

## PRESS RELEASE

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# MAPTUN

April 28, 2023

## Maptun has updated its graphic profile

The engine optimization and vehicle accessories company Maptun was founded in 2000 and has had the same logo ever since. As part of a larger branding effort, the company is now updating its entire graphic profile and has thus also received a new logo.

The new graphic profile intends to bring a more uniform appearance through all of the company's departments and products while at the same time distinguishing itself among the industry's other players. Maptun abandons the red color in favor of a modern blue color palette which brings to mind the company's roots as a Saab specialist.

*"We are a company with strong growth and development which we wish to make clear with the new company profile. We want to give our brand greater visibility, facilitate a strong communication with our customers and showcase our company's full potential"*

**Fredrik Bengtsson, Maptun CEO and founder**

The graphic profile was introduced on April 25, 2023 and will be continuously implemented in all the company's departments and products during the year.

