

Brose awarded Bavarian Quality Prize 2008

Bavarian Quality Prize for Brose plant in Coburg: from l. to r.: Markus Sackmann (Parliamentary state secretary at the Bavarian Ministry of Economic Affairs), Stefan Krug (Plant Manager Coburg), Bernold Schuberth (Director Quality Plant Coburg), Franziska Unger (Quality Plant Coburg), Bernd Schieweck (Vice-President Quality Brose Group), Thomas Spangler (Executive Vice-President Production Brose Group), Jürgen W. Heike (Parliamentary state secretary at the Bavarian Ministry of the Interior).

Coburg/Munich (05. March 2008).

On March 4th, 2008, two positive events coincided: the Brose Group's Coburg production facility was awarded the Bavarian Quality Prize in the category "Industry" and the international automotive supplier celebrated the centenary of the day the company was founded.

The government of Bavaria awards the prize to companies who have distinguished themselves by finding innovative solutions in the area of quality assurance concepts throughout the whole company. An appreciation for the benefits of a successful quality strategy should be obvious, highlighting the role of quality as an all-important competitive factor.

Criteria included strategy, market image, cost and performance management, procurement, research and development, production, processing of orders and marketing.

Executive Vice-President Thomas Spangler, responsible for production worldwide at Brose, and Coburg's plant manager Stefan Krug accepted the award from parliamentary state secretary, Markus Sackmann, at Munich's Residenz.

"We are delighted to receive this prize. To be awarded the overall prize out of the 80 successful companies that competed in this statewide, cross-sector competition proves that our quality management is on the right track," said Thomas Spangler at the ceremony.

As Professor Wildemann, who holds a chair in business administration-company management, logistics and production at the Technical University of Munich, emphasized in his speech, Brose ensured the implementation of its quality strategy through consistent and comprehensive quality management in all areas of the company.

Wildemann added that the efficient dovetailing of numerous quality methods designed to stabilize processes as well as the use of a production system valid for the entire group were aspects of particular mention. Moreover, openness, transparency and communication are all important quality virtues constituting an integral part of the new Brose organizational model which is exemplary in this business sector.

"We are particularly proud of our staff's exceptional willingness to achieve, actively contributing toward improving quality in all areas of the company. Our aim is to continue to be the "Best in Class" with our products. Only the highest levels of quality and productivity can serve to form the basis for safeguarding employment in the industrial location of Germany," said plant manager Stefan Krug.

Window regulators and seat adjusters for automakers in Europe and overseas are produced at Brose's Coburg plant.