

**ASSOCIATION
OF EUROPEAN BUSINESSES**

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PRESS RELEASE

The Association of European Businesses Changes its Visual Identity

From 1 January 2014, the Association of European Businesses will adopt a new corporate logo.

This will replace the one that has been in use since 2007, and will consist of a blue sign with the letters “AEB” in white, surrounded by yellow stars and, in Latin script, “The Association of European Businesses”. The logo references the European Union through the use of yellow stars and in the colour of the background. At the same time, it stresses the AEB’s open and vibrant nature.

While reviewing the AEB’s corporate identity, members were asked to vote on our slogan, which is: “Quality information. Effective lobbying. Valuable networking.” Over a quarter of those voted for the new slogan, which will be effective from 1 January 2014: “Connective. Informative. Effective.”

The CEO of the Association of European Businesses, Frank Schauff, commented: *“In recent years the AEB was noted for the statistics of its Automobile Manufacturers and Commercial Vehicles Committees, but also for thorough analyses as well as collective expertise on issues European companies in almost all sectors face in Russia. The decision of the Board to further develop the corporate identity is a milestone in the harmonization of the AEB’s appearance, with its essence as a very democratic and forward-looking organization.”*

*For more information, please contact AEB Communications Manager/Press Secretary
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