

Minister of State Hubert Aiwanger visits Brose in Würzburg - focus on innovation



Hubert Aiwanger (4th from right), Bavarian State Minister for Economic Affairs, Regional Development and Energy visits Brose in Würzburg with a delegation*. (Picture: StMWi)

Würzburg (10. junio 2025) The Bavarian Minister of Economic Affairs, Regional Development and Energy, Hubert Aiwanger, visited the Brose location in Würzburg on June 10. During a tour of the plant and subsequent discussions with the management and the Chairman of the Works Council, the focus was on the automotive supplier's technological expertise, fields of innovation and possible support measures.

The visit took place against the background of the decision of the Brose Group's Administrative Board to continue the Würzburg location if an economically viable overall concept can be realized with the clear support of all parties involved – employee representatives, employer and the public sector.

"We are doing everything we can to not only maintain the Würzburg location, but to develop it further. We have offered Brose all available support instruments - from technology funding and transformation funds to integration into our transformation networks. The Free State of Bavaria is ready to promote new innovative projects," explains Hubert Aiwanger.

During the tour of the site, the Minister of State learned about key technologies and development projects in the Drives division, which has its headquarters in Würzburg. Plant manager Boris Sonnekalb explained the highly standardized production process. Validation and test facilities were also included, such as the certified test center based in Würzburg since 2014, which tests motors and sensors for electromagnetic compatibility during the development process. "This in-house expertise enables us to respond quickly and flexibly to any safety and quality requirements our customers may have, especially for our sensitive electric motors," explains Raymond Mutz, Executive Vice President Drives Brose Group.

"Here in Würzburg, we combine all technologies and expertise for the development and production of highly complex mechatronic products under one roof," adds Mutz.

The talks focused primarily on the mechatronics specialist's current development projects, for example in the field of robotics, as well as the possibility of entering into a cooperation to build satellites. "With our qualified employees and our technical infrastructure, we have everything that makes a technology location," says CEO Stefan Krug. "But the current conditions, especially the enormous price war and the decline in sales in the automotive industry - combined with the high location costs in Germany - pose major challenges for our family business. I therefore very much welcome the constructive dialog with Mr. Aiwanger and the state government. If we succeed in developing viable fields of innovation together, we will create the basis for maintaining our location in Würzburg."



* From left to right: Benedikt Stegmayer, Head of Culture, Science and Economy City of Würzburg; Johannes Schulz, Head of Advanced Development Brose Group; Boris Sonnekalb, Plant Manager Brose Würzburg; Raymond Mutz, Executive Vice President Drives Brose Group; Björn Jungbauer, Member of the Bavarian State Parliament; Dr. Andrea Behr, Member of the Bavarian State Parliament; Hubert Aiwanger, Bavarian State Minister for Economic Affairs, Regional Development and Energy; Prof. Dr. Klaus Schillig, Member of the Board of Management Center for Telematics Würzburg; Stefan Krug, CEO Brose Group; Yves Weinberger, Chairman of the Works Council Brose Würzburg