

Leadership Guide

Helping You Support Your Teams

We get it. This is a big change, and it affects everyone at some level. We want to ensure that you can answer questions that you may receive from your team members following the parent company rebrand.

Long Story Short

At a Glance

We have a new parent company name and logo:

The Aaon Group. AAON and BASX brands haven't changed. This gives our company a clear identity that stands on its own.

Why it Matters

Our parent company name and branding are exactly the same as one of our product brands – AAON. As we've grown, that's caused real confusion for employees, customers, and investors. This change fixes it.

What This Means for Our Teams

All product brands, names, and market identities remain unchanged. This includes BASX and AAON.



Talking Points

"All of us are now The Aaon Group. One company. One mission."

"AAON and BASX brands haven't changed. The Aaon Group is simply the name of the company that sits above and supports both."

"This clears up longstanding confusion between our parent company name and the AAON product brand."

"Creating a unique parent company brand allows for improved market clarity and portfolio growth. If we acquire another business, they have a home under our parent brand."

* What we need from you

Model Confidence and Excitement—your energy will shape how your team feels.

Create Space for Questions—your team's feedback helps us all move forward.

Questions? Contact your HR business partner.