

Das Wirtschaftsmagazin der europäischen Metropolregion Rhein-Neckar

# BESTBUSINESS

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A photograph of a man with a white mustache and glasses, wearing a dark suit and striped tie, and a woman with short grey hair, wearing a white top with black leaf patterns, sitting on a vintage-style motorized tricycle. They are both smiling and holding up a framed certificate or diploma towards the camera. The background shows an indoor exhibition space with other exhibits and people.

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KAHL Büroeinrichtungen GmbH  
Industriestraße 17-19  
68169 Mannheim  
Tel. 0621 32499-0  
Fax 0621 32499-99

[www.kahlgmbh.de](http://www.kahlgmbh.de)  
[info@kahlgmbh.de](mailto:info@kahlgmbh.de)  
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**Cover picture:**

Dr Dieter Zetsche, CEO of Daimler AG, and Jutta Benz, great-granddaughter of Carl Benz, are pleased at Benz's famous patent having been declared a UNESCO World Heritage Document on 15 July 2011 at Mannheim's TECHNOSEUM.

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Regina Pfriem  
Managing Director, Zukunft Metropolregion Rhein-Neckar e.V.  
Public Relations Director, Metropolregion Rhein-Neckar GmbH

Dr. Wolfgang Siebenhaar  
Managing Director, Metropolregion Rhein-Neckar GmbH  
Managing Director, Zukunft Metropolregion Rhein-Neckar e.V.

## Dear readers,

Few inventions have changed people's lives so enduringly as the automobile. It has now been 125 years since Carl Benz applied for a patent on the machine he had been developing in Mannheim – a "Fahrzeug mit Gasmotorenbetrieb", or a vehicle driven by a gas engine. Though initially derided as a "horseless carriage" with no future, the automobile is still an integral part of everyday life in the 21st century.

However, Benz was just one son of the Rhine-Neckar Metropolitan Region who caused a stir with the spark of an idea. Karl Drais, for example, is considered the forefather of modern individual transportation for inventing the two-wheel *Laufmaschine* – the precursor of the modern bicycle – in Mannheim in 1817. Airship innovator Johann Schütte; Dr Fritz Huber, inventor of the Bulldog tractor; and Julius Hatry, who built the world's first rocket-propelled vehicle, round out the ranks of the region's pioneers of mobility.

These impressive examples from the past show that visionary individuals with innovative ways of thinking are needed to pave the way for future technologies – along with an environment that encourages these creative processes. Without a doubt, the Rhine-Neckar Metropolitan Region is home to both: Here, the spirit of inventiveness finds just what it needs to flourish in economic strength, outstanding scientific institutions, and a wide range of cultural and recreational activities.

It comes as no surprise that the automobile, even 123 years after Bertha Benz's historic journey seated atop her husband's invention, continues to serve as an increasingly important engine of the regional economy. Mercedes-Benz buses and commercial lorries built in Mannheim and Wörth ship out to locations all over the world, and many other innovative local companies are closely tied to the automotive industry as component suppliers. Freudenberg, Fuchs Petrolub, Rhein Chemie, Henkel-Teroson, Röchling, Tyco, Eberspächer, and Tenneco are just a few of the names that stand out in this regard. Meanwhile, companies like BASF, SAP, MVV, Bombardier, and ART Antriebs- und Regeltechnik have helped start the wheels turning in the forward-thinking field of e-mobility.

You can read about these and other thought leaders in the third edition of best business. Intended as a multilingual business card of sorts, this magazine is sure to put the Rhine-Neckar Metropolitan Region and all its strengths in the international fast lane!

Regina Pfriem  
Managing Director, Zukunft Metropolregion Rhein-Neckar e.V.  
Public Relations Director, Metropolregion Rhein-Neckar GmbH

Dr. Wolfgang Siebenhaar  
Managing Director, Metropolregion Rhein-Neckar GmbH  
Managing Director, Zukunft Metropolregion Rhein-Neckar e.V.

# Wir erfinden das Automobil. Seit 1886!



**Vor 125 Jahren haben wir das Automobil erfunden.** Für die Metropolregion Rhein-Neckar ist diese Tradition von besonderer Bedeutung: Das Mercedes-Benz Werk Mannheim, die EvoBus GmbH und die Mercedes-Benz Niederlassung Mannheim-Heidelberg-Landau gehören hier zu den wichtigsten Arbeitgebern. Von Erfindungsreichtum und neuen Ideen werden die Menschen in unserer Region auch in Zukunft profitieren. Denn auch in 125 Jahren wollen wir um Jahre voraus sein.

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125! Jahre Innovation



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Das Beste oder nichts.

# Wie Carl Benz das Automobil erfand

## How Carl Benz Invented the Automobile

### Cómo Carl Benz inventó el automóvil

### Comment Carl Benz a découvert l'automobile

Gert Goebel



*Carl Benz and his daughter Klara taking the Victoria for a spin*



„1885 wurde in Mannheim das Automobil erfunden, 1889 der Wasserturm fertig gebaut. Hier fuhr man also Auto, ehe es in den Wohnungen fließendes Wasser gab“. Diese Worte des ehemaligen Mannheimer Oberbürgermeisters Gerhard Widder machen deutlich, welche Vorreiterrolle die Stadt am Zusammenfluss von Rhein und Neckar in der modernen Technikgeschichte spielte. Carl Benz, in Karlsruhe als Sohn eines Loko-

“In 1885, the automobile was invented in Mannheim; in 1889, the construction of the Wasserturm, the water tower, was completed. In other words, you could say we started driving here before we had running water in our homes.” These words from former mayor of Mannheim Gerhard Widder illustrate the type of pioneer role the city at the confluence of the Rhine and Neckar has played in the modern history of technology.

“En 1885 se inventó el automóvil en Mannheim y en 1889 se concluyó la torre de agua. Aquí se condujo un coche antes de que las casas tuvieran agua corriente”. Las palabras del anterior alcalde de Mannheim, Gerhard Widder, dejan claro el papel pionero de la ciudad ubicada en la confluencia de los ríos Rin y Neckar en la historia de la ingeniería moderna. Carl Benz,

« En 1885, l'automobile était inventée à Mannheim et, en 1889, le château d'eau finissait d'être construit. On y circulait donc en voiture avant que les habitations ne fussent alimentées en eau courante ». Ces propos de l'ancien maire de Mannheim, Gerhard Widder, mettent en évidence le rôle de précurseur que la ville située au confluent du Rhin et du Neckar a joué dans l'histoire de la technique moderne. Carl Benz,



motivführers geboren, hat vor 125 Jahren in Mannheim auf einem Grundstück mit der Straßenbezeichnung T6 das erste Automobil zum Fahren gebracht und damit auf diesem Globus ein neues Zeitalter eingeläutet. Das Deutsche Reichspatent (DRP) Nr. 37435 auf den Benz'schen Patent-Motorwagen, das erste funktionierende Fahrzeug mit einem Verbrennungsmotor, datiert vom 29. Januar 1886 und gilt als die Geburtsstunde des Automobils.

Carl Benz und Mannheim – das ist eine lange Geschichte mit viel Auf und Ab, voller Probleme und manchmal garniert mit geradezu rührseligen Begebenheiten. Benz wird gerne in einem Atemzug mit Gottlieb Daimler genannt, der gleichfalls Geschichte im Motorbau schreiben wollte. Doch die beiden Automobilpioniere gingen dabei völlig unterschiedliche Wege, schreibt Winfried A. Seidel, Gründer und Betreiber des Automuseums Dr. Carl Benz in Ladenburg, in seinem jüngst erschienenen und bemerkenswerten Buch mit dem Titel „Tatort Mannheim – Wie das Automobil entstand“. „Während Daimler die vielfältige Verwendbarkeit seines schnell laufenden Verbrennungsmotors unter Beweis stellen wollte, verfolgte Benz von Anfang an die Vision eines pferdelosen Wagens“, betont Seidel. Benz wollte also zielgerichtet ein sich selbst bewegendes „Automobil“ auf die Straße bringen.

Doch bis es soweit war, musste der besessene Techniker Benz gewaltige Probleme lösen. Zunächst galt es, einen völlig neuen Motor zu konstruieren, der die Leistung der gängigen Gasmaschinen bei weitem übertraf. Ein volles Jahr lang beschäftigte sich Benz mit dem neuen Motor, konstruierte immer wieder um, war genervt durch Rückschläge.



*Carl Benz as a young engineer around 1865*



né à Karlsruhe d'un père conducteur de locomotive, a fait rouler la première automobile à Mannheim sur un terrain portant le nom de rue T6, il y a 125 ans, et il a ouvert ainsi une nouvelle ère sur notre globe. Numéroté 37435, le brevet du Reich allemand (DRP) attribué à la voiture automobile de Benz, le premier véhicule fonctionnant avec un moteur à combustion, date du 29 janvier 1886 et il passe pour entériner l'acte de naissance de l'automobile.

Carl Benz et Mannheim sont deux noms s'inscrivant dans une longue histoire très mouvementée, pleine de problèmes et agrémentée parfois d'anecdotes quelque peu émouvantes. Benz est volontiers cité directement en association avec Gottlieb Daimler qui a également voulu marquer l'histoire de son empreinte dans la construction de moteurs. Mais les deux pionniers de l'automobile ont emprunté, en l'occurrence, des voies complètement différentes, écrit Winfried A. Seidel dans son ouvrage remarquable, paru tout récemment sous le titre « Tatort Mannheim – Wie das Automobil entstand » (Ce lieu de délit nommé Mannheim – Comment l'automobile est apparue). « Alors que Daimler tenait à démontrer que son moteur à combustion fonctionnant rapidement était utilisable à des fins variées, Benz a poursuivi, dès le départ, la vision d'une voiture sans cheval », souligne Seidel. Benz avait donc pour but précis de lancer sur la route une « automobile » se mouvant elle-même.

Or, pour y parvenir, Benz férus de technique a dû surmonter d'énormes difficultés. D'abord, il lui fallait construire un moteur entièrement inédit dépassant de loin les performances des moteurs à gaz usuels. Toute une année durant, Benz s'est occupé d'élaborer le nouveau moteur, le modifiant constamment et s'agaçant à chaque revers.



**On premises with the simple street name T6 some 125 years ago, Carl Benz – born in Karlsruhe as the son of an engine driver – started up the world's first automobile, thus marking the beginning of a new global era. German Patent (DRP) No. 37435 on Benz's motor car – the first functioning vehicle with a combustion engine – is dated 29 January 1886, now considered to be the birth date of the automobile.**

The story that connects Carl Benz and Mannheim is a long one with many ups and downs, but it is also dappled with truly touching moments. Benz is often mentioned in the same breath as Gottlieb Daimler, who was also determined to write history in the field of engine building. However, both automobile pioneers went about achieving their targets in completely different manners, writes Winfried A. Seidel in his most recently published book,





Doch dann kam die große Sternstunde. In der Silvesternacht des Jahres 1879 lief sein neuer Zweitaktmotor zum ersten Mal. Nach dem Abendessen hatte Bertha Benz, die berühmte Frau des Autoerfinders, ihren Mann aufgefordert, noch einmal in die Werkstatt zu gehen und einen weiteren Versuch zu starten, den zuvor schweigenden Motor zum Leben zu erwecken. Und das Glück war dem Ehepaar hold, der Motor lief. Carl Benz fasste in seinen Lebenserinnerungen die ihn bewegenden Gefühle in folgende Worte: „In schönem, regelmäßigen Rhythmus lösen die Takte der Zukunftsmusik einander ab. Über eine Stunde schon lauschen wir tief ergriffen dem einförmigen Gesang. Was keine Zauberflöte der Welt zuwege gebracht hätte, das vermag jetzt der Zweitakter. Je länger er singt, desto mehr zaubert er die drückend harten Sorgen vom Herzen.“



*Tatort Mannheim – Wie das Automobil entstand* ("Crime Scene: Mannheim – The Invention of the Automobile"). "While Daimler intended to prove the versatility of his fast-running combustion engine, Benz pursued his vision of a horseless carriage from the very beginning," emphasises Seidel. Benz was thus determined to put a vehicle on the road that would be capable of moving on its own – an automobile in every sense of the term.

To reach his goal, however, the determined, nearly possessed technician Benz had to overcome a tremendous amount of obstacles. First, a whole new engine had to be constructed, one that would far outdo the power of the gas machines common at the time. For an entire year, Benz was busy developing this new type of engine; he reconstructed it time and again and was frustrated by setbacks.

publicado libro *Tatort Mannheim – Wie das Automobil entstand* (Escena del crimen: Mannheim – Cómo nació el automóvil). "Mientras Daimler probaba la aplicabilidad de su motor de combustión, Benz perseguía desde el principio la visión de un coche que funcionaría sin caballos", remarcó Seidel. De modo que Benz se centró en poner en marcha un "automóvil" que se moviera por sí mismo.

