

Brose wins one of the automotive industries most prestigious awards



Brose was awarded the Pace Award for its system of touchless tailgate opening in Detroit; starting from left: Christoph Maag, Leiter Zentrale Prüftechnik; Michael Brosseau, Leiter Kundenteam Türsysteme; David Brink, Leiter Entwicklung Elektronik Brose Nordamerika; Bernd Herthan, Leiter Applikation Sensorik Türantriebe; John Dunn, Präsident Brose Nordamerika, Thomas Schindler, Leiter Elektronik Brose Gruppe; David Michalsky, Kundenteam Türsysteme; Stuart Sherry, Elektronik Entwicklung.

Detroit (23. April 2013)

Brose has won one of the most prestigious awards in the automotive supplier industry. With its sensor for the hands-free opening and closing of liftgates, the international family-owned company beat six other finalists to win the Pace Award. The award is presented each year by Automotive News in collaboration with Ernst & Young and Transportation Research Center Inc.

John Dunn, President Brose North America, received the award on behalf of the company: "The award is a great honor for us and the result of true teamwork between the engineers in Germany and our Ford customer team in Detroit. It is proof of this successful international collaboration."

Kurt Sauernheimer, Executive Vice President Door Systems, comments the award saying, "My thanks go to all those who have contributed to this success. The jury has acknowledged the great benefits of the hands-free liftgate opener. This is a key success factor because now more than ever it is important for consumers to be able to actually perceive innovations."

Just move your foot

The system lets you open and close the trunk of the car without using your hands. With key in pocket, all it takes is a simple movement of the foot under the bumper to automatically open the liftgate. Brose currently supplies this product to BMW, Mercedes and Ford.

The Pace Award, now in its 19th year, is jointly presented by Ernst & Young, Transportation Research Center Inc. and Automotive News to the supplier industry. A panel of experts evaluates competing products according to their innovativeness, customer acceptance and competitiveness. PACE stands for Premier Automotive Suppliers' Contribution to Excellence.