

Press information

Wuppertal, July 01, 2026

akf-Bank and akf-Mobility to launch new brand identity as planned on July 1, 2026

With their brand relaunch and the resulting sharpened positioning, the companies of the akf-Group are making their affiliation with the Vorwerk family-owned group and their industry expertise even more visible.

As of July 1, the akf-Group's new brand identity will go live. The new brand architecture follows a clear principle: one strong brand – many specialized competencies. As the umbrella brand, akf-Bank brings together all activities, namely financing solutions for the various sales divisions and investment products, as well as the two independent companies akf-Mobility, formerly akf servicelease, and akf leasing, under one unified and strong brand identity. The new name akf-Mobility has now also been entered in the commercial register.

With a new, modern look and feel, akf is also moving visually closer to its parent company Vorwerk, including through a revised dark green color scheme and a logo featuring the Vorwerk wordmark. By implementing the new brand identity on July 1, akf-Bank is reaffirming its affiliation with Vorwerk while also sending a signal of stability and future orientation. In doing so, it underlines its ambition to become even more visible as a partner for German SMEs.

With its brand relaunch, akf-Bank is making its industry expertise even more visible and creating a consistent, trustworthy brand image that is expressed in every market segment and across every channel. Its specialized business units agrarfinanz, autofinanz, caravanfinanz, energiefinanz, industriefinanz, marinefinanz, robotikfinanz, and akf-factoring use the shared akf-Bank logo together with their own business unit identifiers and their own color and design worlds. The new umbrella brand logo of akf-Bank, endorsed by the Vorwerk Group, and the dark green color scheme are visible signs of the backing of the more than 140-year-old family company Vorwerk. The independent company akf-Mobility, whose entry in the commercial register now also marks the official launch of the new company, formerly akf servicelease, and akf leasing expand the akf-Group's range of services and strengthen its market position. Both follow the same design principles as the umbrella brand and carry the same shared design DNA.

The new brand identity launching on July 1 combines akf-Bank's decades of expertise in financing German SMEs with a modern, clear visual appearance. At the same time, the bank is emphasizing its close ties to its parent company, the internationally active family group Vorwerk, thereby strengthening its brand identity. "The bank that is different is a bank that makes a difference. With heart and mind, we create holistic solutions that inspire."

With this brand promise, akf-Bank is now making even clearer, as part of its new brand identity, what has distinguished it since its founding in 1968.

"With the relaunch, we are making even more visible what akf-Bank has stood for for decades: it is a reliable financing partner for German SMEs, distinguished by a strong commitment to collaboration, innovative ideas and solutions, and deep professional expertise. At the same time, we are bringing our affiliation with the Vorwerk Group into sharper focus and refining our profile as a high-performing, future-oriented specialist bank," summarizes Guido Mertsch, Head of Marketing and Communications of the akf-Group.

About akf-Bank

Akf-Bank is a specialist financier for asset-based financing solutions and focuses on companies in the fields of mechanical engineering, vehicles, and technology. As a reliable partner for SMEs, it supports customers, dealers, and manufacturers with investment, sales, and procurement financing along the entire value chain.

Headquartered in Wuppertal, the bank is part of the Vorwerk Group and combines the stability of an established corporate group with the flexibility of a specialized SME financier. Since 1968, akf-Bank, together with akf leasing and akf-Mobility, has been successfully active in numerous industries, including the metal and plastics industry, printing and paper processing, as well as the vehicle, yacht, and agricultural technology trade. At the same time, it is specifically expanding into future-oriented fields such as mobility, renewable energies, and robotics.

The product portfolio of akf-Bank, akf leasing, and akf-Mobility includes innovative loan solutions, leasing models, hire purchase, and factoring to optimize operational liquidity. In addition, akf-Bank offers attractive and secure investment products for private customers.

Alongside traditional financing models, akf-Bank also develops structured solutions for future-oriented business models, for example in the area of "as a service" or for usage-based billing models. With its industry expertise, technological affinity, and lean decision-making processes, akf-Bank sees itself as a long-term financing partner for businesses.

Since its brand relaunch on July 1, 2026, the Wuppertal-based specialist bank has made its affiliation with the Vorwerk family group even more visible. This strategic step sends a signal of stability and affiliation and underlines its ambition to move even more strongly into focus as a partner for SMEs.

More information at www.akf.de and www.akf-mobility.de

24.07.2026

Seite: 3 / 3

Press contact

Guido Mertsch

Head of Marketing & Communications

akf bank GmbH & Co. KG

akf leasing GmbH & Co. KG

akf mobility GmbH

T +49 202 25727-2900

M +49 172 203 9004

g.mertsch@akf.de