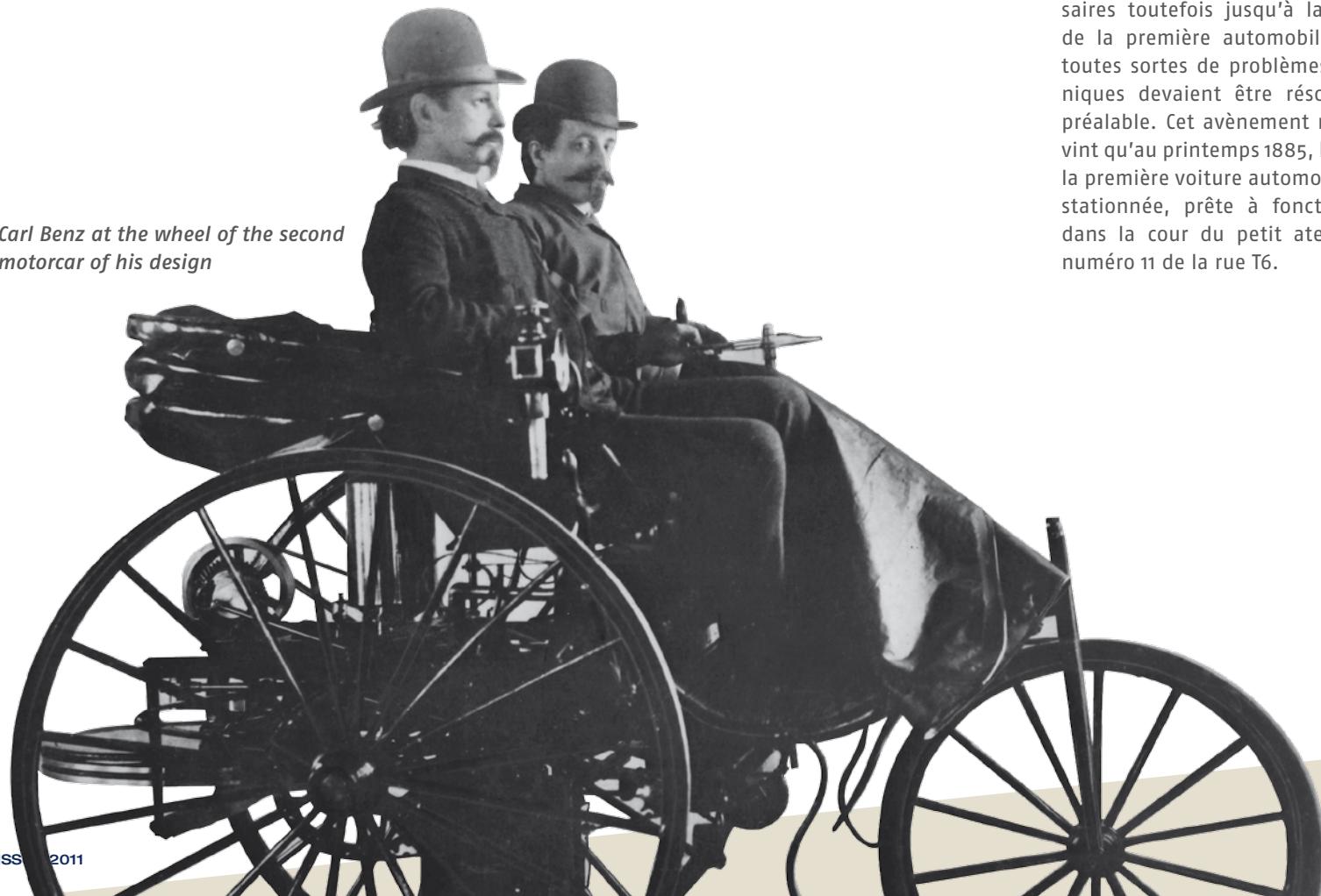
Hasta conseguirlo, un obsesionado Benz tuvo que resolver muchos problemas. En primer lugar, tenía que construir un motor totalmente nuevo, que superara con creces la capacidad de las máquinas de gas del momento. Benz se dedicó durante todo un año a su nuevo motor: lo construyó y reconstruyó repetidas veces y los contratiempos acabaron con sus nervios.



Mais l'heure décisive vint ensuite. Dans la nuit de la Saint-Sylvestre de l'année 1879, son moteur à deux temps révolutionnaire a marché pour la première fois. Après le dîner, Bertha Benz, la célèbre femme de l'inventeur de l'automobile a encouragé son mari à retourner dans son atelier et à réessayer de donner vie au moteur resté silencieux lors des tentatives précédentes. La chance a alors souri au couple, puisque le moteur a démarré. Carl Benz a verbalisé les sentiments qui l'ont animé dans ses mémoires : « Dans un rythme joliment cadencé, les temps se succèdent battant la mesure de la musique d'avenir. Plus d'une heure déjà, nous écoutons le chant monocorde avec une profonde émotion. Ce qu'aucune flûte enchantée au monde n'aurait réussi à faire, le moteur à deux temps en est maintenant capable. Plus il chante, plus les durs soucis accablant le cœur s'éclipseront. »

Des années furent encore nécessaires toutefois jusqu'à la sortie de la première automobile, car toutes sortes de problèmes techniques devaient être résolus au préalable. Cet avènement ne survint qu'au printemps 1885, lorsque la première voiture automobile fut stationnée, prête à fonctionner, dans la cour du petit atelier au numéro 11 de la rue T6.

Carl Benz at the wheel of the second motorcar of his design





The Mannheim plant at Mannheim-Luzenberg celebrated its 100th birthday in 2008.



Doch bis zum ersten Auto dauerte es noch Jahre, vielerlei technische Probleme waren zuvor zu lösen. Erst im Frühjahr 1885 war es dann soweit, der erste Motorwagen stand betriebsbereit auf dem Hof der kleinen Werkstatt in T6, 11. Carl Benz in seinen Lebenserinnerungen: „Um den Neuling herum stehen Frau, Kinder und Arbeiter. Alle Augen leuchten. Stolz ist jeder, vom jüngsten Kinde angefangen bis zum ältesten Arbeiter. Und gespannt erst recht, fast so, als ob im nächsten Augenblick der größte Theatervorhang der Welt in die Höhe gehen müsste.“

Die Premiere begann mit einer Panne, wenige Meter außerhalb der Werkstatt blieb das gerade geborene Auto stehen. Doch dann gelangen die Probefahrten zusehends, auf der Straße kamen die Leute nicht aus dem Staunen heraus. „Ein Wunder, ein Fuhrwerk ohne Pferde, wie ist das nur möglich“, fragten die Mannheimer. Und bald hagelte es auch heftige Kritik an dem „Teufels- bzw. Hexenkarren“, vor allem von Seiten der Kirche. Seidel in seinem Buch:

But then, his moment of glory arrived. On the night of New Year's Eve in 1879, his new two-stroke engine finally ran for the first time. After dinner, Bertha Benz, the famous wife of the automobile inventor, had asked her husband to go once more to the shop and try once again to bring the engine to life that had remained silent until then. As it turned out, luck was on their side: The engine started running. In his memoirs, Carl Benz put his emotions at that moving moment into the following words: "In a beautiful, regular rhythm, the beat of this fine future tune takes over. For more than an hour, my wife and I – deeply moved – simply listened to this monotonous chant. No magic flute in the world has been capable of what this two-stroke engine is now empowered to do. The longer it sings, the more its enchanting power takes hold, lifting the burden of sorrow that has been weighing on my heart."

Nevertheless, it still took years before the hour of the first automobile had finally come. Many technical problems had to be worked out.

Entonces llegó su gran momento estelar. Durante la Nochevieja de 1879 su motor de dos tiempos funcionó por primera vez. Después de cenar, Bertha Benz, la famosa mujer del inventor del automóvil, animó a su marido a volver al taller y hacer un nuevo intento de dar vida al motor que hasta entonces permanecía en silencio. La suerte fue clemente con el matrimonio y el motor funcionó. Carl Benz resumió de memoria los emocionantes sentimientos de aquel momento con las siguientes palabras: "Con un ritmo hermoso y regular se suceden los compases de la música del futuro. Durante más de una hora escuchamos atentamente conmovidos su canto uniforme. Lo que ninguna flauta mágica había conseguido hasta ahora, lo ha conseguido el motor de dos tiempos. Cuanto más tiempo canta, más magia obra sobre las inquietudes del corazón".

Por supuesto, hasta la aparición del primer automóvil pasaron años y hubo muchos problemas técnicos que resolver. Uno de ellos tuvo lugar en la primavera de 1885, cuando el primer automóvil estaba ya preparado en el patio del taller del terreno T6, 11.



Carl Benz dit à ce propos dans ses mémoires : « Femmes, enfants et ouvriers entourent le nouveau-né. Leurs yeux brillent d'admiration. Chacun d'eux est fier du plus jeune enfant au plus vieil ouvrier. Tous sont impatients à fortiori, un peu comme si le plus grand rideau de théâtre du monde devait se lever d'un instant à l'autre. »

La première apparition a commencé par une panne, puisque l'automobile à peine sortie de son berceau s'est immobilisée à quelques mètres de l'atelier. Les essais ont été cependant de plus en plus fructueux par la suite et les gens n'en revenaient pas sur les routes. « Un miracle, un véhicule circulant sans chevaux, comment est-ce seulement possible », demandèrent les habitants de Mannheim. De violentes critiques ont aussi bientôt fusé en direction de la « carriole endiablée et ensorcelée », notamment en provenance de l'église. Seidel note dans son livre à cet égard : « Il est relaté qu'en certains lieux, les membres du clergé enfermaient leurs fidèles dans les églises pour prier à la vue de l'engin, jusqu'à ce que le spectre en eût de nouveau disparu à l'horizon. »

Mais la marche triomphale de l'automobile, bientôt entamée, ne pouvait être arrêtée. En particulier, le voyage légendaire de Bertha Benz avec ses deux fils à destination de Pforzheim a eu un grand retentissement et il a facilité la « percée commerciale ». Dès 1887, l'ambitieuse société par actions Benz & Cie déménagea sur une aire d'implantation plus vaste, mais elle construisit d'abord surtout des moteurs stationnaires. Or, l'automobile a vite rencontré un vif succès commercial et devint l'activité principale. Dès 1897, le 1000ème véhicule léger Benz sortait des ateliers. En 1900, 603 carrosses quittaient les halls de l'usine au cours d'une année.



„Es ist überliefert, dass in manchen Orten die geistlichen Herren beim Anblick des Karrens ihre Gläubigen so lange zum Gebet in die Kirchen spererten, bis der Spuk am Horizont wieder verschwunden war.“

Doch der bald beginnende Siegeszug des Automobils war nicht aufzuhalten. Nicht zuletzt die berühmte Autofahrt von Bertha Benz mit ihren beiden Söhnen nach Pforzheim sorgte für Aufmerksamkeit und erleichterte den „Marktdurchbruch“. Schon 1887 zog die aufstrebende Aktiengesellschaft Benz & Cie auf ein größeres Areal um, baute allerdings zunächst vor allem stationäre Motoren. Doch schnell entwickelte sich das Auto zum Erfolgsrenner und avancierte zum Kerngeschäft. Bereits 1897 wurde der 1.000. Benz-Pkw gebaut, anno 1900 verließen innerhalb Jahresfrist 603 Karossen die Werkshallen. Benz & Cie. war damit die größte Automobilfirma der Welt.

Doch dann zogen die ersten Krisen auf, das Autogeschäft wurde schwieriger. In Stuttgart sorgte Konkurrent Daimler für Verdruss, er bot eine modernere Technik. Beim Benz fuhr der Absatz plötzlich im Rückwärtsgang. Es kam unter den Gesellschaftern zum Streit über die weitere Geschäftspolitik, Carl Benz verließ 1903 das Unternehmen, das seinen Namen trug, kehrte aber immerhin bald in den Aufsichtsrat zurück.



*The employees of Benz & Cie. around 1893*



In the spring of 1885, though, the first motor car was ready to go in the courtyard of the small shop at the address T6, 11, Mannheim. Carl Benz writes in his memoirs: "My wife, my children, and the workers were all gathered round, their bright eyes gazing upon our latest creation. Everyone is filled with pride, from the youngest child to the oldest employee; all are anxiously waiting to see what comes next, as if the biggest theatre curtain on earth is about to be lifted."

The premiere started with a mishap: Only a few steps outside the shop, the newborn car came to a stop. However, subsequent test drives met with increasing success and people could not believe their eyes: "A miracle, a cart without horses – how on earth is this possible?" people in Mannheim asked. And soon to follow was drastic criticism of this "devil carriage or witch cart", especially from the Church. Seidel writes in his book:



Carl Benz recuerda: "Alrededor de aquel recién nacido estaban mi mujer, mis hijos y algunos empleados. Los ojos de todos brillaban. Todos estaban orgullosos, desde el niño más pequeño hasta el trabajador más anciano. Y todos realmente expectantes, casi como si en el siguiente instante el telón del teatro más grande del mundo tuviera que abrirse".

El estreno comenzó con una avería y a pocos metros del taller el automóvil se quedó parado. Pero poco a poco las pruebas mejoraron considerablemente y la gente en la calle no salía de su asombro. "Un milagro, un coche sin caballos, ¿cómo es posible?", se preguntaban los ciudadanos de Mannheim. Y pronto le llovieron las críticas al "carro del demonio" o al "carro embrujado"; sobre todo por parte de la Iglesia. Seidel indica en su libro: "Algo que se ha transmitido hasta nosotros es que en algunos lugares, al ver el carro, los clérigos cerraban en las iglesias a los creyentes para orar hasta que la aparición hubiera desaparecido del horizonte".



La société Benz & Cie s'était ainsi hissée au rang de la plus grande entreprise automobile du monde.

Les premières crises ont toutefois sévi ensuite et ébranlé le secteur automobile. Domicilié à Stuttgart, le concurrent Daimler a contrarié le bel élan initial en proposant une technique plus moderne, si bien que les ventes de Benz s'écroutèrent brusquement. Les sociétaires étaient en désaccord sur la stratégie commerciale à adopter. En 1903, Carl Benz quitta l'entreprise portant son nom, avant de la réintégrer néanmoins promptement pour siéger au conseil d'administration.





Schnell erreichte Benz & Cie. wieder die Erfolgsspur. Im Jahre 1906 kaufte das Unternehmen auf dem Mannheimer Luzenberg ein 311.180 Quadratmeter großes Gelände und ließ von 1907 an nach Plänen des Architekten Albert Speer das neue Benz-Werk bauen. Die Firma stellt zu jener Zeit jährlich 520 Motoren und 400 Automobile her, beschäftigt wurden rund 1.000 Menschen. Als die neue Fabrik eingeweiht wurde, waren die Fachbesucher begeistert. Ein Automobilbegeisterter schrieb über den Bau der Mannheimer Rennmotoren: „Das ist Vollblutzucht reinsten Schlages.“ Benz kam in der neuen Fabrik schnell auf Touren, Aufträge gab es reichlich.



