

Girls Day 2016: Students explore the world of technology at Brose



Coburg (28. April 2016) 96 seventh and eighth-grade students learned about technical careers available at Brose during Girls' Day, a nationwide event. The girls spent the day at the international automotive supplier's training facilities in Coburg, Hallstadt, Würzburg, Wuppertal and Berlin where they had a chance to test their skills as mechatronics technicians, product designers, tool and die makers, electronics technicians and IT specialists.

This is the 13th time the family-owned company has participated in the event. The Girls' Day concept has paid off for Brose: "We have already had 20 girls start an apprenticeship after taking part in the program," explained Michael Stammberger, Director Apprenticeship and Training Brose Group. Girls' Day shows young girls that technical professions can also be an interesting alternative to other careers. "Girls not only discover what they are capable of, they also become familiar with our modern working environment and see everything we have to offer as an international automotive supplier," said Stammberger.

Under the guidance of Brose apprentices, the students tested their practical skills in various professional fields. For example, the girls built an LED flower in "mechatronics", took apart a PC in "IT" and created a wire loop game in "electronics" workshops. The participants learned about the "tool and die making" profession using a "parchisi" game made out of Plexiglas.

Isabell Stammberger provided insight into the everyday life of a product designer. The apprentice explained to Lilly Höhn (14) how products can be designed using computers. "One of the most exciting things about my job is being involved in the entire process – from the computer-aided development to the finished product," said the 19-year-old. After taking part in Girls' Day, 14-year-old Lilly can easily see herself beginning an apprenticeship at the mechatronics specialist once she finishes school.

Nearly 400 young men and women complete their apprenticeship or dual-track studies program at Brose worldwide. The company trains apprentices to become mechatronics

technicians, electronics technicians, IT specialists, technical product designers, tool and die makers and machine operators in technical vocations.