

Handläggare/Handled by

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## One of the most well-known symbols has undergone some minor changes – like the company behind the symbol



After the merger with Celsius, Saab is a new company. This is being reflected from 19 May also by changes to the company symbol. The "Aerospace" concept is being replaced with "TECHNOLOGIES", a concept that better describes the orientation and operations of the Saab Group as a whole. The company name "SAAB" is now in gold.

The symbol is a further development of Saab's original version, designed by Carl Fredrik Reuterswärd and launched in 1984. The changes have been made in consultation with the designer.

The symbol will communicate the new Saab - Northern Europe's leading high technology company, with broad and unique capabilities in every area from aeronautical engineering, aerodynamics, space technology and underwater technology, to information acquisition, tactical command, precision impact, sensors, image processing and communications technology.

Further information on the new Saab symbol and digital original can be found at <http://online.saab.se> user name: saab password: saffran

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