“It is said that in some places the clergymen even locked their faithful in church and kept them there for prayer until the ‘spook’ had vanished beyond the horizon.”

None of this was enough to halt the imminent triumph of the automobile. Bertha Benz's famous drive with her two sons to Pforzheim drew its fair share of attention and facilitated the final market breakthrough. In 1887, the up-and-coming corporation Benz & Cie. moved to larger premises, but primarily built stationary engines. The automobile, however, soon became a fast seller and the core of the company's business. In 1897, the thousandth car was built; by the year 1900, 603 vehicles were leaving the factory every year. Benz & Cie. had become the largest automotive company in the world.

Then the first crises arose; the car business became tougher. In Stuttgart, a competitor by the name of Daimler began aggravating Benz with its ability to provide more modern technology. All of a sudden, Benz's business was travelling in reverse. There was also a quarrel among the company partners concerning business politics. Carl Benz left the company that carried his name in 1903, but was soon to return to its supervisory board.

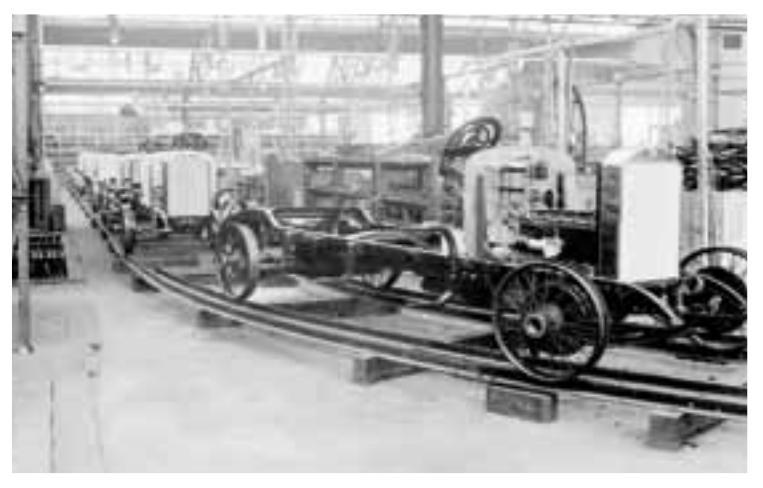


Por supuesto, el cortejo triunfal del automóvil no se podía parar. Y menos después del conocido viaje de Bertha Benz con sus dos hijos hasta Pforzheim, que despertó mucha atención y facilitó su “aparición en el mercado”. En 1887 la sociedad anónima Benz & Cía se trasladó a un terreno más grande. Al principio construía sobre todo motores estacionarios, pero el automóvil enseguida se perfiló como caballo ganador y rápidamente se convirtió en el centro del negocio. En 1897 se construyó el coche número 1000 de Benz y, en 1900, en el plazo de un año, 603 vehículos salieron de las naves de la fábrica. Benz & Cía era la mayor empresa automovilística del mundo.

Por otro lado, también surgieron las primeras crisis y el negocio del automóvil se hizo más difícil. La competencia que venía de Daimler, ubicada en Stuttgart, era una molestia, pues ofrecía tecnología moderna y reducía el volumen de ventas de Benz. Los socios de Benz & Cía discutieron sobre la política comercial que se debía seguir dada la situación y, en 1903, Carl Benz salió de la empresa que llevaba su nombre, si bien pronto volvería a formar parte del consejo de administración de la misma.

Benz & Cía enseguida retomaría el camino del éxito. En 1906 la empresa compró un terreno de 311.180 metros cuadrados en Luzenberg (Mannheim) y a partir de 1907 se comenzó la construcción de la nueva planta de Benz de acuerdo a los planos del arquitecto Albert Speer.

La société Benz & Cie renoua rapidement avec la réussite. En 1906, elle a acquis un immense terrain de 311 180 mètres carrés dans le quartier Luzenberg de Mannheim et elle a fait ériger la nouvelle usine Benz d'après les plans de l'architecte Albert Speer à partir de 1907. La société produisait alors annuellement 520 moteurs et 400 automobiles, en occupant près de 1000 employés. Les visiteurs issus des milieux professionnels exprimèrent leur enthousiasme en découvrant la fabrique achevée, flambant neuve. Un inconditionnel de l'automobile écrivit à propos de la construction des moteurs de course à Mannheim : « Un élevage de pur-sang de la plus belle lignée ». La nouvelle usine Benz a tourné sans tarder à plein rendement et les carnets de commandes se sont bien remplis.



*The new Benz plant which started in 1908 was designed by the architect Albert Speer.*



Die weitere Geschichte im Schnell-Durchlauf: Die zwanziger und dreißiger Jahre brachten wahre Turbulenzen mit sich. Im Jahre 1926 fusionierten Benz und Daimler, immerhin die beiden ältesten und größten Automobilwerke Deutschlands. Für Mannheim brachte das manche Hiobsbotschaft mit sich. So kam es bei den Modellen zu einer „Typbereinigung“, das Konstruktionsbüro für Personenwagen wurde aus Mannheim in die neue Unternehmenszentrale nach Stuttgart verlagert. Die Weltwirtschaftskrise führte 1930 fast zur Katastrophe für den Standort. Gerüchte liefen um, das Benz-Werk werde geschlossen. Der Absatz brach ein, die Mitarbeiterzahl ebenso. Wurden 1929 gut 3.000 Mitarbeiter auf dem Waldhof beschäftigt, waren es 1932 nur noch 374 Benzler.



Benz & Cie. quickly got back on track, acquiring a 311,180-square-metre territory in Mannheim-Luzenberg in 1906 and commissioning the architect Albert Speer to build a new factory there. The company was producing 520 engines and 400 automobiles per year at the time and had around 1,000 employees. When the new factory was inaugurated, visitors from the automotive industry were enthused. One automobile aficionado even wrote about the construction of Mannheim's racing engines: "This is pure-breeding of the highest order." Benz soon accelerated its business and had plenty of orders coming in.

To sum up the rest of the story, the 1920s and 1930s had true turbulence in store. Benz and Daimler, the two oldest and biggest German automotive factories, merged in 1926. For Mannheim, this was bad news: The models had to go through an "update" and the construction office for cars was moved from Mannheim to the new headquarters in Stuttgart.



En aquella época, la empresa producía 520 motores y 400 coches al año y daba empleo a alrededor de 1.000 personas. Cuando se inauguró la nueva fábrica, los expertos que la visitaron quedaron entusiasmados. Un amante del automovilismo escribió lo siguiente sobre los motores de la empresa de Mannheim: "Son 100% purasangre". La nueva fábrica enseguida dio dinamismo a Benz y los libros de pedidos estaban llenos.

El resto de la historia se puede resumir. Los años 20 y 30 trajeron consigo tiempos tormentosos. En 1926 Benz y Daimler, las dos empresas automovilísticas más antiguas y más grandes de Alemania, se fusionaron. Para Mannheim fueron malas noticias. Los modelos se depuraron y la oficina de proyectos para coches particulares se trasladó de Mannheim a la nueva central de la empresa en Stuttgart. En 1930 la crisis económica mundial casi lleva la empresa a la catástrofe. Circulaban rumores de que la planta de Benz había cerrado.



La suite de l'histoire se résume brièvement comme suit : les années vingt et trente ont été émaillées d'événements tumultueux. En 1926, Benz et Daimler ont fusionné, ce qui consacrait l'union des deux plus anciennes et plus grandes usines automobiles d'Allemagne. Ce mariage eut bien des répercussions négatives sur le site de Mannheim. Les modèles firent l'objet d'une « rationalisation » et le bureau d'études des véhicules légers fut transféré de Mannheim au nouveau siège de l'entreprise situé à Stuttgart. La crise économique mondiale de 1930 conduisit le site au bord de la catastrophe. Des bruits circulèrent sur la fermeture de l'usine Benz. Les ventes s'amenuisèrent énormément, de même que l'effectif. Tandis que bien 3000 employés travaillaient encore au sein de l'établissement de Waldhof en 1929, ils n'étaient plus que 374 « Benzler » en 1932.



## Benz patent now a UNESCO World Heritage Document

On a fateful January day in 1886, Carl Benz submitted a patent application to the *Kaiserliches Patentamt* (the Imperial Patent Office of the day) in Berlin for the motorised vehicle he had invented. Just over 125 years later in May 2011, UNESCO resolved to enter the resulting patent – along with an omnibus of additional documents from the period – into its Memory of the World Programme. A certificate commemorating this event was officially presented to Daimler CEO Dr Dieter Zetsche on 15 July 2011 at Mannheim's TECHNOSEUM. In his acceptance speech, Zetsche underscored the positive ways in which the automobile has changed the world and will continue to do so in the future.

Since its inception in 1992, the UNESCO Memory of the World list has adopted 238 documents. Those from Germany include the literary estate of Johann Wolfgang von Goethe, Beethoven's Ninth Symphony, the silent film *Metropolis*, the fairy tales of the Brothers Grimm, and the Two Plus Four Treaty, which paved the way for Germany's reunification.



Dieter Zetsche, CEO of Daimler AG; and Jutta Benz, great-granddaughter of Carl Benz, are clearly pleased at Benz's famous patent having been declared a UNESCO World Heritage Document.

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*A day trip to the Bergstraße near Schriesheim: Carl Benz at the wheel, seated beside his wife, Bertha*



Die Krise ging vorüber, dann brach wenige Jahre später der zweite Weltkrieg herein. Rund 20 Prozent aller Einrichtungen wurden zerstört, knapp 25 Prozent der Fläche von Bomben getroffen. Doch kaum war der grausige Krieg vorüber, lief es beim Benz in Mannheim wieder rund. Der Wandel der Märkte erforderte ständig neue Produktionsstrukturen und Organisationsformen. Mannheim baute plötzlich keine Personenwagen mehr, mutierte zum reinen Nutzfahrzeug-Werk. Anfang der 50er Jahre wurde schließlich beschlossen, in der nordbadischen Stadt die Omnibus-Produktion von Mercedes-Benz zu konzentrieren. Zu einem erneuteten Einschnitt kam es 1965 als die Lkw-Produktion ganz aus Mannheim ins südpfälzische Wörth verlegt wurde. Wandel und nochmals Wandel! Heute werden an der Wiege des Automobils erfolgreich Omnibusse, Nutzfahrzeug-Motoren und Gießereiprodukte hergestellt, rund 8.500 Mitarbeiter sind damit beschäftigt. Und dies ganz wesentlich, weil Carl Benz vor 125 Jahren in Mannheim das Automobil erfand.

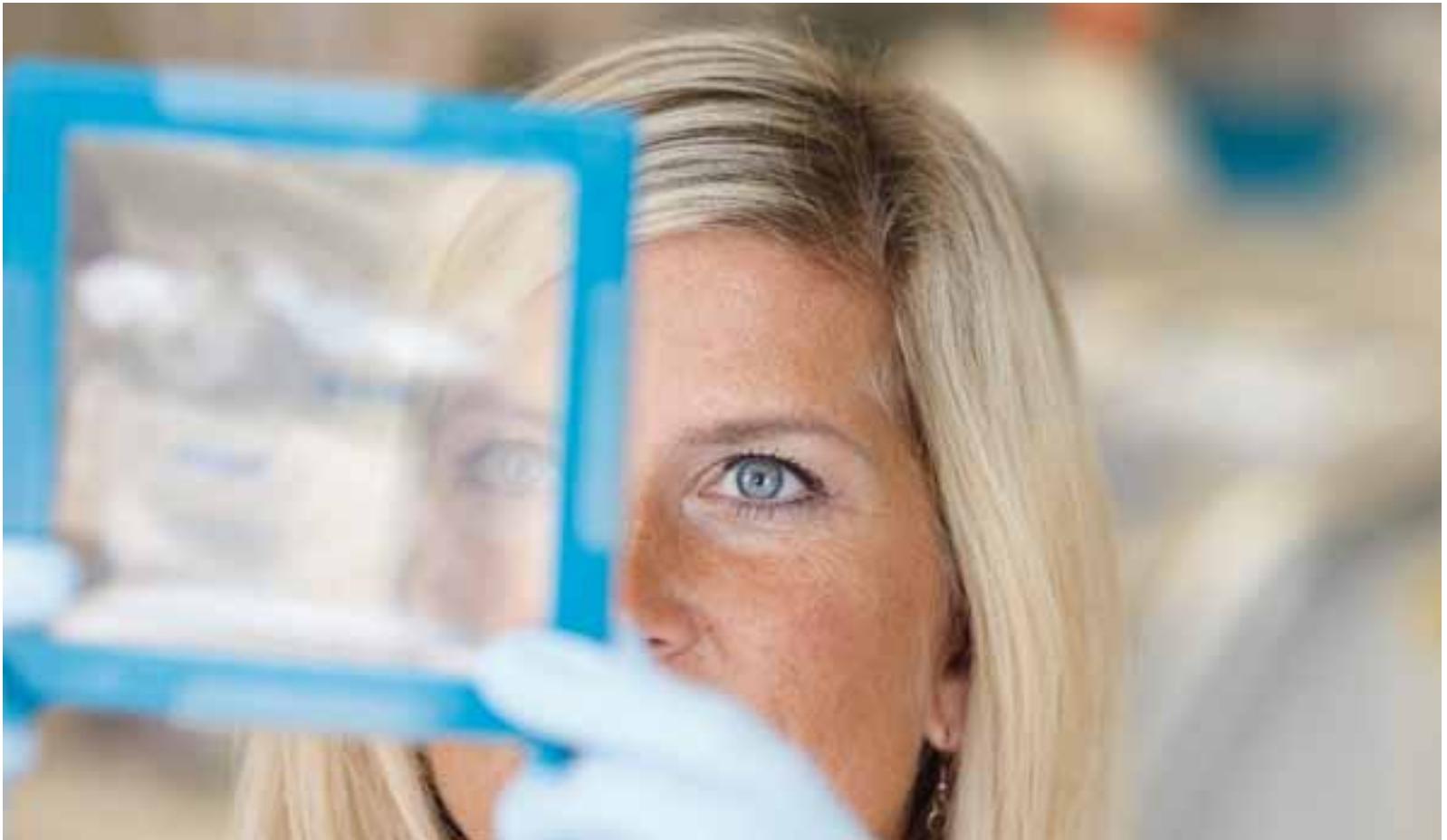
The Great Depression then led to a near catastrophe for the location in 1930. Rumours abounded that the Benz factory was to be shut down. Sales collapsed and so did the number of employees: While close to 3,000 people were employed at the Mannheim-Waldhof factory in 1929, there were only 374 original Benz employees left by 1932.

