

Brose Coburg is a "Factory of the Year 2023"



Coburg (20. March 2024) Prestigious award for automotive supplier Brose's plant in Coburg: the production facility won the "Factory of the Year 2023" industry competition in the "Outstanding Transformation: Digitalization and Automation" category. The plant came out on top against more than 70 competitors. At the award ceremony in Leipzig on 14 March, the jury highlighted the production site's success in the development and use of innovative automation solutions. These make production more flexible for different customer requirements and enable more variants to be produced on one machine.

"By bundling technology and manufacturing expertise, the Coburg location plays a key role in Brose's global production network. The automation of production concepts is an important economic component of our competitiveness. I am delighted for the plant team that we have won the internationally renowned competition in this particular category. It is confirmation that we are on the right track with our strategy at a high-wage location," emphasizes Plant Manager Bernd Kaufer.

Around 1,000 Brose employees in Coburg manufacture seat structures as well as seat adjusters and components for almost every automotive manufacturer in Europe, North America and Asia. In addition, prefabrication areas supply Brose's global production facilities with metal and plastic parts from there. As "Factory of the Year", the plant impressed with innovative, economical automation solutions for seat final assembly and a new system for fixture-free welding of standard seat components, among other things. Other components of the success included fully digitalized maintenance processes and redesigned logistics processes for efficient material flows.

The "Factory of the Year" has been honoring the best production sites in the world every year since 1992. The organizer is the global management consultancy Kearney. Since the

industry competition began, more than 2,000 factories have taken part. The prizes are awarded in six main categories and one special category.



Innovative automation solutions are an important part of the production strategy at the Brose plant in Coburg.