

Brose among top 3 automotive employers 2010/11



Katrin Menzner, responsible for HR Marketing in the Brose Group, accepted the award from Steven Veenendaal, CEO of CRF Institute, at the publishing house of the Süddeutsche Newspaper in Munich.

Coburg (29. September 2010).

Brose is one of the top automotive employers of 2010/11, according to a survey by the CRF Institute, an international research body. The company is ranked third overall, which means it has moved up two places since the 2008/09 survey. Brose came second for career opportunities and company culture, and third for benefits and work-life balance. The survey also evaluated pay, training and development, and innovation management.

Thorsten Jacoby, International Publishing Manager at the CRF Institute, explains the objectives of the survey: "Finding the best employees and retaining them over the long term is a key factor for success. Brose has proved itself to be a top automotive employer in our survey. The survey of high-quality HR policy and practice provides a very accurate picture of individual employer qualities for employees and potential job applicants. It also shows the companies where they stand in relation to other top employers in terms of attractiveness to the target groups surveyed."

The institute assessed around 400 German companies in the automotive industry. Following a comprehensive pre-selection process, 25 of these qualified for the more in-depth study conducted by CRF together with management consultants A.T. Kearney in collaboration with the Center for Automotive Research (CAR) at the University of Duisburg-Essen and VDA, the German automotive industry association.

Among the top 25 employers are two automotive manufacturers, 17 suppliers and six IT and engineering firms.

"The award is an incentive for us to continue with the permanent development of our HR concepts in order to attract qualified employees, to train them further, to win their commitment to the organization, and not only to keep them for a long time, but to keep them productive and motivated. Training and expertise are the mainsprings of innovation and productivity – which makes them a prerequisite for Brose's lasting business success," stresses Esther Loidl, Vice-President Human Resources Brose Group.

Qualifying among the top 25 companies was a prerequisite for being included in the publication "Top Arbeitgeber Automotive 2010/11", which provides portraits of the top employers in the automotive industry. CRF distributes the book to graduates and young professionals at job fairs and congresses. It is also available from bookshops.

As well as the survey results and other information about the companies, the book contains quotes from company employees who were asked about HR and employment-related issues. CRF's media partner also provides comprehensive coverage of the competition. In addition to this employer branding publicity, Brose is entitled to use the certification seal as a logo on its website, in job adverts and at recruitment fairs.