The crises came and went and only a few years later, World War II began. About 20 per cent of all Benz facilities were destroyed, and close to 25 per cent of the premises were hit by bombs. Not long after the gruesome war was over, however, Benz had recovered in Mannheim. The changing market continuously demanded new production and organisational structures. Suddenly, Mannheim was not building cars anymore, but transformed into a production site solely for utility vehicles. In the early 1950s, the decision was eventually made to concentrate the production of Mercedes-Benz omnibuses in Mannheim. Another shift came in 1965 when company moved all of its lorry production from Mannheim to the southern Palatine town of Wörth. Changes, nothing but changes! Nowadays, about 8,500 employees manufacture omnibuses, utility vehicle engines, and casting products in the birthplace of the automobile. All this was made possible thanks to Carl Benz and his invention of the automobile in Mannheim 125 years ago.

Las ventas cayeron y lo mismo pasó con el número de empleados. Si en 1929 había unos 3000 trabajadores empleados en Waldhof, en 1932 solo quedaban 374.

La crisis se superó, pero pocos años después estalló la Segunda Guerra Mundial. Alrededor de un 20% del equipamiento fue destruido y casi un 25% de la superficie, bombardeada. De nuevo, la empresa Benz se recuperó con rapidez. El cambio de los mercados requería continuamente nuevas estructuras de producción y organización. De repente, Mannheim ya no construía coches particulares, sino que se había transformado en una planta de vehículos de servicio. A principios de los años 50 se decidió que toda la producción de autobuses de Mercedes-Benz se concentrara en la planta de la ciudad del norte de Baden. Otro gran hito tuvo lugar en 1965, cuando la producción de camiones se trasladó por completo de Mannheim a la ciudad de Wörth, al sur del Palatinado. ¡Los cambios se sucedían sin parar! Hoy en día, en la cuna del automóvil se producen autobuses, motores para vehículos de servicio y productos de fundición, y a ello se dedican alrededor de 8.500 personas. Y todo esto, básicamente, porque Carl Benz inventó el coche en Mannheim hace 125 años.

La crise fut surmontée, mais la Seconde guerre mondiale éclata quelques années plus tard. Près de 20 pour cent des installations furent détruites et près de 25 pour cent de la superficie fut frappée par les bombardements. A peine l'effroyable guerre terminée, les affaires repartirent de nouveau chez Benz à Mannheim. Les marchés en pleine mutation imposèrent constamment des structures de production et des formes d'organisation novatrices. L'usine de Mannheim ne fabriquait plus subitement de véhicules légers, mais elle se métamorphosa pour sortir exclusivement des véhicules utilitaires. Au début des années 50, il fut décidé de concentrer la production d'autobus de Mercedes-Benz dans la ville du Nord de la Bade. Les changements ne s'arrêtèrent pas en si bon chemin puisque la production de poids lourds fut entièrement délocalisée de Mannheim vers la ville de Wörth dans le Palatinat du Sud, en 1965. Une telle évolution est source de perpétuels changements ! De nos jours, des autobus, des moteurs de véhicules utilitaires et des produits de fonte grise sont fabriqués avec succès dans le berceau de l'automobile, donnant du travail à environ 8 500 employés, et ce essentiellement parce que Carl Benz a inventé l'automobile à Mannheim, il y a 125 ans.



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# Bertha Benz – die Frau am Steuer

## Bertha Benz – The Woman Behind the Wheel

### Bertha Benz, la mujer al volante

#### Bertha Benz – La femme au volant

Nicole Heß





*Jutta Benz, the inventor's great-granddaughter; and Felicitas Woll, who played the role of Bertha, are excited about the film Carl & Bertha premiering on television in early 2011.*



Es war ein warmer Abend im August des Jahres 1888, als eine 39-jährige Dame mit zwei Jungen im Alter von 13 und 15 Jahren mit viel Geratter auf einem dreirädrigen Gefährt nach Pforzheim einfuhr und auf dem Leopoldplatz vor dem Hotel Post zum Stehen kam. Damals konnten weder die Beteiligten noch die erstaunten Zuschauer ahnen, dass in diesem Moment Geschichte geschrieben worden war: Die erste Fernfahrt der Welt mit einer pferdelosen Kutsche war gerade zu Ende gegangen. Sie hatte von Mannheim nach Pforzheim geführt – eine Strecke von weniger als 100 Kilometern, die wir heute in einer knappen Stunde zurücklegen.

Die erste Frau am Steuer hieß Bertha Benz. Zwei Jahre, nachdem ihr Mann Carl sich seine Erfindung patentieren lassen, hatte sie die Generalprobe bestanden.



On a warm August evening in 1888 a 39-year-old lady made quite an entrance upon entering Pforzheim on a rattling three-wheel vehicle accompanied by her two young boys, aged 13 and 15. When she came to a stop at Leopoldplatz in front of Hotel Post, neither the party concerned nor the astonished spectators anticipated that history was being written right then and there: The world's first long-distance ride with a horseless carriage had just been accomplished. The journey had led from Mannheim to Pforzheim – a distance of close to 100 kilometres, a route that nowadays takes us less than an hour.

The first woman behind the wheel was Bertha Benz. Two years after her husband Carl had patented his invention, she pulled off the final rehearsal.



Fue una cálida tarde de agosto de 1888. Una señora de 39 años y sus dos hijos de 13 y 15 años hicieron su ruidosa entrada en Pforzheim montados en un vehículo de tres ruedas que frenó justo delante del Hotel Post en Leopoldplatz. Por aquel entonces, ni los implicados ni los sorprendidos espectadores podían imaginar que en ese mismo momento se estaba escribiendo un capítulo de la historia: el primer viaje de largo recorrido con un automóvil. Había transcurrido de Mannheim a Pforzheim, un trayecto de menos de 100 kilómetros, que hoy en día se hace en apenas una hora.

La primera mujer al volante se llamaba Bertha Benz. Dos años después de que su marido Carl patentara su invento, ella salió triunfante del ensayo general.



Par une chaude soirée d'août de l'année 1888, la dame de 39 ans s'était rendue à Pforzheim à bord d'un véhicule tricycle tout pétrifiant en compagnie de ses deux garçons âgés de 13 et 15 ans et elle s'était arrêtée sur la place Leopold devant l'hôtel Post. Ni les participants de cette folle équipée ni les spectateurs ébahis ne pouvaient s'imaginer jadis qu'une page d'histoire s'écrivait à cet instant : le premier voyage au monde effectué sur une longue distance avec une voiture sans cheval venait de prendre fin. Il avait mené de Mannheim à Pforzheim, un parcours de moins de 100 kilomètres accompli de nos jours en une petite heure.

La première femme au volant s'appelait Bertha Benz. Deux ans après que son mari Carl eut fait breveter son invention, elle réussissait la répétition générale.





A family portrait: Carl Benz with his five children (from left), Richard (born 1874), Thilde (1882), Ellen (1890), Klara (1877), and Eugen (1873).



„Er kam einfach nicht weiter und war frustriert“, sagt Brigitte Seidel, die Ehefrau von Winfried Seidel, dem Gründer und Betreiber des Automuseums Dr. Carl Benz in Ladenburg. „Und dann haben es Eugen und Richard mit der Mutter einfach einmal ausprobiert.“ Bertha, so drückt Seidel es aus, war die starke Frau hinter Carl Benz. Sie war es, die sich um die Familie kümmerte, während er technische Pionierarbeit leistete.

Zur Welt gekommen ist sie als Cäcilie Bertha Ringer am 3. Mai 1849 in Pforzheim. Sie war die dritte Tochter des Schlossermeisters Karl und seiner Frau Auguste. Die Begegnung mit dem damals noch mittellosen Carl hat dieser später selbst in sehr schönen Worten formuliert: „Um auch im Brückenbau Erfahrungen zu sammeln, trat ich bei Gebr. Benckiser in Pforzheim ein. Hier lernte ich aber noch mehr kennen als den Brückenbau.“

“He wasn’t making progress and was thus frustrated,” says Brigitte Seidel, wife of Winfried Seidel, who is the founder and director of the Automuseum Dr. Carl Benz in Ladenburg. “And then Eugen and Richard, along with their mother, simply tried it out one day.” Seidel describes Bertha as the strong woman behind Carl Benz. It was she who took care of the family while he pursued his technically ground-breaking work.

Bertha Benz, born Cäcilie Bertha Ringer on 3 May 1849 in Pforzheim, was the third daughter of locksmith Karl and his wife, Auguste. The then still indigent Carl’s first encounter with Bertha was put into beautiful words by Carl himself many years later: “In order to gain experience in the field of bridge building, I started working for the brothers Benckiser in Pforzheim.

“No avanzaba y estaba frustrado”, dice Brigitte Seidel, la mujer de Winfried Seidel, fundador y gestor del Museo del coche Dr. Carl Benz de Ladenburg. “Y entonces, Eugen, Richard y su madre decidieron probarlo”. Bertha, en palabras de Seidel, era la mujer fuerte tras Carl Benz. Era la que se ocupaba de la familia mientras él llevaba a cabo su pionero trabajo de ingeniería.

Llegó al mundo con el nombre de Cäcilie Bertha Ringer un 3 de mayo de 1849 en Pforzheim. Era la tercera hija de Karl, maestro cerrajero, y de su mujer Auguste. El primer encuentro con Carl, todavía sin recursos, lo expresó él mismo con estas palabras: “Como quería tener experiencia también en la construcción de puentes, comencé a trabajar en la empresa de los hermanos Benckiser en Pforzheim.

« Il n’avançait pas tout simplement et était frustré », explique Brigitte Seidel, l’épouse de Winfried Seidel, le fondateur et l’exploitant du musée de l’automobile Dr Carl Benz à Ladenburg. « Eugen et Richard ont ensuite essayé à leur tour avec leur mère. » Bertha, selon les termes exprimés par Seidel, était la femme énergique agissant derrière Carl Benz. C’était elle qui s’occupait de la famille pendant qu’il exécutait un travail de pionnier sur le plan technique.

Ant y vu le jour à Pforzheim, le 3 mai 1849 sous le nom de Cäcilie Bertha Ringer, elle était la troisième fille du maître-serrurier Karl et de son épouse Auguste. La rencontre avec Carl encore démunie à cette époque a été décrite par l’intéressé lui-même de fort belle manière : « Afin d’acquérir aussi de l’expérience dans la construction de ponts, je suis entré dans l’entreprise des frères

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*Every other year, drivers commemorate Bertha Benz's famous drive from Mannheim to Pforzheim.*



Hier ist mir das Glück begegnet, jung und schön. Das Glück, das später mein Lebensglück werden sollte, indem es meinem schöpferischen Ringen und meinem Schaffen wie eine zweite Triebfeder immer wieder neue Spannkraft verlieh. Bertha Ringer hieß das temperamentvolle Pforzheimer Kind, das fortan mitbestimmend und mitberatend in den Kreis meiner Interessen tritt."

Am 20. Juli 1872 heirateten Carl und Bertha – das der damaligen Mode entsprechende schwarze Kleid kann man im Ladenburger Automuseum bewundern. Sie bekamen fünf Kinder: die Söhne Eugen und Richard sowie die Töchter Klara, Thilde und Ellen. Die einzige Nachfahrin, die heute noch den Namen Benz trägt, ist Eugens Enkelin Jutta Benz, die in Mannheim lebt.

But here, I unexpectedly came to know far more than merely bridge building. Here, I met my happiness, young and beautiful. This happiness would later on become my lifelong love. During all my inventive struggles she became a second driving force in my endeavours, lifting me up time and again. Bertha Ringer was the name of a temperamental Pforzheim daughter who would henceforth play a determining and guiding role in my circle of interests."

On 20 July 1872 Carl and Bertha got married; her black dress, a style in fashion at that time, can be admired at the Automuseum in Ladenburg. The Benzes had five children: two sons by the names of Eugen and Richard and three daughters called Klara, Thilde, and Ellen. The only descendant who still carries the name Benz today is Eugen's granddaughter Jutta Benz, who lives in Mannheim.

Pero allí conocí algo más que construcción de puentes. Allí me encontré con la fortuna, joven y guapa; la fortuna que después se convertiría en el amor de mi vida. Una segunda fuerza motriz que siempre aportó energía renovada a mi esfuerzo creativo y a mi trabajo. Bertha Ringer se llama la joven llena de vida de Pforzheim que siempre defendió mis intereses aconsejándome y ayudándome."

Carl y Bertha se casaron el 20 de julio de 1872. El vestido negro que llevó Bertha, de acuerdo a la moda de aquel entonces, se puede admirar en el Museo del Automóvil de Ladenburg. Tuvieron cinco hijos: dos niños, Eugen y Richard, y tres niñas, Klara, Thilde y Ellen. La única descendiente que todavía hoy lleva el apellido Benz es la nieta de Eugen, Jutta Benz, que vive en Mannheim.

