

Brose reconfirmed as one of Germany's top 100 employers

Coburg (20. May 2010)

Two unrelated surveys – one conducted by consultancy firm Universum Communications, and one by the Trendence Institute for Personnel Marketing – have found that international automotive supplier Brose has continued to consolidate and improve its ranking among Germany's top 100 employers in 2010.

The Trendence Institute published a comparative study in collaboration with Manager Magazin based on a survey of 30,000 economics and engineering students at over 100 German universities. Brose's employer rating among the engineers is very positive: the company moved up 27 places to 70th place, further increasing its level of awareness among this target group.

The Universum study in collaboration with Wirtschaftswoche magazine asked more than 20,000 students in the fields of engineering, natural sciences and computer science about their favourite employers. Among engineers, the target group of particular relevance to Brose, the company was able to defend its previous year's position in 91st place.

Both surveys reveal the main things qualified young professionals are looking for in an employer:

challenging work, secure employment and ways of achieving a work-life balance.

The automotive supplier scores well in this area thanks to Brose Working World, a concept that offers employees exciting work with maximum creative freedom as well as innovative company benefits.

'The improvement in our image as an employer is due in part to our university marketing activities as well as presentations at job fairs, our online personnel marketing activities, our informative website and, not least, our many work experience and research placements,' explains Katrin Menzner, who is responsible for personnel marketing within the Brose Group.

Among the target groups surveyed, there has been a marked increase overall in the attractiveness of the automotive industry, following the crisis year of 2009. This is reflected in the top-five ranking,

which is once again spearheaded by four well-known car manufacturers. In view of this positive development, there was also an increase in the interest shown by the engineers in working for the automotive suppliers listed in the top 100.