

1,300 Coburg-area students at "Brose Baskets meet technology"



Coburg (14. July 2016) Around 1,300 students from schools in and around Coburg took part this year in the "Brose Baskets meet technology" event series. The fifth and sixth graders not only performed technical experiments with the help of Brose apprentices, they also got to practice their shooting skills with the Brose Baskets youth coaches. The joint initiative between the mechatronics specialist and the eight-time German Basketball Champions aims to get young people excited about technology at an early age while promoting team spirit. This was announced at a press conference at the Staatliche Realschule Coburg I secondary school on 12 July 2016.

Twelve Coburg-area schools (middle, secondary and high schools) participated in the event. This is the fifth year of the "Brose Baskets meet technology" campaign. "The concept is a success," concluded Michael Stammberger, Director Apprenticeship and Training Brose Group. "The kids have fun and get excited about technology in industry and techniques in sports. We are able to explain technical careers to them at an early age and motivate them to work as a team," he explained. Teachers can also get to know the Brose instructors, which promotes collaboration with the company.

"We want to show the students that commitment and performance are worth the effort – both in professional sports and in the automotive industry," explained Rolf Beyer, General Manager Brose Baskets. Even though their careers are different, he made it clear that the basketball players and the Brose employees share the same values and goals: the drive to achieve success using perfect technology and techniques with precision and quality.

The "Brose Baskets meet technology" is a two-part event: the young participants get to do some hands-on experiments to learn more about technical developments at Brose. A robot is used to teach them the principles of sensor technology, they experience how an electric motor works and they get to see the technology that is used in a window regulator, for example. The event also has a sports part where the students get to practice dribbling and shooting techniques.

"I thought the station about sensor technology was the most exciting. I had no idea that the technology is already so advanced that you can control a robot with an iPad," said Mia from the 5th grade class at Staatliche Realschule Coburg I.

Fifth-grader Luka also made some lasting impressions at the event day: "I was most interested in how an electric motor works. They did a great job of explaining this to us. We even got to experiment with magnets. That was a lot of fun."