Benckiser à Pforzheim. J'y ai cependant découvert plus que l'art de construire des ponts. Le bonheur est venu au-devant de moi, plein de jeunesse et de beauté. Ce bonheur devait devenir plus tard le bonheur de ma vie en insufflant un élan sans cesse renouvelé à mes efforts créateurs et à mon œuvre, telle une authentique âme sœur. Bertha Ringer était le nom de l'enfant de Pforzheim dynamique qui faisait partie dorénavant de mon centre d'intérêt ayant voix au chapitre et dispensant ses conseils. »

Le 20 juillet 1872, Carl et Bertha se mariaient et il est possible d'admirer leur costume de noces noir à la mode autrefois au musée de l'automobile de Ladenburg. Cinq enfants sont nés de cette union :



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Bertha Benz ist am 5. Mai 1944 gestorben, wenige Tage nach ihrem 95. Geburtstag und 15 Jahre nach ihrem Mann Carl. Über ihr Leben nach der berühmten Fahrt weiß man heute recht wenig.

Mit „Carl & Bertha“ hat der Regisseur Till Endemann zum 125. Jahrestag des Automobils der Beziehung der beiden ein filmisches Denkmal gesetzt. Neben der Technikgeschichte interessierte ihn in erster Linie die große Liebesgeschichte der beiden. Fasziniert hat ihn vor allem, „dass eine Frau an ihren Mann glaubt – so sehr, dass dadurch dieser Traum Wirklichkeit wird“, wie er in einem Interview sagte. Die Schauspielerin Felicitas Woll, die in dem Film die Rolle der Bertha Benz übernommen hat, sieht diese als eine sehr spannende Person: „Weil sie eine junge Frau war, die sich widersetzt hat – ihrem Vater, den Regeln und dem, was ihr auferlegt wurde.“



Bertha Benz died on 5 May 1944, a few days after her 95th birthday and 15 years after her husband Carl had passed away. However, little is known of her life after the famous drive.

In *Carl & Bertha*, Till Endemann created a cinematic tribute to their relationship for the 125th anniversary of the automobile. Apart from the technological history, he was mainly interested in the great love story between the two. Endemann's primary fascination lies in the notion that "a woman can believe so strongly in her husband's skills that he – thanks to her – can make his dream become reality," as he said in an interview. The young German actress Felicitas Woll, who plays Bertha Benz in this film, considers her character a very captivating person: "She was a young woman making a stand, a stand against her father – against the rules that were imposed on her."

Bertha Benz murió el 5 de mayo de 1944, pocos días después de su 95 cumpleaños y 15 años más tarde que su marido Carl. Sobre su vida después del famoso trayecto se conoce más bien poco.

Con la película *Carl & Bertha*, el director Till Endemann rinde homenaje cinematográfico a la relación de la pareja con motivo del 125 aniversario del automóvil. Además de la historia tecnológica, al director le interesaba sobre todo la gran historia de amor de los dos protagonistas. Lo que más le fascinó es que "una mujer crea tanto en su marido, que consiga que su sueño se haga realidad", explicó en una entrevista. La actriz Felicitas Woll, que interpreta el papel de Bertha Benz, la ve como una persona muy cautivadora "porque fue una joven que se enfrentó a su padre, a las normas y a aquello que se le imponía".

▶ Bertha Benz est décédée le 5 mai 1944, quelques jours après son 95ème anniversaire et 15 ans après la mort de son époux Carl. Suite à son célèbre voyage, très peu d'informations ont filtré sur sa vie.

Par son film « *Carl & Bertha* », le réalisateur Till Endemann a rendu un hommage cinématographique à la relation tissée entre les deux personnages à l'occasion du 125ème anniversaire de l'automobile. Hormis l'histoire de la technique, il s'est surtout intéressé à la grande histoire d'amour des deux protagonistes. Il a été notamment fasciné par « la confiance mise par une femme dans son mari, à tel point que ce rêve est ainsi devenu réalité », comme il l'a dit dans un entretien. L'actrice Felicitas Woll qui a joué le rôle de Bertha Benz dans le film considère celle-ci comme une personne très captivante : « Parce qu'elle était une jeune femme qui s'était opposée à son père, aux règles et à ce qui lui était imposé. »



*The film Carl & Bertha is a tribute to the couple's loving relationship.*



The two litres of ligroin Bertha Benz purchased at the village chemist's in Wiesloch enabled her to continue her unprecedented journey to Pforzheim.



Im Mittelpunkt dieses Films steht natürlich die ohne das Wissen ihres Mannes unternommene Fahrt von Mannheim nach Pforzheim. Denn schließlich war das nicht ein normaler Ausflug, sondern sollte sich im Nachhinein als Jahrhundertereignis erweisen. Winfried Seidel schildert den Ablauf, wie er sich wahrscheinlich zugetragen hat, in seinem Buch „Carl Benz – Eine Badische Geschichte“ ausführlich, vom Öffnen des Holztores in der Waldhofstraße bis zum Telegramm, das Bertha Benz von Pforzheim nach Mannheim schickte: „Erste Fernfahrt ist gelungen – sind gut in Pforzheim angekommen.“ Was dazwischen passierte ist dem Mannheim-Brockhaus zu entnehmen:

The film's centre of attention is, of course, the drive from Mannheim to Pforzheim, which Bertha undertook without her husband's knowledge. After all, this was no regular excursion, but would later on turn into an event of the century. Winfried Seidel elaborately describes the chain of events – as it probably occurred – in his chronicle *Carl Benz – Eine Badische Geschichte*, starting from the opening of the wooden gate at Waldhofstraße up to the telegram Bertha Benz sent from Pforzheim to Mannheim: "The first long-distance drive was successful – we have arrived well in Pforzheim." What had happened in between can be gathered from the encyclopaedia Mannheim-Brockhaus:



El punto central de la película es naturalmente el trayecto de Mannheim a Pforzheim emprendido por Bertha sin que su marido lo supiera. Al fin y al cabo, no se trataba de un viaje normal, sino de uno que se consideraría a partir de entonces el acontecimiento del siglo. Winfried Seidel narra los acontecimientos detalladamente – y probablemente como sucedieron – en su libro *Carl Benz – Eine Badische Geschichte* (Carl Benz, una historia de Baden), desde que se abrió la puerta de madera de Waldhofstraße hasta el telegrama que Bertha Benz envió desde Pforzheim a Mannheim:

"Primer trayecto completado: hemos llegado bien a Pforzheim". Lo que pasó durante el viaje se puede leer en la enciclopedia Mannheim-Brockhaus:



Entreprise à l'insu de son mari, le trajet de Mannheim à Pforzheim occupe naturellement une place centrale dans ce film. En effet, loin d'être finalement une excursion normale, il devait s'ériger après coup en événement du siècle. Winfried Seidel dépeint en détail son déroulement comme il semble s'être produit dans un livre intitulé « Carl Benz – Une histoire badoise » de l'ouverture du portail en bois donnant sur la rue Waldhofstraße jusqu'au télégramme envoyé par Bertha Benz de Pforzheim à Mannheim :

« Nous avons réussi le premier long parcours et sommes bien arrivés à Pforzheim. » Les péripéties intervenues entre-temps peuvent être tirées de l'encyclopédie Brockhaus de Mannheim :





„Eine verstopfte Benztleitung reparierte sie unterwegs mit ihrer Hutnadel, die durchgeriebene Isolierung eines Zündkabels ersetzte sie durch ihr Strumpfband. „Gentankt“ wurde in Apotheken. Da das Automobil keinen kleinen Gang hatte, musste sie an Steigungen schieben. Natürlich sorgte das Auto überall für Aufregung und war eine Sensation. Die Menschen reagierten jedoch nicht immer begeistert: Vor allem auf dem Land wurde der ‚Hexenkarren‘ öfter mit Steinen beworfen und Bertha Benz musste einiges für aufgeschreckte Hunde und Hühner bezahlen.“

Die Person Bertha Benz fasziiniert die Menschen heute immer noch. Und das Interesse an ihr wird immer größer: 2010 hat die Journalistin Angela Elis die Lebensgeschichte der Bertha Benz in Form einer Romanbiografie veröffentlicht. Das Buch trägt den Titel „Mein Traum ist länger als die Nacht – Wie Bertha Benz ihren Mann zu Weltruhm fuhr“.

Bertha fixed a clogged fuel line on the way using her hat pin, replaced the chafed insulation of an ignition wire with her garter, and “fuelled up” at pharmacies. Since the automobile had no low gear, she had to push it up the inclines she encountered. While the automobile did, of course, cause a big sensation everywhere it went, people's reactions were not universally positive: “Especially in the rural areas, the ‘witch cart’ was hit with stones and Bertha Benz had to pay a considerable amount in fines for scaring dogs and chickens.”

Bertha Benz fascinates people to this day, and interest in her and her life continues to grow: In 2010 the journalist Angela Elis published the life story of Bertha Benz as a novel-like biography. The book bears the German title *Mein Traum ist länger als die Nacht – Wie Bertha Benz ihren Mann zu Weltruhm fuhr* (“My Dream Is Longer than the Night – How Bertha Benz Brought Her Husband Worldwide Fame”).

“De camino, reparó un conducto de combustible con la aguja de su sombrero, sustituyó el aislamiento rasgado de un cable de encendido con una liga y “repostaba” en farmacias. Como el automóvil no tenía marcha corta, en las cuestas tenía que empujar. Por supuesto, el automóvil fue motivo de emoción y causó gran sensación, aunque la gente no siempre reaccionaba con entusiasmo. En el campo sobre todo, a menudo se lanzaban piedras contra el “carro embrujado” y Bertha tuvo que pagar bastantes multas por los perros y pollitos que huían espantados.”

Bertha Benz sigue fascinando a mucha gente. El interés por esta mujer crece cada día. En 2010, la periodista Angela Elis publicó la vida de Bertha Benz en forma de novela biográfica. El libro lleva el título *Mein Traum ist länger als die Nacht – Wie Bertha Benz ihren Mann zu Weltruhm fuhr* (Mi sueño es más largo que la noche. Cómo Bertha Benz dio a su marido fama mundial).

« Elle a réparé en chemin un tuyau d'alimentation en essence obstrué à l'aide de son épingle à chapeau et elle a remplacé l'isolation d'un câble d'allumage, usée par frottement, au moyen de sa jarretière. « Le plein » était fait dans des pharmacies. Etant donné que l'automobile n'avait pas de petite vitesse, il fallait la pousser dans les côtes. Le véhicule suscitait naturellement une grande agitation et il faisait sensation. La réaction du public n'était pas toujours enthousiaste cependant : en particulier à la campagne, des pierres ont été jetées sur la ,carriole de sorcière' et Bertha Benz a dû payer une somme rondelette de dédommagement pour les chiens et les poules effrayés sur son passage. »

La personnalité de Bertha Benz continue de séduire de nos jours. L'intérêt qu'elle soulève ne cesse de grandir : En 2010 la journaliste Angela Elis a publié l'histoire de la vie de Bertha Benz sous la forme d'une biographie romancée. L'ouvrage porte le titre « *Mein Traum ist länger als die Nacht – Wie Bertha Benz ihren Mann zu Weltruhm fuhr* » (mon rêve se prolonge au-delà de la nuit ou comment Bertha Benz a forgé la renommée mondiale de son mari).



*Plenty of antique cars are always on hand to reenact Bertha Benz's journey.*

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# Automuseum Dr. Carl Benz

The place Winfried Seidel chose to open the Automuseum Dr. Carl Benz in 2004 is an historic one: the former factory of C. Benz Söhne on Ilvesheimer Straße in Ladenburg. Its old halls of industry lend the museum an extra special flair and give Seidel, a car buff and Benz expert, room to exhibit hundreds of objects that have helped write the history of the automobile: Carl Benz's old workroom; the wedding dress of his wife, Bertha; and of course, the world's first car – the Benz Patent-Motorwagen from the year 1886. The last C. Benz Söhne vehicle, built in 1924 and driven by Carl Benz himself, is also on display for visitors to admire.

The museum's expansive brick halls house many vehicles – and not only automobiles. From bicycles and motorcycles to a draisine and a pram, practically everything that brings people from here to there can be found in an exhibit. An entire section is devoted to the sport of racing, giving visitors the chance to marvel at both a series of fast cars and, for example, the driving suit in which Klaus Ludwig won the Deutsche Tourenwagen Masters in 1992. A glass case also holds a collection of hundreds of model cars. Meanwhile, those interested in learning more about the history of the automobile after having a look around will find plenty of literature on the subject in the museum's shop.

\*The Automuseum Dr. Carl Benz is located at Ilvesheimer Straße 26 in Ladenburg. It can be reached by telephone on +49 (0) 6203 181786 or online at [www.automuseum-dr-carl-benz.de](http://www.automuseum-dr-carl-benz.de). The museum is open Wednesdays, Saturdays, and Sundays from 2:00 to 6:00 p.m., as well as to groups by appointment.



Wer die von ihr gewählte Strecke von Mannheim über Pforzheim und zurück nachempfinden möchte, kann das an der Bertha Benz Memorial Route tun, die auf Initiative von Privatleuten gegründet und vom Regierungspräsidium Karlsruhe 2008 offiziell als Tourismusstraße anerkannt wurde.

Und im Jubiläumsjahr „125 Jahre Automobil“ gab es im Juni 2011 auch wieder eine große Bertha-Benz-Fahrt, bei der fast 90 historische Automobile aus den Baujahren 1890 bis 1930 und viele weitere aus der Zeit von 1930 bis 1970 auf den Spuren der ersten Autofahrerin der Welt unterwegs waren – und ihre abenteuerliche Reise noch einmal ganz lebendig werden ließen.

Those who would like to follow the path she took from Mannheim to Pforzheim and back can do so along the Bertha Benz Memorial Route. Originally created based on an initiative of private individuals, this route has been recognised as an official touristic road by the German regional council of Karlsruhe since 2008.

In honour of the anniversary year “125 Years of the Automobile” a big Bertha Benz Caravan took place in June 2011. Close to 90 historical automobiles from the years 1890 to 1930 – and many more from 1930 to 1970 – followed the wheel tracks of the first female driver in the world and experienced her adventurous journey as if it had only taken place yesterday.

