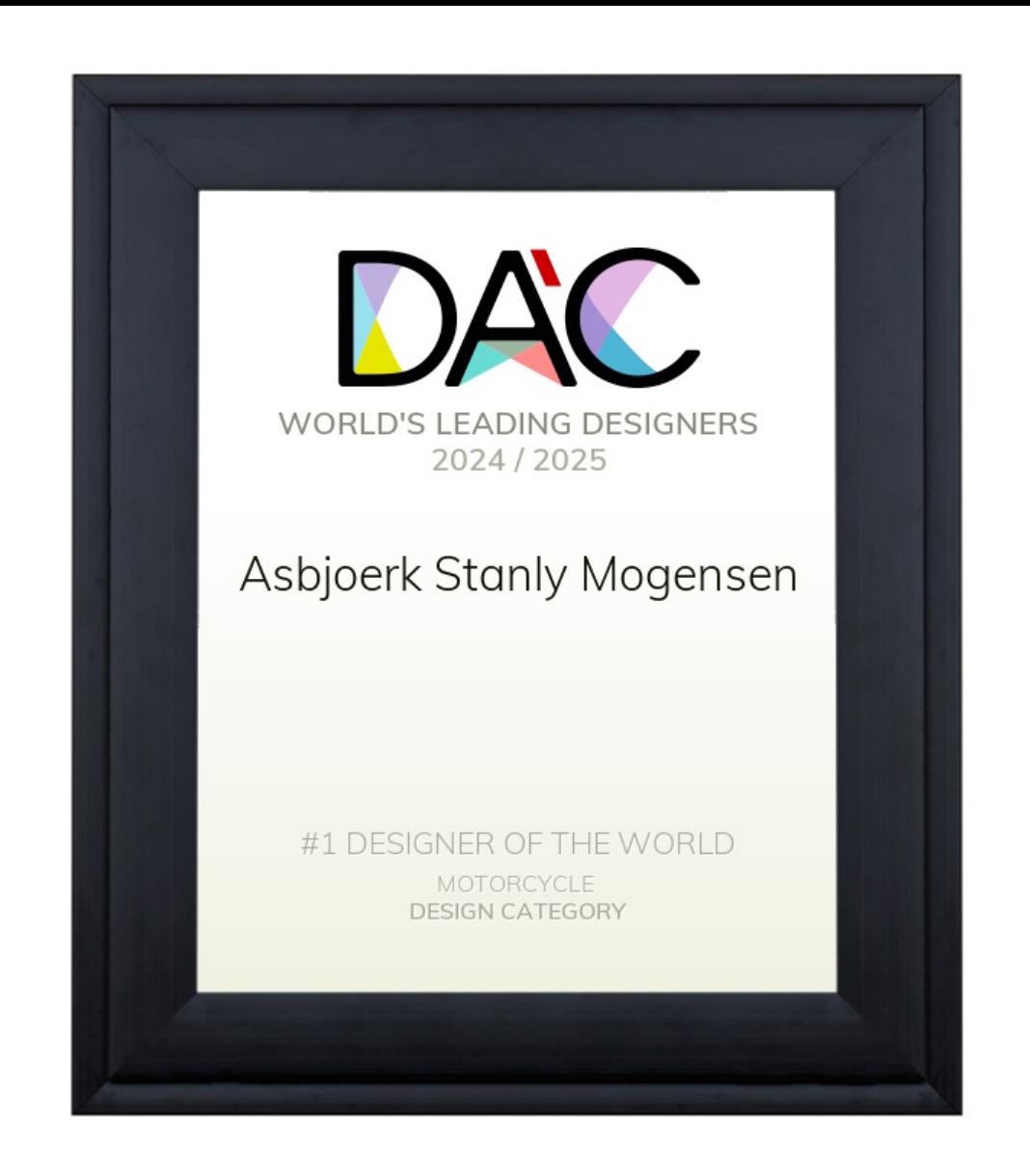
***WORLD'S #13
RANKED DESIGNER***



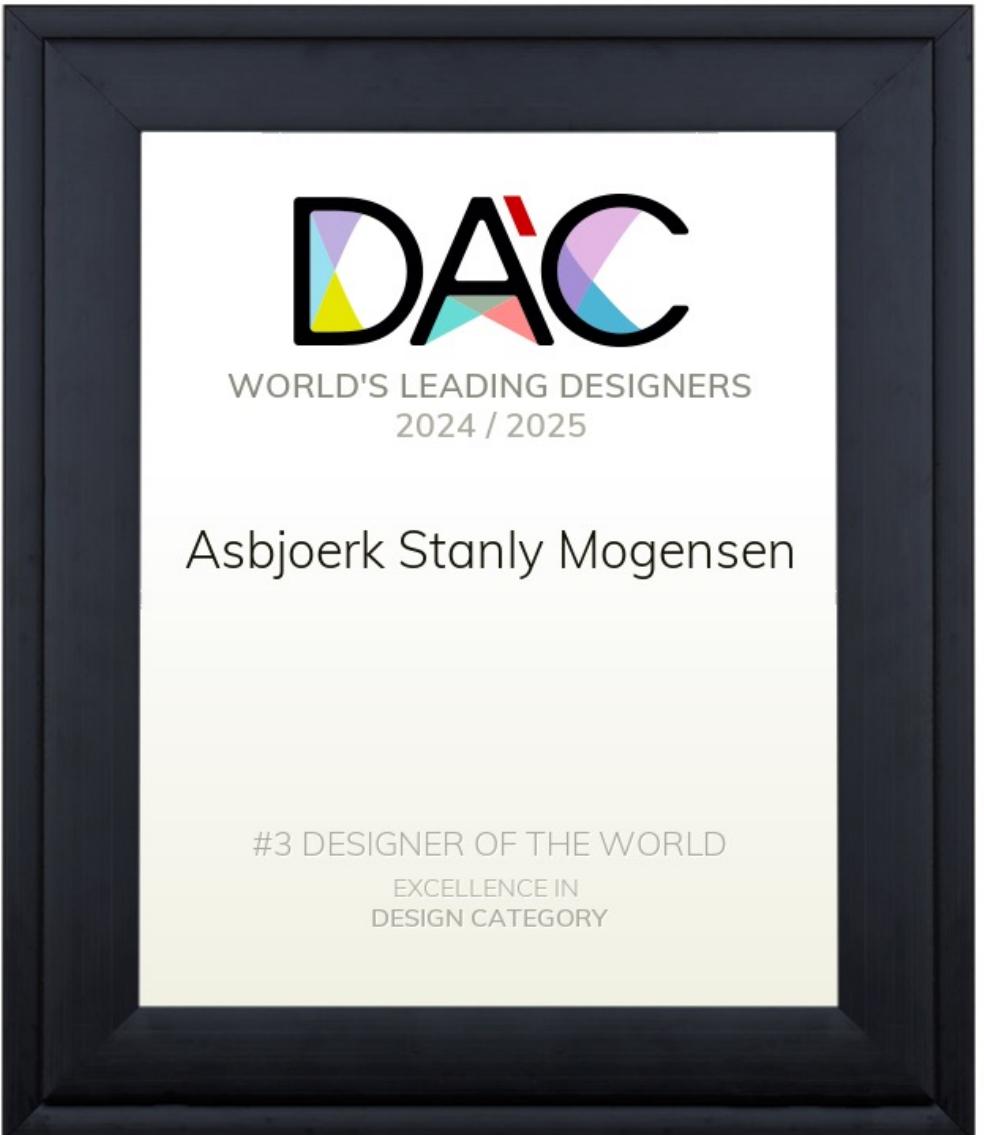
