

## In-company economic program complete SUCCESS

**Coburg (13. February 2009)** Brose initiated a small "economic program" at its German locations in December last year to help stimulate demand. The first 100 employees to opt for the purchase of a car fitted with Brose products received a company incentive subsidy of 1,000 euros.

Within a short period of time, Brose had exhausted its 100,000 euros budget: 100 employees from Coburg, Hallstadt, Würzburg, Meerane, Wuppertal and Berlin acquired a new car within just two months.

Eighty of them decided to buy a car, 20 took advantage of Brose's attractive lease car offer introduced almost exactly a year ago: so far a total of 140 employees have benefitted from this option.

Compared with private leasing offers, the conditions are convincing: by way of deferred compensation, taxes and social security contributions can be reduced, while employees benefit from the special discounts granted to our company.

There are more than 350 vehicle models available to choose from, manufactured in Europe and fitted with Brose products. Ford is the most popular brand, followed by VW, BMW, Opel and Audi.

The car dealers in the surrounding areas of our German locations also benefit from Brose's lease car offer: the 220 vehicles purchased or leased currently amount to nearly five million euros. "Our employees are aware of the fact that the consumption behavior of each individual is crucial to a quick recovery of the economy," says Jürgen Otto, CEO of the Brose Group.