Quien quiera sentir lo que fue el trayecto de ida y vuelta que realizó desde Mannheim hasta Pforzheim, puede hacerlo por la Ruta Conmemorativa Bertha Benz, fundada por iniciativa privada y reconocida oficialmente como ruta turística por la Presidencia del Gobierno de Karlsruhe en 2008.

En el año de celebración del 125 aniversario del automóvil, en junio de 2011, casi 90 coches de época fabricados entre 1890 y 1930 y muchos otros de 1930 hasta 1970 siguieron las huellas de la primera conductora del mundo y dieron vida de nuevo a su osado viaje por la ruta histórica “Bertha Benz”.

Il est possible de renouer avec le parcours de Mannheim à Pforzheim et retour, choisi naguère par cette grande dame, en empruntant la route commémorative Memorial Route de Bertha Benz fondée à l'initiative de particuliers et reconnue officiellement comme route touristique par la présidence régionale de Karlsruhe en 2008.

Durant l'année célébrant « le 125ème anniversaire de l'automobile », il y a aussi eu de nouveau un grand voyage Bertha Benz en juin 2011, au cours duquel près de 90 voitures historiques dont l'année de construction allait de 1890 à 1930 et bien d'autres de l'époque comprise entre 1930 et 1970 ont fait le déplacement sur les traces de la première automobiliste du monde pour en revivre encore une fois les tribulations.



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# Die Metropolregion steht unter einem guten Stern

## The Rhine-Neckar Metropolitan Region – Born Under a Lucky Star

El área metropolitana tiene buena estrella

La région métropolitaine est placée sous une bonne étoile

Gert Goebel



In Mannheim ist das Auto von Carl Benz erfunden worden. Da verwundert es kaum, dass die Automobilindustrie und speziell die heutige Daimler AG in Mannheim und in der gesamten Metropolregion Rhein-Neckar eine gewichtige Rolle spielen. Die Werke Mannheim und Wörth in der Südpfalz sind von herausragender Bedeutung für den Weltkonzern mit dem Stern. Dabei ist der Standort Mannheim quasi ein Oldtimer, bereits 1908 startete dort die Produktion von Motoren und Autos.

With Carl Benz having invented the automobile in Mannheim and Daimler AG still counting the city among its homes today, it comes as no surprise that the automobile industry continues to play an important role in the entire Rhine-Neckar Metropolitan Region. The two plants in Mannheim and nearby Wörth are of crucial importance to the global corporation known by its star-shaped logo. Mannheim, for its part, is practically an old-timer in the business, having witnessed the first production of engines and automobiles back in 1908.

Carl Benz inventó el coche en Mannheim. Por eso, no es de extrañar que la industria automovilística, y en especial Daimler AG, desempeñe un papel tan importante tanto en Mannheim como en toda el área metropolitana del Rin-Neckar. Las plantas de Mannheim y Wörth, al sur del Palatinado, tienen una especial relevancia para la multinacional de la estrella. El emplazamiento de la empresa en Mannheim se puede considerar un clásico, donde ya en 1908 se comenzó la producción de motores y coches.

L'automobile a été inventée par Carl Benz à Mannheim. Il n'est donc guère étonnant que l'industrie automobile et notamment l'actuelle société Daimler AG jouent un rôle majeur à Mannheim et dans toute la région métropolitaine Rhin-Neckar. Les usines de Mannheim et de Wörth dans le Palatinat du Sud revêtent une importance primordiale pour le groupe international à l'étoile. Le site de Mannheim affiche en l'occurrence une certaine ancienneté, puisque la production de moteurs et de voitures y a commencé dès 1908.



Wörth dagegen ist ein Kind der Neuzeit, geboren 1960, dann aber gigantisch gewachsen und inzwischen das größte Lkw-Montagewerk der Welt.

Zunächst ein Blick auf den Mercedes-Benz-Standort Mannheim. „Das Werk steht wie kein anderes für die Industrieunternehmen dieser Stadt“, erklärte Mannheims Oberbürgermeister Peter Kurz vor geraumer Zeit. Es ist nicht nur die Geschichte des Benz-Werks, die schwer wiegt, es ist auch die aktuelle Bedeutung des Standorts für den Arbeitsmarkt. Immerhin ist der Industriekomplex im Norden der Stadt mit seinen rund 8.500 Beschäftigten der größte Arbeitgeber der Kommune.



The plant in Wörth, on the other hand, is a child of the modern age, born in 1960. It has grown immensely over the years and become the largest lorry assembly plant worldwide.

Let's first have a look at the Mercedes-Benz location in Mannheim. Quite some time ago, Mannheim's mayor Peter Kunz explained: "The plant represents the industry sector of this city like no other." It is not simply the history of the Benz plant that symbolises its importance; it is also the current significance of this location on the labour market. The industry complex in the northern part of the city provides 8,500 people with employment, making it the largest employer within the municipality.



Wörth, por su parte, forma parte de una nueva generación. Nació en 1960 pero ya se ha convertido en un gigante que hoy en día es la mayor planta de montaje de coches del mundo.



Para empezar, echemos un vistazo a la planta de Mercedes-Benz de Mannheim. "La planta representa a las empresas industriales de la ciudad como ninguna otra", explicaba el alcalde de Mannheim hace un tiempo. No solo por el peso histórico de la planta de Benz, sino también por el significado del emplazamiento para el mercado laboral. Al fin y al cabo, el complejo industrial ubicado al norte de la ciudad es, con sus 8.500 empleados, la empresa que más trabaja da del municipio.



Né en 1960, le site de Wörth en revanche fait figure d'enfant des temps modernes. Ayant poussé par la suite d'une manière gigantesque, il est désormais devenu le plus grand atelier de montage de camions au monde.

Examinons d'abord de plus près le site exploité par Mercedes-Benz à Mannheim. « Comme nulle autre entreprise industrielle, l'usine est emblématique de cette ville », a expliqué le maire de Mannheim, Peter Kurz, il y a quelque temps déjà. Non seulement l'histoire de l'usine de Benz pèse lourd, mais aussi l'influence actuelle du site sur le marché du travail. Employant 8 500 personnes, le complexe industriel implanté dans le nord de la ville s'avère tout de même le plus gros employeur de la commune.





Seit der Gründung des Werks im Jahre 1908 hat sich das Produktionsprogramm immer wieder gewandelt. Heute werden mit Erfolg Nutzfahrzeugmotoren, Gießereiprodukte sowie Omnibusse gefertigt. Das Werk Mannheim ist gegenwärtig in zwei getrennte Bereiche auf dem gemeinsamen Werksgelände geteilt. Motorenwerk und Gießerei zählen zusammen rund 5.000 Mitarbeiter. Auf einer Fläche von rund 890.000 Quadratmetern beläuft sich die Jahreskapazität auf mehr als 200.000 Motoren und über 100.000 Tonnen Guss für Motoren- und Fahrwerkstechnik.

Das Evobus Omnibus-Werk Mannheim von Daimler beschäftigt rund 3.500 Mitarbeiter mit der Produktion von Rohbauten für zahlreiche Omnibus-Baureihen von Mercedes-Benz und Setra sowie der Endmontage des Stadtbusses Mercedes-Benz Citaro.

Since its foundation in 1908, the plant has adapted its production programme time and again. Today it includes engines for commercial vehicles, casting products, and omnibuses. The Mannheim plant is currently divided into two separate areas on the common factory grounds. Together, engine production and the foundry employ 5,000 people. On premises spanning about 890,000 square metres, their annual capacity includes more than 200,000 engines and more than 100,000 tonnes of castings for engine and chassis technology.

Meanwhile, Daimler's Evobus plant in Mannheim employs about 3,500 people who work in the production of body framings for numerous omnibus series by Mercedes-Benz and Setra, as well as in the final assembly of the Mercedes-Benz city bus Citaro.



Desde que la planta se fundara en 1908, el proceso de producción se ha ido transformando. A día de hoy, en la planta se fabrican motores para vehículos de servicio, productos de fundición y autobuses. La planta de Mannheim está dividida actualmente en dos áreas separadas. La planta de fabricación de motores y fundición cuenta con alrededor de 5.000 empleados. En una superficie de alrededor de 890.000 metros cuadrados se producen más de 200.000 motores y más de 100.000 toneladas de piezas para motores y chasis al año.

La planta de autobuses Evobus de Mannheim emplea a alrededor de 3.500 trabajadores en la producción de carrocerías para autobuses Mercedes-Benz y Setra así como para el montaje final de los autobuses urbanos Mercedes-Benz Citaro.

Depuis la fondation de l'usine en 1908, l'assortiment de produits n'a cessé d'évoluer. De nos jours, des moteurs de véhicules utilitaires, des produits de fonte grise et des autobus y sont fabriqués avec succès. L'usine de Mannheim est divisée présentement en deux secteurs d'activité séparés sur le terrain commun. L'usine de moteurs et la fonderie comptent ensemble à peu près 5 000 collaborateurs. Répartie sur une superficie de quelque 890 000 mètres carrés, la capacité annuelle s'élève à plus de 200 000 moteurs et à plus de 100 000 tonnes de fonte destinées à la construction de moteurs et de châssis.

L'usine d'autobus Evobus de Mannheim gérée par Daimler occupe environ 3 500 employés affectés à la production des caisses brutes d'innombrables gammes d'autobus de Mercedes-Benz et de Setra ainsi qu'au montage final des bus urbains Citaro de Mercedes-Benz.



*With a workforce of roughly 8,500 people, Daimler's location in Mannheim is the city's largest employer.*





*The Mannheim location is a key catalyst for the entire corporation.*



Mannheim ist aber weit mehr als nur wettbewerbsfähiger Produzent von Motoren und Bussen. Der Standort ist eine Ideenschmiede, wesentliche technologische Impulse gehen von der nordbadischen Kommune aus. „Hier auf dem Luzenberg schlägt das Herz der Daimler Nutzfahrzeuge. Und auch, wenn das Herz schon 100 Jahre lang schlägt, bin ich überzeugt: Das Herz schlägt auch in Zukunft kraftvoll weiter“, erklärte Daimler-Vorstandsmitglied Andreas Renschler, als das Werk 2008 seinen 100. Geburtstag feierte. Und Daimler-Vorstandschef Dieter Zetsche erklärte auf der Festveranstaltung: „Hier werden Antriebstechnologien von Morgen entwickelt. Das Werk steht für Tradition und entwickelt zugleich modernste und umweltfreundliche Technologien. Ganz im Sinne von Carl Benz“.



Mannheim, though, is much more than a merely competitive manufacturer of engines and buses. This location is a think tank that produces crucial technological impulses. “The heart of Daimler commercial vehicles is right here on Luzenberg. Even though it’s been beating for over a hundred years, I’m convinced that it won’t lose any of its vigour in the future,” said Andreas Renschler, member of the Daimler board of executives, at the 100th anniversary of the plant in 2008. “The drivetrain technologies of tomorrow are being developed right here. The plant stands for tradition and develops state-of-the-art and environmentally friendly technologies – entirely in the image of Carl Benz,” added Daimler chairman Dieter Zetsche during the same celebration.



Pero Mannheim es mucho más que el productor más competente de motores y autobuses. La planta es una fábrica de ideas cuyos impulsos tecnológicos más importantes van más allá del municipio del norte de Baden-Wurtemberg. “Aquí en Luzenberg late el corazón de los vehículos de servicio de Daimler. Y cuando ese corazón lleva ya 100 años latiendo, estoy convencido de que lo seguirá haciendo con mucha fuerza en el futuro”, explicaba Andreas Renschler, miembro de la junta directiva de Daimler, cuando la planta cumplió 100 años. Con motivo de la misma celebración, el presidente de la junta directiva, Dieter Zetsche, explicaba lo siguiente: “Aquí se desarrollan las técnicas de propulsión del mañana. La planta representa la tradición y, al mismo tiempo, desarrolla las tecnologías más modernas y menos contaminantes, siguiendo las huellas de Carl Benz”.



Mais Mannheim se révèle bien plus qu'un simple producteur concurrentiel de moteurs et de bus. Le site constitue le creuset où se forgent bien des idées à en juger par les impulsions technologiques cruciales émanant de la commune du nord du pays de Bade. « Le cœur des véhicules utilitaires de Daimler bat ici à Luzenberg. Même s'il le fait depuis déjà 100 ans, je suis persuadé qu'il va tenir le rythme à l'avenir avec une égale vigueur », a noté Andreas Renschler, membre du directoire de Daimler, lorsque l'usine a célébré son centenaire, en 2008. Quant au président du directoire de Daimler, Dieter Zetsche, il a fait remarquer lors des festivités : « Les technologies d'entraînement de demain sont mises au point ici. Riche d'une longue tradition, l'usine élabore à la fois des procédés techniques ultramodernes et respectueux de l'environnement, tout à fait dans l'esprit de Carl Benz ».





Der Standort Mannheim hat sich in der Tat inzwischen zur bedeutenden Innovations-Werkstatt im Daimler-Konzern entwickelt. Und dies dank KEM, was für Kompetenzzentrum für emissionsfreie Mobilität steht. Diese Einrichtung arbeitet seit 1994 an einer Verwirklichung der Vision von emissionsfreier Mobilität. Im KEM werden schadstoffarme und nahezu emissionsfreie Pkw, Transporter und Lkw als Prototyp aufgebaut, weiterentwickelte Modelle in Kleinserien realisiert und ihre späteren Serienanläufe in den Produktionswerken vorbereitet.

