

A woman with long dark hair, smiling and giving a thumbs up, is the central figure. She is wearing a green and grey safety vest with a lanyard around her neck. The background is a wall of white, cube-shaped objects arranged in a grid. The text 'We think ahead for safety' is overlaid on the top half of the image.

We
think ahead
for safety

BRAND MANUAL

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BRAND MANUAL

We think ahead for safety

Which brand values distinguish us? What effect do we want to have internally and externally? What makes DEKRA unique? You will find the answers to these questions in our Brand Manual. Each of us is a role model for colleagues, customers, partners, and even our families in our actions and appearance. On the following pages you will learn exactly what our brand promise means and how it is lived out by our people around the world. We invite you to share and live out our values so that we can continue to be a strong brand with a unique character.

Together
– for a safe world.

1— DEKRA History

Our brand - a STORY OF SUCCESS

Our founding in 1925 was the beginning of an impressive development during which we went from being purely a vehicle-testing organization to become one of the world's leading expert organizations. Today, we address increasing internationalization with know-how and a uniform, worldwide one-brand strategy. In this way, DEKRA as a brand makes a significant contribution to the enhancement of our company value.

- 1925**
Founding of DEKRA
as a registered
association in Berlin
- 1946**
Stuttgart becomes the
new headquarters
- 1960**
Recognition as a vehicle inspec-
tion and testing organization
- 1973**
Launch of professional
driver training
- 1974**
Founding of the DEKRA
Academy for Vocational
Education and
Training Activities
- 1980**
Certification as a testing
authority for machine safety
- 1988**
Vehicle inspections in neigh-
boring European countries
- 1990**
Commission for technical
inspection services in
the new federal states

CHRONOLOGICAL HISTORY OF THE DEKRA LOGO



- 1991**
Founding of DEKRA ETS with
responsibilities in the fields of:
Technical safety,
material testing,
and construction
- 2003**
Official opening of
DEKRA Technology Center
at the Lausitzring
- 2005**
Development of the
industrial inspection business
- 2009**
Entry into the product
certification business
- 2012**
Expansion of consulting
business for
organizational and
process safety
- 2015**
Entry into the EMC/
wireless testing market
- 2017**
Purchase of Lausitzring:
Founding of a center
for automated and
connected driving

STUTTGART
GERMANY



Günter Raupp

Head of branch office
Stuttgart, 1974-2001

STUTTGART
GERMANY



“We have achieved continuous growth by reacting quickly to new requirements and focusing on solutions. That's how we made our name. We give customers the feeling they can rely on us. ‘DEKRA - anytime, anywhere’: I can still sign off on this slogan today.

GÜNTER RAUPP
Head of branch office
1974 - 2001

2— **Vision
2025**

We will be
THE GLOBAL PARTNER
for a
safe world.

IN THE THREE
AREAS OF LIFE

— ON THE ROAD —



— AT WORK —



— AT HOME —



MISSION



WE ENSURE SAFETY

BY THE INTERPLAY OF

**Technology
& equipment**

By supporting excellence in
the design, configuration,
operation, and maintenance of
technical and equipment.

**Standards
& practices**

By developing and
advancing standards
and practices that
support optimal safety
performance.

**Mindset &
behavior**

By fostering safety
awareness in every mind,
safety knowledge, and
safety-consistent behavior.

WE CONCENTRATE ON



**Preventing
accidents
to protect
lives**

**Global
partnering
with all
stakeholders**

**Being a global
thought leader
in safety**



BECAUSE SAFETY PAYS OFF

FRANKFURT
GERMANY

FRANKFURT
GERMANY

Matthias Witte

Managing Director
DEKRA Automotive Solutions



“At DEKRA, we are experts in ensuring that we can all live and work in a safe environment. To make sure it’s not just my work that contributes to safety, I’m participating in a first aid course. That means I can help in an emergency.”

A stylized, handwritten signature in dark ink, appearing to read 'Matthias Witte'.

MATTHIAS WITTE
Managing Director
DEKRA Automotive Solutions

3— Brand Strategy

To establish
DEKRA as the
LEADING BRAND
for safety.

The brand is the decisive differentiating factor of our company and, at the same time, the driving force behind our growth. Our customers must experience the DEKRA brand clearly and uniquely at every touch point. The DEKRA brand strategy serves as our master plan.

- ▼ We follow a unified one-brand strategy globally.
- ▼ Brand positioning determines the guidelines for our behavior, our appearance, and our standards.
- ▼ The emotional appeal of our company is the core feature that sets us apart from the competition.
- ▼ The DEKRA brand makes a significant contribution to increasing company value.

GUANGZHOU
CHINA

GUANGZHOU
CHINA



Pinky
Li

Manager
Export Support Services



“DEKRA - a reliable and committed partner, where every employee is personally dedicated to safety. I think it's we DEKRA people who make our brand so unique.”

PINKY LI
Manager
Export Support Services

4—

Brand Platform

The attitude
that makes us
UNIQUE.

Our brand platform rests on our attitude with which we treat our customers, partners, and colleagues, the brand promise to bring everything “on the safe side” and the brand values that we live and work by.

We are the
reliable partner
for a good
feeling in life.



OUR
ATTITUDE

OUR
BRAND PROMISE



On the
safe side.

BRATISLAVA
SLOVAKIA

BRATISLAVA
SLOVAKIA

Lubomir
Ochotnický

Managing Director
Slovdekra



“Feeling safe in what you’re doing is important, as you can only deliver your best performance in a stable and safe environment. As a jogger, I wear reflectors on my legs so that drivers can see me in plenty of time.”

A stylized, handwritten signature in black ink, appearing to read 'Lubomir Ochotnický'.

LUBOMIR OCHOTNICKY
Managing Director
Slovdekra

The relevant characteristics that determine our actions.



Brand values



In order to communicate our vision in a credible and relevant way, we all act on behalf of the brand as convincing brand ambassadors. Therefore, our brand values are derived directly from our people values. The people values are described in greater detail in our Vision brochure.

PEOPLE VALUE
RESPONSIBILITY FOR SAFETY



BRAND VALUE
Safety-conscious

We act as role models to ensure safety
– during our work and beyond.

PEOPLE VALUE
CUSTOMER ORIENTATION



BRAND VALUE
Solution oriented

We answer every customer inquiry promptly and look for a solution for each task.

PEOPLE VALUE
ENTREPRENEURSHIP



BRAND VALUE
Visionary

We are proactive and take the initiative.

PEOPLE VALUE
TEAM SPIRIT



BRAND VALUE
Cooperative

We work together, support each other, and share our knowledge.

PEOPLE VALUE
INTEGRITY



BRAND VALUE
Conscientious

We are sincere and honest.

SÃO PAULO
BRAZIL

SÃO PAULO
BRAZIL



Karin
Pacci

Administrative Supervisor
DEKRA Brazil



“Our mission is safety and this doesn’t stop when we’ve provided a service or at the end of a working day. Safety is something you have to practice, all the time and wherever you are.”

Karin Pacci

KARIN PACCI
DEKRA Brazil

5—

[https://
connect.dekra.com](https://connect.dekra.com)

In the “Communication and Brand Management” community, you will find the entire contents of our Brand Manual as well as additional information, guidelines, documents, and stories that make up the DEKRA brand. Visit the community regularly to follow the current developments of our brand!

THANK YOU
VERY MUCH!

We thank all the participants of the Safety Challenge for their commitment to safety and for their contribution to this Brand Manual.



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