

akf-Mobility becomes official mobility partner of Borussia Mönchengladbach

akf-Mobility, part of the akf-Group, has now entered into a new premium partnership with the German soccer team Borussia Mönchengladbach.

The premium partnership strengthens akf-Mobility's new brand identity as well as the overall brand presence of the akf-Group. At the same time, it supports the akf-Group's positioning: being different and making a difference. Under the two-year cooperation agreement, akf-Mobility, as the new official mobility partner of Borussia Mönchengladbach, receives extensive advertising and presentation rights. In future, akf-Mobility will keep Borussia Mönchengladbach moving and provide the vehicle fleet.

The new partnership is part of akf-Mobility's future strategy, formerly operating as akf servicelease. As a mobility and fleet partner for SMEs, the company has been trading under its new name since the akf-Group's brand relaunch on July 1, reflecting the significant expansion of its business area. The cooperation between akf-Mobility and Borussia Mönchengladbach is intended to make the akf-Group even more visible externally as a partner for SMEs and translates the akf-Group's aspiration into a high-profile partnership: to think differently, act reliably, and move people, companies, and now also this traditional football club with its solutions. As part of the Vorwerk Group and a member of the akf-Group, akf-Mobility combines tradition with innovative strength and continuously develops its mobility offering in line with current market requirements. The company supports SMEs in particular with tailored solutions in the areas of vehicle leasing, long-term rental, fleet management, and bicycle leasing. The aim is to help customers achieve their mobility and fleet goals efficiently and sustainably through comprehensive service, maintenance, and insurance solutions.

"The partnership with Borussia Mönchengladbach is a special step for us and a strong signal for the further positioning of akf-Mobility as a reliable mobility partner. Borussia Mönchengladbach stands for tradition, passion, and a close connection with people – values that we also identify with. We are very much looking forward to actively shaping our shared path in the coming years and bringing the cooperation with such a strong partner to life," says Holger Büscher, Managing Director of akf-Mobility.

Marcel Cox, Director Sponsoring & International Partnerships at Borussia Mönchengladbach, also welcomes the partnership: "We are very pleased to welcome akf-Mobility as a strong premium partner by our side. We share common values such as reliability, quality, and the determination to build sustainable partnerships. Trust is the

most important foundation, especially in the area of mobility – which is why we are convinced that akf-Mobility is the right partner for our shared future."

In addition to stadium presence, further communication measures and joint activities are planned as part of the partnership, aimed at engaging fans and customers alike and bringing the cooperation to life with emotion and energy.

About akf-Bank

akf-Mobility, formerly akf servicelease, is a subsidiary of akf-Leasing. Together with akf-Bank, founded in 1968, it forms the akf-Group, which is wholly owned by Vorwerk. Since its brand relaunch on July 1, 2026, the akf-Group has made its affiliation with the Vorwerk family group even more visible. This strategic step sends a signal of stability and belonging while underlining its ambition to be even more prominent as a partner for SMEs.

For more than 30 years, akf-Mobility has supported its SME customers as an experienced mobility partner. It develops innovative, customized, and flexibly adaptable mobility solutions that consistently align with its customers' strategies. The focus is on value-adding solutions for corporate mobility, complemented by maintenance and service offerings. akf-Mobility's advisory approach is based on five central service promises: personal, collaborative, flexible, needs-based, and reliable. With this commitment, the company sees itself as a mobility partner on equal footing and works to make mobility for businesses simpler, more efficient, and more future-oriented. akf-Mobility continuously adapts its service portfolio to market developments and customer needs in order to provide companies with modern and sustainable mobility concepts from a single source.

akf-Bank is a specialist financier focused on asset-based financing solutions for companies, particularly in the machinery, vehicle, and technology sectors. As a mid-sized company, akf-Bank is a primary financing partner for SMEs. 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.

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

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