Bisher haben rund 10.000 Fahrzeuge mit spezieller Technologie die Produktionshallen des KEM verlassen. „Das Kompetenzcenter ist in seiner Struktur einzigartig. Dank der Querschnittsfunktion ist hier Know-how aus allen Fahrzeuggattungen versammelt, vom Personenwagen über Transporter bis zu Lkw. Das KEM kennt keine Grenzen, in Steuerkreisen treffen sich die Fachleute aus unterschiedlichen Bereichen und Sparten“, heißt es bei Daimler. Das KEM kann vor allem auch sehr flexibel auf außergewöhnliche Aufträge reagieren – etwa auf eine Anfrage nach 50 Fahrzeugen mit Erdgasantrieb für Malaysia. Dort wird aus Palmöl-Rückständen Biogas gewonnen – das KEM kann auftretende Probleme lösen. „KEM heißt Zukunft“, so Daimler.

Mannheim has truly become an important innovation workshop within the Daimler corporation. This is thanks to KEM (*Kompetenzzentrum für emissionsfreie Mobilität*), a centre of competence that has been working on realising a vision of emission-free mobility since 1994. KEM assembles low-emission and nearly emission-free prototypes of cars, transporters, and lorries; realises advanced models in small series, and makes preparations for the eventual start of mass production at manufacturing plants.

So far, about 10,000 vehicles with special technology have left the production halls of KEM. “The centre of competence is unique in its structure. Since its functions represent a cross-section of the automotive industry, you can find expertise from all vehicle sectors here, including in cars, transporters, and lorries. At KEM, there are no borders; the centre's steering committees comprise experts from a variety of areas and fields,” the Daimler corporation states. KEM is particularly good at responding to extraordinary projects, such as a request for 50 vehicles with natural gas drive systems for Malaysia. There, people turn palm oil residues into biogas, and KEM helps solve any problems that arise. As Daimler puts it: “KEM means the future.”



En efecto, la planta de Mannheim se ha erigido como fábrica de innovaciones de Daimler. Y esto gracias al KEM, el Centro de Competencia de Daimler para la movilidad libre de emisiones. Esta entidad funciona desde 1994 para hacer realidad la visión de una movilidad libre de emisiones. En el KEM se construyen prototipos de coches, camiones y vehículos de transporte poco contaminantes y casi libres de emisiones, se producen modelos avanzados en pequeñas series y se prepara la posterior producción de los mismos, que se realizará en las plantas de producción.

Hasta ahora, alrededor de 10.000 vehículos con tecnologías especiales han abandonado las naves de producción del KEM. “El Centro de Competencia tiene una estructura única. Gracias a su funcionamiento transversal, se reúnen en él conocimientos sobre las tecnologías de todo tipo de vehículos, desde turismos a camiones pasando por vehículos de transporte. El KEM no tiene fronteras, en los comités de dirección se reúnen expertos de ámbitos e intereses diferentes”, se explica en Daimler. El KEM tiene la capacidad de reaccionar con mucha flexibilidad ante pedidos fuera de lo común, por ejemplo, un pedido de 50 vehículos propulsados con gas natural para Malasia. Allí se consigue biogás de los residuos del aceite de palma. KEM puede resolver los problemas que se presenten: según Daimler, “KEM significa futuro”.



Le site de Mannheim s'est effectivement mué entretemps en un atelier d'innovation de premier plan au sein du groupe Daimler, et ce à la faveur du KEM, autrement dit du Centre de compétence en matière de mobilité sans émission. Cet établissement œuvre depuis 1994 à la réalisation de l'objectif d'une mobilité ne générant aucune émission. Des voitures de tourisme, des camionnettes et des poids lourds, peu polluants et quasiment exempts d'émissions, sont assemblés sous forme de prototypes au centre KEM, des modèles perfectionnés en sont ensuite réalisés en petites séries et le lancement ultérieur de leur production de série est préparé dans les usines.

Jusqu'à présent, près de 10 000 véhicules issus d'une technologie spéciale ont quitté les halls de production du centre KEM. « De par sa structure, le centre de compétence est unique. Du fait de son mode de transmission transversal, le savoir-faire recueilli provient ici de toutes les catégories de véhicule, de la voiture particulière au poids lourd, en passant par la camionnette. Le centre KEM ne connaît aucune limite et les spécialistes venus de différents domaines et secteurs d'activité se rencontrent dans les comités de pilotage », telle est la situation prévalant chez Daimler. Le centre KEM peut notamment réagir aussi très souplement aux commandes exceptionnelles comme une demande de 50 véhicules propulsés au gaz naturel en provenance de Malaisie. Du biogaz y est extrait des résidus d'huile de palme et le centre KEM peut résoudre les problèmes soulevés. « KEM est synonyme d'avenir », selon la devise de Daimler.



Some 3,500 people work at the Evobus plant in Mannheim alone.



Zukunft hat ohne Zweifel auch das Werk Wörth in der Südpfalz, nicht weit von Karlsruhe entfernt. Aus kleinen Anfängen hat sich der Komplex zum größten Lkw-Montagewerk der Welt entwickelt, Jahr für Jahr mit großen Wachstumsschritten. Anfangs war nur ein Motorenwerk geplant, doch im Rahmen einer umfassenden Konzern-Neuordnung wurde Wörth ausersehen, die „dicken Brummis“ voll und ganz zu montieren. Besonders eng ist hierbei die Kooperation mit dem Werk Mannheim, das für Wörth die Motoren liefert. In der Montagefabrik werden die Modelle Actros, Atego, Axor, Econic, Unimog und Zetros hergestellt.

The future of the plant in Wörth (near Karlsruhe) is also sure to be bright. From its humble beginnings, the complex has today become one of the largest lorry assembly plants worldwide and continues to grow year after year. In the beginning, there was only one engine plant planned, but in the course of an extensive reorganisation within the corporation, Wörth was chosen to take over the entire assembly of lorries. It also cooperates closely with the plant in Mannheim, which supplies Wörth with engines. The assembly factory in Wörth produces the models Actros, Atego, Axor, Econic, Unimog, and Zetros.



Sin duda alguna, la planta de Wörth en el sur del Palatinado, no lejos de Karlsruhe, también tiene mucho futuro. Desde sus discretos comienzos, el complejo se ha convertido en la mayor planta de montaje de camiones del mundo y cada año obtiene mejores cifras de crecimiento. Al principio solo se concibió como fábrica de motores, pero después fue seleccionada como planta para el montaje completo de grandes camiones en el marco de una reorganización total del consorcio. La colaboración entre esta planta y la de Mannheim, que suministra los motores, es muy estrecha. En la planta de montaje se producen los modelos Actros, Atego, Axor, Econic, Unimog y Zetros.



*Actros and Atego are just two of the lorry models that come from the plant in nearby Wörth.*





*The two plants in Mannheim and Wörth are of crucial importance to the Daimler corporation.*



Wörth profitiert derzeit von der weltweit starken Nachfrage nach Nutzfahrzeugen, die sich nach schwerer Krise erstaunlich erholt hat. Daimler hat 2010 weltweit 355.000 Lkw verkauft, 2013 sollen es eine halbe Million Fahrzeuge sein. In der Südpfalz ist das Werk auf eine Kapazität von 100.000 Nutzfahrzeugen ausgerichtet. In 2011 sollen rund 92.000 Autos vom Band fahren, 2010 lag die Produktion bei 77.000 Einheiten, im Krisenjahr 2009 gar nur bei 48.000 Lkw. Ein gewaltiger Aufschwung also, der auch dem Arbeitsmarkt zugute kommt. Die Zahl der Mitarbeiter soll bis Frühjahr 2012 am Standort Wörth um 1.000 auf über 12.500 steigen. Derzeit scheint somit die Sonne über dem Unternehmen mit dem Stern.

■ Wörth is currently profiting from the strong demand for commercial vehicles all over the world. This field of interest seems to have recovered with surprising speed from its recent crisis. In 2010, Daimler sold 355,000 lorries worldwide; in 2013, this number is to rise to half a million vehicles. The Wörth plant has a capacity of 100,000 commercial vehicles. In 2011, about 92,000 cars are projected to roll off the line; in 2010, production was at 77,000 units, and in 2009 – the year of the economic crisis – production was down to only 48,000 lorries. The strong upward trend these numbers indicate also has a positive effect on the labour market: The number of employees at work in Wörth is supposed to increase until spring 2012 by 1,000 to a total of more than 12,500 employees. It's clear that the sun is shining on the corporation with the star!

Actualmente, Wörth se beneficia de la gran demanda a nivel mundial de vehículos de servicio, que se ha recuperado de manera sorprendente tras la crisis. En 2010, Daimler vendió 355.000 camiones en todo el mundo, cifra que en 2013 debe elevarse a medio millón. La planta ubicada al sur del Palatinado aspira a una capacidad de producción de 100.000 vehículos al año. En 2010 la producción fue de 77.000 unidades y durante el año de la crisis 2009 se quedó en 48.000. En 2011 tienen que salir 92.000 vehículos de la cadena de montaje. Un impulso muy potente que beneficiará al mercado laboral. El número de trabajadores de la planta de Wörth tiene que aumentar en 1.000 hasta alcanzar la cifra de 12.500 hasta la primavera 2012. Por ahora, parece que el sol brilla sobre la empresa de la estrella.

■ Wörth profite momentanément de la forte demande mondiale de véhicules utilitaires, qui s'est spectaculairement redressée après la grave crise économique. En 2010 Daimler a vendu 355 000 camions de par le monde, en 2013 le chiffre visé est d'un demi-million d'unités. L'usine bâtie dans le Palatinat du Sud est aménagée pour assurer une capacité de 100 000 véhicules utilitaires. En 2011, à peu près 92 000 automobiles doivent sortir des chaînes de production, tandis qu'en 2010 la fabrication avoisinait 77 000 unités et à peine seulement 48 000 poids lourds durant l'année de la crise 2009. La reprise fulgurante qui a donc été enregistrée a également profité au marché de l'emploi. Les effectifs doivent augmenter de 1 000 personnes pour atteindre plus de 12 500 employés sur le site de Wörth jusqu'au printemps 2011. Le soleil brille donc actuellement au-dessus de l'entreprise à l'étoile.



# Energie für Naseweise

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## TE Connectivity



TE Connectivity is – quite literally – all about making connections. Plug connectors, relays, sensors, and more undergo intensive inspection from early on in their development at the international company's test competence centre in Bensheim. The demands placed on the performance and versatility of such systems are always growing, after all – particularly with regard to automotive components. TE Connectivity, formerly known as Tyco Electronics, currently offers a portfolio of more than 500,000 products. In addition to the automotive industry, its customers hail from the fields of entertainment electronics, energy and medical technology, aerospace engineering, and IT. TE Connectivity generated U.S. \$12.1 billion in revenues in 2010. In Germany, the company maintains production facilities in Speyer, Wört (Ostalb), Dinkelsbühl, and Ottobrunn (near Munich). In Bensheim it employs around 700 people.

## TRW Automotive

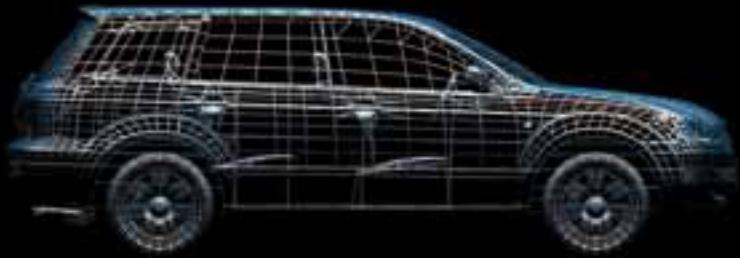
# The Automotive Suppliers

Dr Gabriele Koch-Weithofer / Ulla Cramer

TRW Automotive is a group with a long tradition. While the three-letter abbreviation its name still contains stands for the American companies that founded it – Thompson, Ramo, and Woolridge – its roots reach back even further. At the company's site in St. Leon-Rot, employees are proud to point out that automobile legend Henry Ford's famous Model T sported a steering wheel and engine valves from one of TRW's precursor companies. These days, TRW Automotive is a leading provider of safety systems, including seatbelts, airbags, and driver-assistance and anti-lock braking systems. The group, which generated U.S. \$14.4 billion in revenues in 2010, now employs around 10,700 people – including some 2,000 engineers – at its 18 plants in Germany. In St. Leon-Rot, a total of 330 employees manufacture airbags for the automotive industry.



## WABCO



Over the past 140-plus years, the name WABCO has come to symbolise safety in commercial lorries, buses, and trailers. That is how long this leading company has been developing brake, stability, shock-absorption, and automatic drive systems for utility vehicles. Operating in 31 countries with a workforce of 9,900, WABCO achieved revenues of U.S. \$2.2 billion in 2010. At its Mannheim branch, the company develops and manufactures WABCO wheel brakes for new vehicles and the spare parts market. The plant ships pneumatic disc, drum, and hydraulic brake systems to utility vehicle makers all around the world. Originally founded as the Fulmina company for the production of automobiles and industrial ovens, the location has belonged to WABCO since 1994 and celebrated its 100th birthday in 2011. Today, WABCO's Mannheim plant employs around 400 people.

## Eberspächer

Vehicle heating, bus air-conditioning, exhaust technology – these are the specialities of Eberspächer, with vehicle electronics and electronic integration tools rounding out its portfolio. After being founded in the southern German town of Esslingen am Neckar in 1865, the company has been active in the automotive supply industry since the 1930s. Engine silencers and vehicle heating systems have belonged to its range of products since the early days, and Eberspächer has also made a name for itself in remote controls and particulate filters. In Herxheim in the Palatinate, the company has established a further presence with two subsidiaries. Eberspächer catem and its 270 employees produce electric supplementary heating systems for passenger vehicles, and also offer solutions for hybrid, electric, and fuel-cell-based vehicles. Eberspächer Controls, meanwhile, manufactures products related to vehicle power electronics with a workforce of around 100. In total, the company's some 5,600 employees generated €1.9 billion in revenues in 2010.

