

Flexis unveils official emblem and brand identity for electric vehicles set to transform urban logistics



- Flexis, the urban logistics electric vehicle OEM, has revealed its new emblem and visual identity, centred on the concept of “city-positive logistics”
- The unveil follows earlier reveal of Flexis range of electric vans, designed specifically to tackle the unique challenges of the urban logistics sector
- With first vehicles expected on UK roads in early 2026, Flexis is advancing its development of an integrated system of EVs and B2B fleet management tools to deliver decarbonised, best-in-class logistics solutions
- Flexis has also today announced the signing of a new Letter of Intent (LOI) with Milk & More, the UK’s leading doorstep delivery milk service.

Villebon-sur-Yvette – 30 June 2025 – Flexis, the urban logistics OEM formed by a joint venture between Renault, Volvo and CMA CGM, has today revealed its official emblem and visual identity for the first time.



Flexis emblem and logo

The new emblem, designed to symbolise Flexis' commitment to 'city-positive logistics', will be prominently displayed across its upcoming vehicle line-up, including the flagship 'Step-In' van, as the company prepares to bring its purpose-built electric vans to European roads.

Brand identity and vision

The reveal marks a significant milestone for Flexis. The emblem embodies the company's forward-thinking vision where urban logistics not only operates more efficiently but also contributes positively to city environments. From cleaner air and quieter streets to real-time data that tracks progress and builds accountability, this approach reimagines logistics to be perfectly adapted for modern cities.

"At Flexis, we are dedicated to revolutionizing urban logistics by deeply understanding and addressing the unique needs of our customers in data, scalability, and fleet management. As the only OEM exclusively focused on this sector, our strategy is to leverage the full potential of electric and digital technologies to enable efficient, scalable, and sustainable solutions. Our emblem symbolizes our mission and value proposition", explains **Philippe Divry, CEO of Flexis.**

"The design of the emblem goes beyond a simple logo — it embodies who we are and reflects our vision of 'city-positive logistics'. We wanted a symbol that reflects the seamless integration between our vehicles, the cities they serve, and the daily experience of drivers. Our design approach focused on creating a visual signature that represents flexibility, adaptability, and the forward-thinking spirit of our team. This emblem is the first visible expression of Flexis' commitment to innovate and support the evolving needs of all urban logistics players." — **Louis Morasse, Chief Designer, Flexis.**

Commercial momentum in Europe

As the brand identity takes shape, Flexis is also making rapid progress on the commercial front. The company has now signed 20 Letters of Intent (LOIs) with leading European logistics providers, highlighting growing demand for its electric-first, city-ready delivery solutions.

Among these, Flexis today announces a new LOI with **Milk & More**, the UK's leading doorstep delivery milk service. As part of the deal, Flexis will supply both the vehicles and its integrated software and services solution, supporting Milk & More's electrification ambitions and reinforcing its commitment to sustainable, community-focused logistics. This latest development builds on previously announced LOIs in the UK with HIVED, as well as in France with Colis Privé and GLS France, and in Germany with DB Schenker and Buskow Logistics GmbH.

Integrated solutions for urban logistics

Flexis' vision for decarbonizing the urban logistics sector goes beyond the hardware of electric vehicles and relies on embedded technology that will allow the vehicles to be integrated into logistics operating systems. In addition to the vehicles, the company is developing a range of software and connected solutions that are already being tested in customers' operating systems and delivering promising results including energy savings and operational optimization.

Today's unveiling comes as Flexis moves closer to production, with vehicle names and embedded features set to be announced later in 2025.

ABOUT FLEXIS

Founded in 2024 and based in Villebon-sur-Yvette, France, Flexis is a European mobility solutions company pioneering sustainable urban logistics. Beyond designing and manufacturing a new generation of 100% electric light commercial vehicles, Flexis delivers integrated fleet management services and software solutions built on a cutting-edge Software Defined Vehicle (SDV) platform. These connected solutions optimize operations for last-mile delivery professionals, their drivers, and the cities they serve, enabling a seamless and sustainable logistics experience. The first Flexis electric vans are scheduled for production at Renault Group's Sandouville plant in 2026. Flexis operates as an independent joint venture backed by Renault Group, Volvo Group, and CMA CGM.

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