#DesignerRankings
designers.org/!178624

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

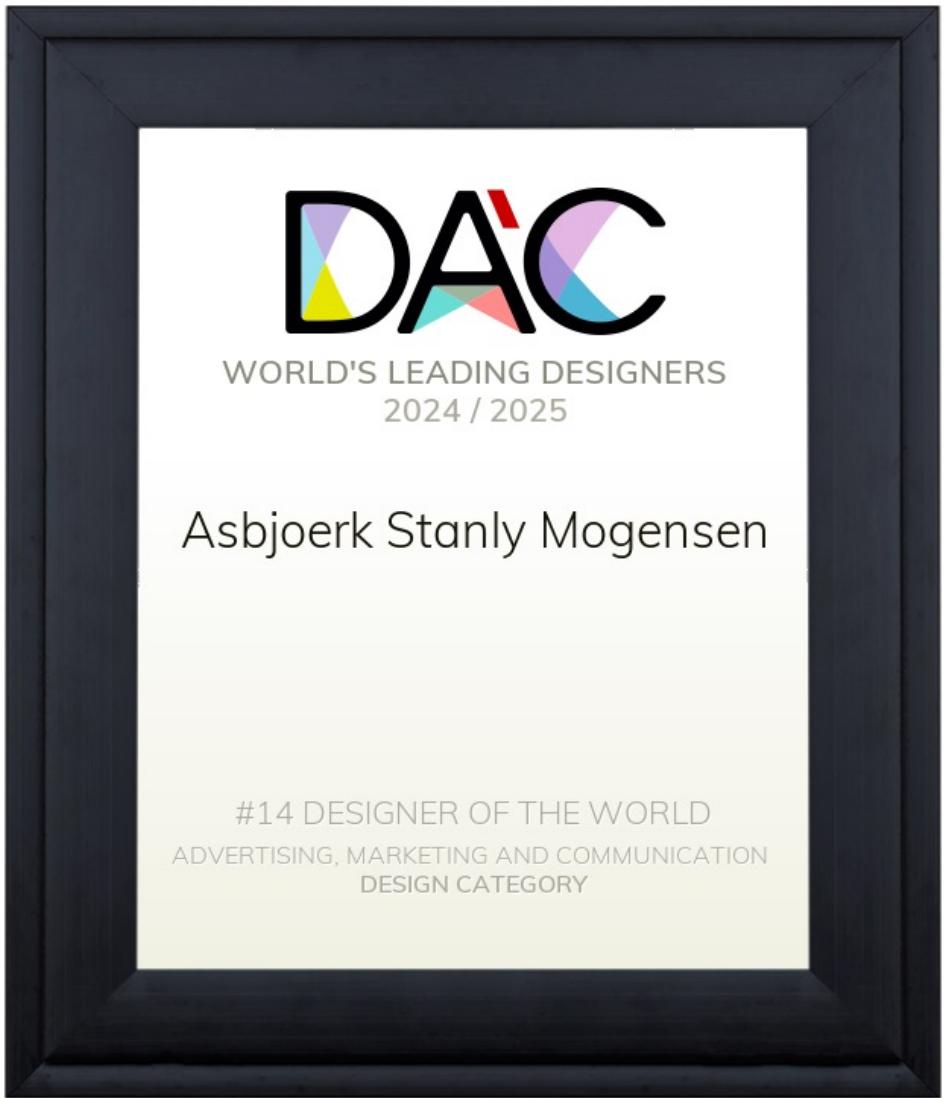
World design ranking all
design
13# The World
All Design



