

Event series Brose Baskets meet technology in Coburg



Eleven year old Chloe (right) makes everybody else lose their balance thanks to the physical forces of a block and tackle. She's succeeds in doing this even after the students get help from grown-ups: (from left) Michael Stammberger, Manager Apprenticeship Brose Group, Wolfgang Heyder, Director Youth Program Brose Baskets, Norbert Burkhard, Chairman Brose Baskets e. V. and Rolf Beyer, General Manager Brose Baskets.

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On five action-packed days in July, the six-time German champion and four-time cup winner Brose Baskets together with automotive supplier Brose showed 1,500 5th and 6th grade students from Upper Franconian schools just how interesting technology can be – in sports and in industry. Even though the players from the Baskets and the employees from Brose work in two completely different fields, they still share the same values and goals: the drive to always be on top and to achieve success using perfect technology and techniques. This was the idea behind the initiative titled “Brose Baskets meet technology”. The event series is taking place for the third time in a row this year.

During the athletic part of the event, the Brose Baskets youth coaches practice shooting, throwing and dribbling techniques with the kids. The students also get to do some hands-on experiments in automotive engineering: apprentices from the mechatronics specialist explain for example 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 receive a special learning booklet to deepen their knowledge later in class or at home.

“Our goal is to show young people how exciting training at Brose is with the many different technical careers we offer,” says Michael Stammberger, Manager Apprenticeship. The

project also has something to offer teachers: it gives them the opportunity to find more points of contact together with the training instructors to intensify collaboration between schools and industry. For instance, Brose is one of the main sponsors of the “Jugend forscht” youth science competition in Upper Franconia.