Brose receives Helping Hands Award from the Bavarian Red Cross

Coburg (16. March 2012)
The Brose Group is the first Bavarian enterprise to receive the "Helping Hands" Award from the Bavarian Red Cross in recognition of its outstanding corporate and social commitment. In addition to regular blood donation campaigns conducted by the family-owned company, Brose has set up a support concept for employees nursing dependents at home.

"I am very impressed with all of your efforts," said Christa, Princess of Thurn and Taxis, President of the Bavarian Red Cross, during the award ceremony in Coburg. She continued that Brose followed a tradition of major German family-run companies promoting an atmosphere where employees feel as if they were part of a big family. She expressly thanked Brose for regularly conducting blood donation campaigns at their Bavarian locations in Coburg, Hallstadt and Würzburg.

"As a family-owned company, corporate responsibility and social commitment are a matter of course and an integral part of our corporate culture," said Jürgen Otto, CEO of the Brose Group. "Caring for our employees is particularly important for us in this context."

The "nursing network" concept presented at the award ceremony is the latest example of the company's innovative social services. The voluntary commitment of employees who are experienced in nursing dependents is one of this concept's pillars. Six Brose employees are available as a resource for confidential talks, and provide information on important contact points and nursing service costs. Sharing experiences is as important as organizing campaigns and projects on the subject of nursing.

Jürgen Otto continued: "Like families, companies are also communities of shared responsibility. We stand by each other and tackle projects together. When we succeed

in getting all of our employees to feel that they are "Brosians" ,there is a special sense of commitment and an energy that is vital to compete internationally."

The Managing Director of the Blood Donation Service, Georg Götz, also appreciated Brose's social commitment: "Brose is a role model with its many social activities." And Christa, Princess of Thurn and Taxis, President of the BRK, concluded: "The award is our way to thank companies for their outstanding performance."