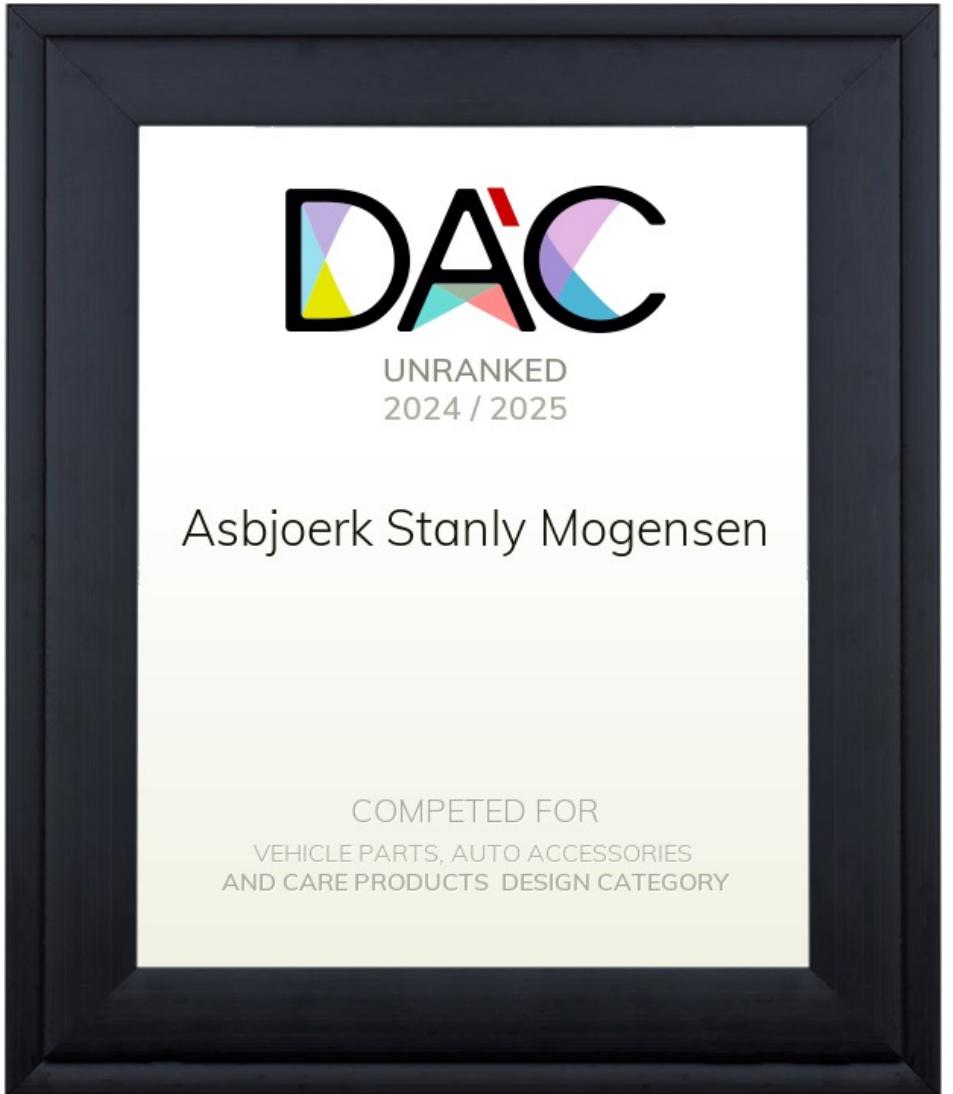
DAC
1# The World
Motorcycle design



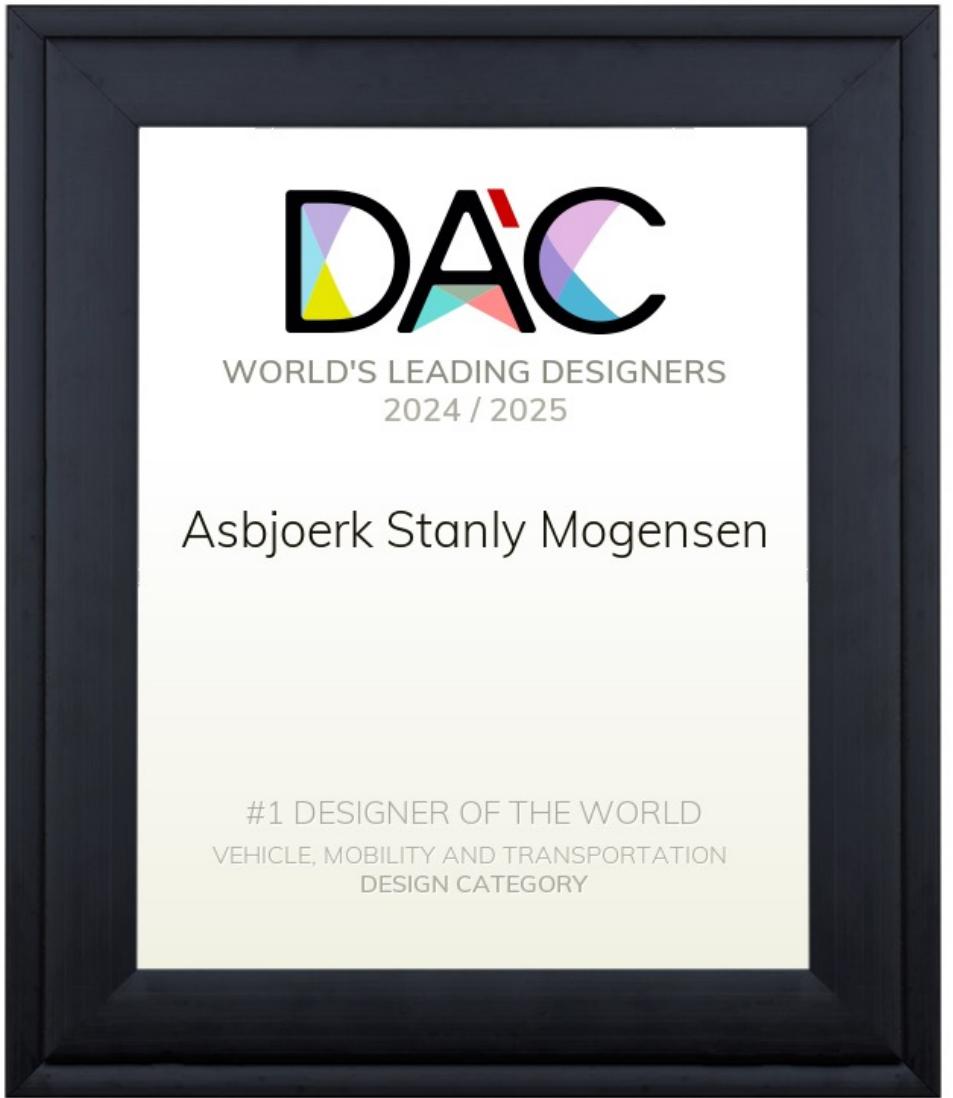
DAC
3# The World
Excdellence



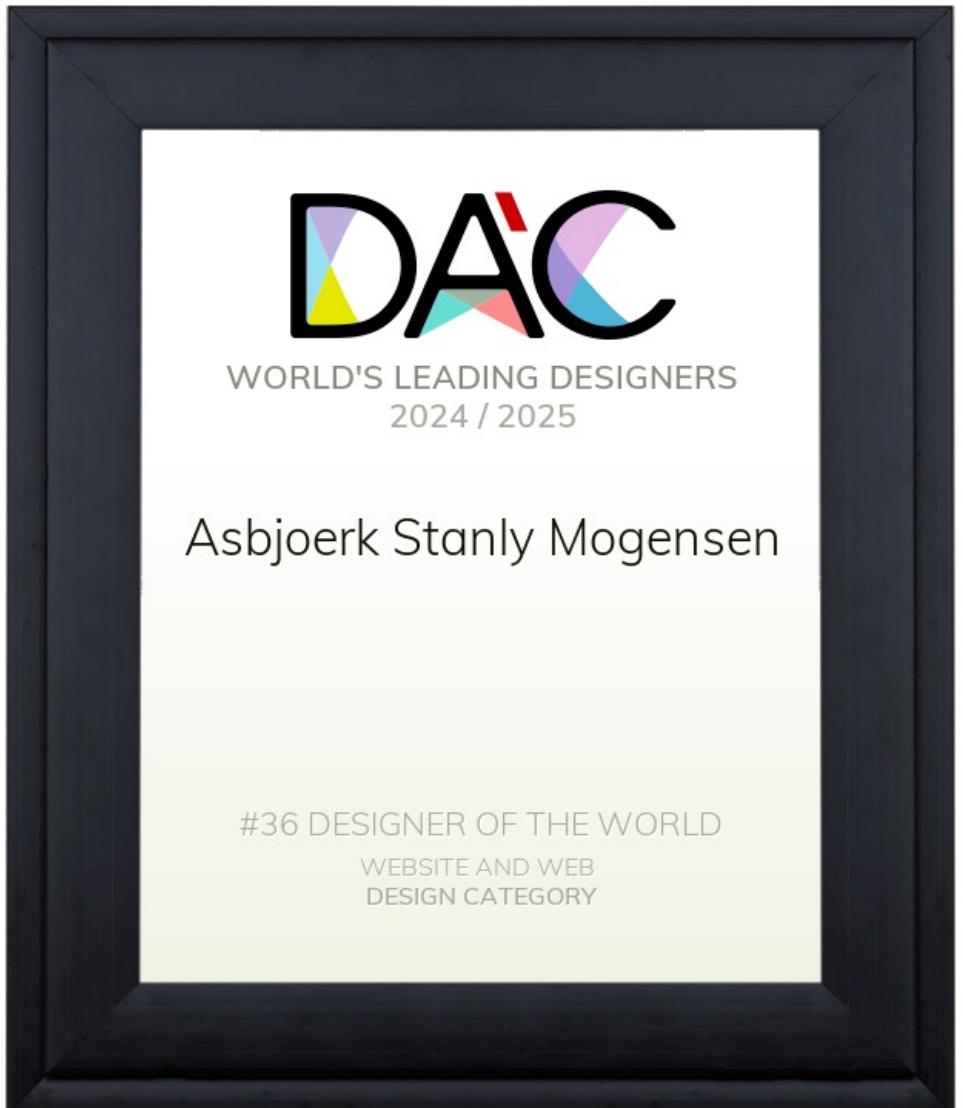
DAC
14# The World
Advertising design



DAC
Autoparts



DAC
1# The World
Vehicle design



DAC
36# The World
Web design



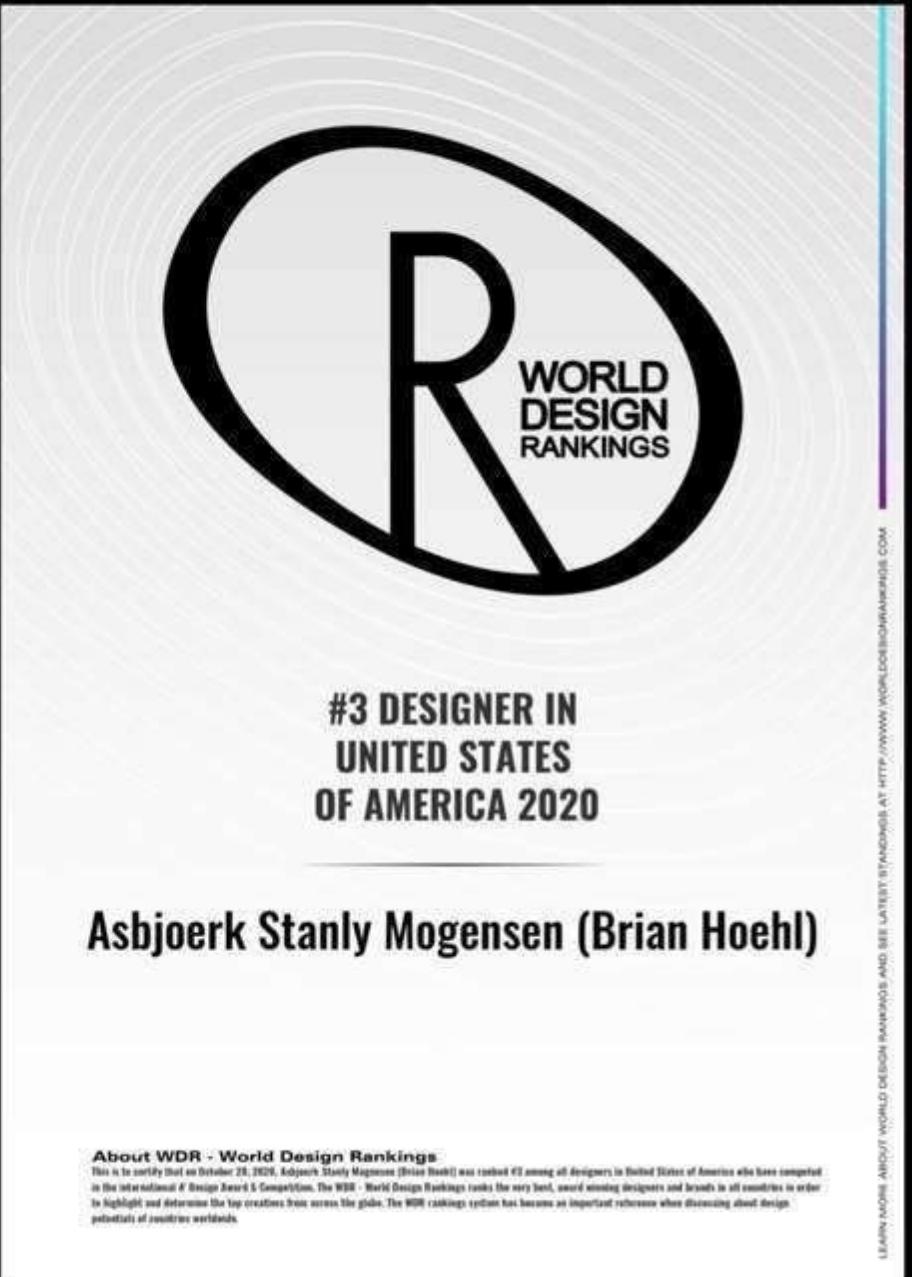
WORLD'S LEADING DESIGNERS

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



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





Asbjoerk Stanly Mogensen



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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 Kingdom
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

6:45

worlddesignrankings.com — Private

 WORLD DESIGN RANKINGS

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



**DESIGN
HERO**



ASBJOERK
STANLY MOGENSEN

— IS A —
**DESIGN
HERO**

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

A'DESIGN AWARD
& COMPETITION

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