

"Brose Baskets meet technology" student event day



Coburg/Bamberg/Bad Staffelstein (02. July 2015).

In a unique collaboration, the seven-time German champion Brose Baskets and automotive supplier Brose show around 1,500 students from Upper Franconian schools just how interesting technology can be – in sports and in industry. On four action-packed days, the 5th and 6th grade students get to experience how motivation and perfect execution can lead to success in these two fields. The event series is in its fourth year, this time with the participation of schools from the district of Lichtenfels. The event kicked off on July 2nd in the Adam Riese Hall in Bad Staffelstein.

“Team spirit, precision and timing are key factors in professional sports if you want to win titles and deliver top performance at all times,” says Rolf Beyer, General Manager Brose Baskets. He makes it clear that these skills are also what has made Brose – the sponsor of the professional basketball team of the same name – a world market leader for mechatronic systems and electric motors and drives in automotive applications. The aim of the event, which combines sports and technical activities, is therefore to reinforce these skills in students.

The event days are divided into two parts: the students get to practice shooting and dribbling with the Brose Baskets youth coaches, and they get a chance to do some hands-on experiments to gain insight into automotive technologies. For example, apprentices from the mechatronics specialist explain how an electric motor works, what a block and tackle has to do with a window regulator, or why sensors are needed to teach a robot how to “see, feel and hear”. The students also receive a special learning booklet to deepen their knowledge in class or at home.

“We organize these event days to show young people how fascinating technology is and to get them excited about this occupational field at an early age,” explains Michael Stammberger, Manager Apprenticeship and Training Human Resources Brose Group. The students learn that having a basic understanding of technology and being willing to develop themselves further and take on responsibilities can be a solid foundation for success.

The project gives teachers an opportunity to get in contact with the trainers and intensify cooperation with the private sector.

Brose currently has 380 apprentices in training. Around 280 young adults are learning skilled commercial or technical trades or are completing a dual-track studies program at the automotive supplier's locations in Coburg, Hallstadt and Würzburg.