

Top automotive employers 2012/13: Brose stays in the top 10

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For the fourth year in a row, the Brose Group has been ranked one of the best employers in the industry by international research institute CRF. Its 2012/13 nationwide survey of top automotive employers once again places Brose in the top 10 overall.

Instead of focusing on size or brand awareness, the study concentrated on the actual working conditions and career prospects for university graduates, young professionals, specialists and managerial staff. The companies participating in the survey were assessed in the categories innovation management, career prospects, primary and secondary benefits as well as work-life balance, training and development, corporate culture and management. Brose scored 4.5 out of 5 points in almost every category. "In this study we are able to take account of special industry characteristics," explains Dennis Utter, Country Manager Germany & Switzerland at CRF. "Applicants can easily see that some companies really do have something special to offer, because we tailor our focus to their specific interests. At the end of the day, a big name should not be the only selection criterion. At the same time, this benchmark tells the participating companies how they compare with other companies and how they could improve their HR policies."

It is the seventh time that the CRF research institute has certified companies for their excellent HR policies and modern corporate culture. This time, it included around 300 firms from the automotive sector in the survey. Following a comprehensive pre-selection process, 24 of them qualified for in-depth analysis. On the basis of an extensive, standardized questionnaire, 22 automotive manufacturers, suppliers and IT and engineering firms were eventually certified and given permission to use the quality seal. "The award shows us that we are on the right track with our personnel concepts," says Esther Loidl, Vice President Human Resources Brose Group. "The survey also gives us an idea of the potential for improvement in specific areas of our personnel work, because we want to continue to attract suitable employees in the future and retain staff over the long term. For Brose these are important criteria for sustainable success."