

Brose Technology Days: Innovative production process receives award



Around 1,600 people attended the Brose Technology Days in Bamberg to learn more about innovative products, technologies and processes.

Bamberg/Germany (23. April 2019) Brose is facing the transformation in the automotive industry and the digital transition head on with the power to innovate. The family-owned company is doing this in part through collaborative partnerships with suppliers. This is why European business partners and technicians and developers from Brose presented new technologies, products and processes for the fifth time during the Technology Days on 10 and 11 April in Bamberg. With around 1,600 visitors the technology trade fair is Brose's largest in-house event. The company kicked off the Technology Days with its Supplier Innovation Award, its most important form of recognition for outstanding suppliers. It was presented to Otto Bihler Maschinenfabrik GmbH & Co. and the Schürholz Group.

Alanus von Radecki of the Fraunhofer Institute for Industrial Engineering gave a keynote speech explaining the impact of increasing urbanization on mobility and thus the automotive industry. "What will happen in the future when mobility is as ubiquitous as tap water?" An owned car will be just one of many options for individual mobility.

Brose is already working today on solutions for next-generation mobility. The driving experience begins with the car recognizing the user, opening the door, positioning the seats and setting the air conditioning to the desired temperature. Kurt Sauernheimer, CEO of the Brose Group, described the exploration of the new mobility trends of connectivity, autonomous driving, car sharing and electrification as important. However, he also pointed out the importance of the current product range, for which innovations are needed as well - with even better eco-friendliness, higher customer benefits and lower costs.

Three factors are key to the success of Brose today and in the future: “Innovations bring us forward, collaboration makes us successful, but people are still the focus of everything we do,” explained Sauernheimer, encouraging developers, technicians and suppliers to engage in direct dialog. Visitors shared information and ideas on key technologies and the latest developments at 55 trade fair booths. This was also the first time two start-ups took part in the event.

Periklis Nassios, Executive Vice President Purchasing Brose Group, called the technology fair an “important platform and incubator for new ideas and innovations”. “Collaboration with our suppliers has tremendous significance for Brose. A long-term partnership built on trust is the basis for developing new products and technologies.”

Brose presents the Supplier Innovation Award once a year in its Europe, Asia and North America regions in recognition of outstanding innovative achievements and collaborative excellence. This year’s European award went to Bihler and Schürholz. Both companies collaborated with Brose to develop a production technology used to manufacture metal housings for window regulator motors. Combining technologies such as sealed roll and lock housings led to cost, material and weight savings.

On behalf of both of the winning companies, Angelo Castrignano, Managing Director of the Schürholz Group, emphasized the outstanding, fair and solution-oriented collaboration: “This award clearly demonstrates that we are on the right path to becoming a technology expert and competent partner for our customers and for Brose in particular. Recognition like this motivates and excites us to push ahead with even more innovations.”



Intense exchange with suppliers and Brose technologists (from right): Prof. Dr. Thomas Weber (long-standing member of the board of management of Daimler AG responsible for development) with Brose executives Kurt Sauernheimer (CEO of the Brose Group), Periklis Nassios (Purchasing), Thomas Spangler (CTO) and Vice President Development Brose Group Manfred Adams (second row).



Recognized for jointly developed innovative production technology: The Bihler and Schürholz companies received the Brose Supplier Innovation Award.