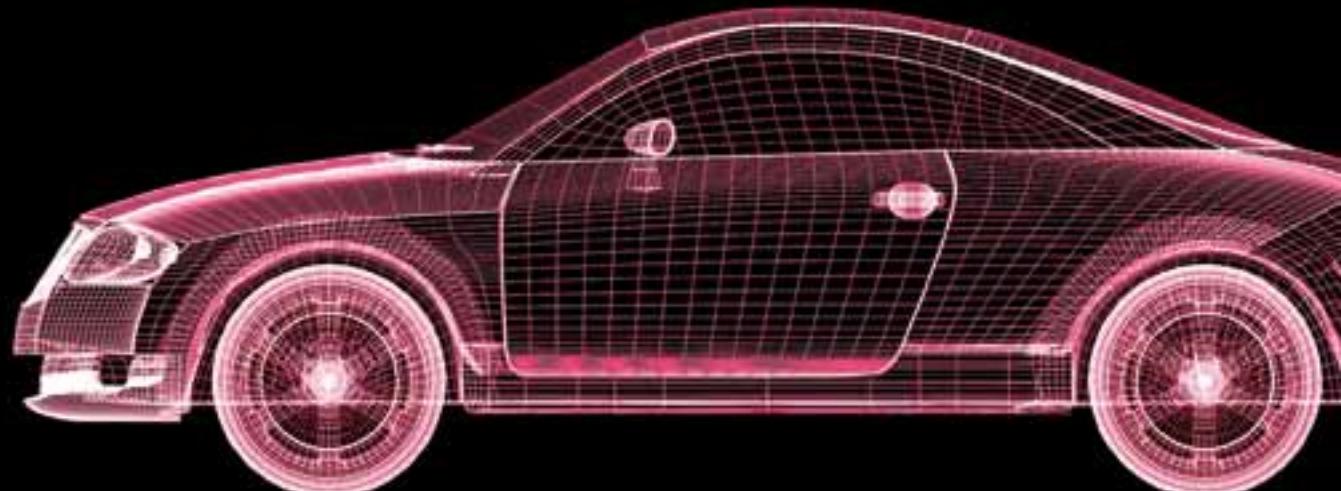
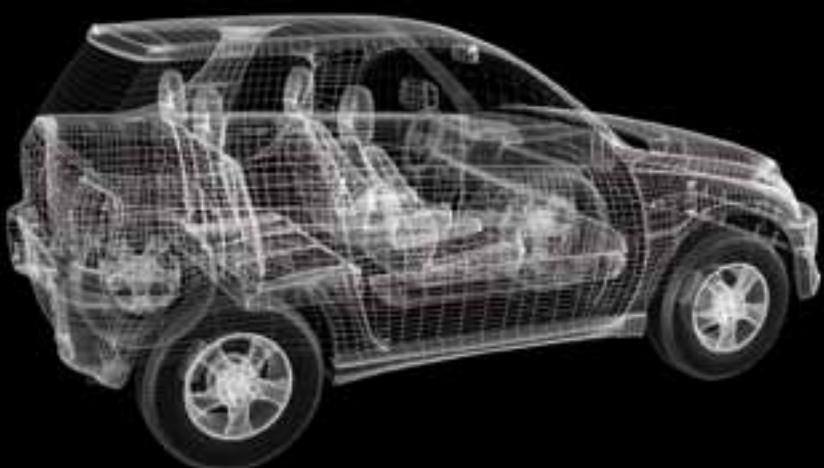


## Rhein Chemie

The rubber industry is the most important client of Mannheim's Rhein Chemie Rheinau GmbH, a subsidiary of the Leverkusen-based Lanxess group. Rhein Chemie specialises in additive compounds, special chemicals, and service products. Recently, the company – which employs around 470 people at its headquarters in Mannheim and generated revenues of €283 million in 2010 – became the world's leading provider of tyre release agents through a series of acquisitions. These agents support even vulcanisation in the tyre-pressing process and ensure that finished tyres are easy to separate from their bladders and forms. Meanwhile, the wide range of additive compounds Rhein Chemie offers aid manufacturers in optimising their procedures and end products. When these compounds are applied, vulcanisation accelerators (a potential health risk) and occupational safety measures such as vacuums and facemasks no longer need to be used.

## Fuchs Petrolub

On 30 May 1931, the Rudolf Fuchs company was entered into the local commercial registry. Its first location was a simple box near Mannheim's slaughterhouse and the first employee Irma Fuchs, the wife of Rudolf Fuchs, who aided her husband in filling canisters with the top product of the day: Guaranteed Pennsylvania Motor Oil. The two then sold the substance under the name "PENNA PURA" to transport companies at the nearby harbour. Today, the company and its some 3,600 employees – 650 of whom work in Mannheim – achieve annual revenues of €1.5 billion under the direction of Rudolf Fuchs's grandson, Stefan Fuchs. This makes it the world's largest independent manufacturer of lubricants. The automotive industry (manufacturing and supply) remains Fuchs Petrolub's most important customer, accounting for 20 per cent of its revenues, followed by the production goods industry. Meanwhile, the company is stepping up its efforts in innovation: Using XTL technology, which aids in achieving an ideal balance of viscosity and temperature in lubricants, Fuchs Petrolub is improving the cold-start performance of vehicles and reducing their consumption of fuel and oil.

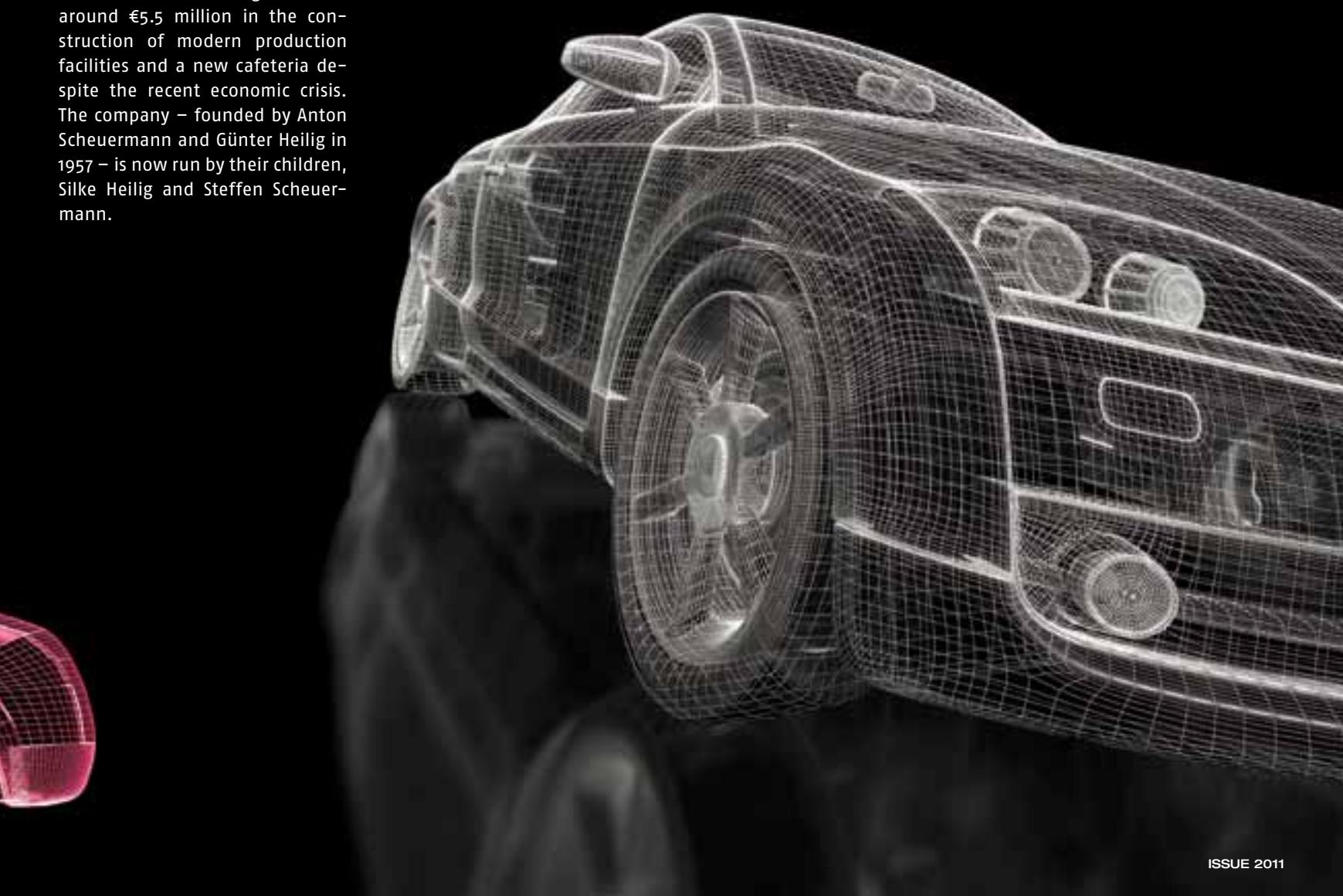


## Scheuermann + Heilig

Some 4,000 stamped and bending components, springs, and other modules make up the product portfolio of Scheuermann + Heilig GmbH of Buchen-Hainstadt. Many of them are tiny precision parts – manufactured by around 250 stamping and bending machines, eccentric presses, and winding machines – that see use as assembly groups for halogen spotlights, enclosures for fuel pumps, adapters for windscreen wipers, and much more. The metal component manufacturer employs around 450 people at its Buchen plant and generates approximately 65 per cent of its revenues of € 60 million through orders from the automotive industry. In 2010, Scheuermann + Heilig invested around €5.5 million in the construction of modern production facilities and a new cafeteria despite the recent economic crisis. The company – founded by Anton Scheuermann and Günter Heilig in 1957 – is now run by their children, Silke Heilig and Steffen Scheuermann.

## Tenneco

Heinrich Gillet began his business career in Bad Bergzabern (Palatinate) with the serial production of carbide and oil lamps in 1860. In 1927, his company turned its focus to the development, design, and manufacture of exhaust silencers for passenger cars. Its headquarters then relocated to Edenkoben in 1939. In 1994, the U.S. corporation Tenneco of Lake Forest, Illinois, took control of Gillet GmbH; under the name Tenneco GmbH, the company – which now employs some 1,300 people – thus became the Tenneco corporation's European headquarters for exhaust systems, as well as one of the continent's largest research and development centres. The company's range of products now includes complete exhaust systems and components for passenger and commercial vehicles, such as catalytic converters, diesel particulate filters, and exhaust silencers. The Tenneco corporation has around 22,000 employees around the world, generates nearly U.S. \$6 billion in annual revenues, and maintains more than 80 manufacturing locations.



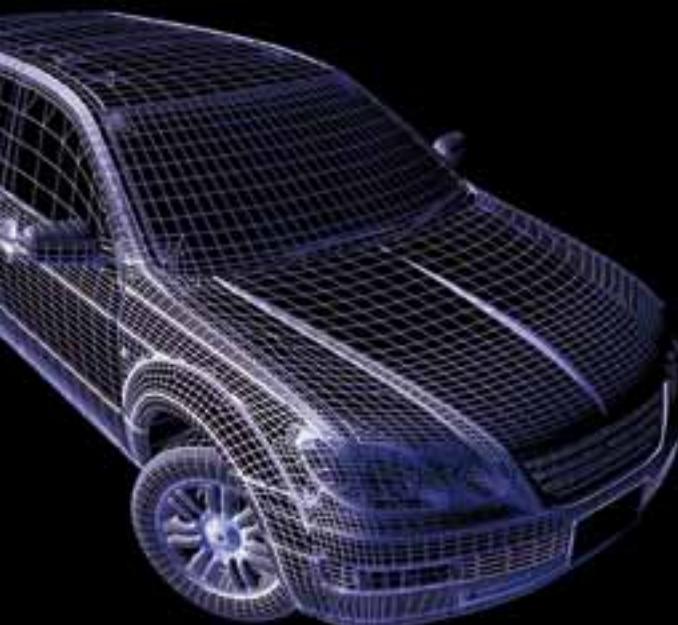
## Freudenberg

Originally founded as a tannery in 1849, the Freudenberg Group's ventures into numerous other fields of business have made it a Weinheim institution. Since the invention of the radial shaft seal (*Simmerring*) in 1932, Freudenberg has had tremendous success as an automotive supplier. The group now has 300 different product groups in this area and generated around 40 per cent of its €5.5 billion in 2010 revenues in the automotive industry. Freudenberg Sealing Technologies, for example, offers sealing and vibration control technology, and Freudenberg Filtration Technologies produces all manner of filters for vehicle interiors and engine air intake. Vibracoustic, meanwhile, supplies pneumatic suspension systems and engine mounts, and Freudenberg Vliesstoffe outfits cars with sound-absorbing carpets. For the first time, the group has also added several products for hybrid and electric vehicles – non-woven textiles from Weinheim that serve as battery separators in the cars of tomorrow.

## Röchling

In 1822, the Röchling Group – now headquartered in Mannheim – began as a coal-trading business in the Saarland before turning its focus to steel. Today, Röchling specialises in synthetics, which make up some 47 per cent of the around €1 billion in revenues the group generates in working with automotive manufacturers all over the globe. It provides, for example, the undercarriages of the BMW 7 Series, the Porsche Panamera, and the Audi A8; undercarriage plating that reduces the carbon emissions of the Mercedes-Benz Actros lorries built in nearby Wörth; and engine shields for the Opel Insignia and Astra. While Röchling Automotive maintains 19 manufacturing plants all around the world, it still employs some 800 people at its Mannheim headquarters and its plant and automotive development centre in Worms, a tradition-rich city just to the northwest in Rhineland-Palatinate.

## Reum



High-quality interior appointments – particularly for premium automobiles – are the area of expertise of Reum, an automotive supplier based in Hardheim. Recently, the company has seen its share of difficult times: After being hit hard by the global economic crisis, Reum was forced to declare bankruptcy in August 2010. Since February 2011, however, the company has been firing on all cylinders once again. HTP, the Dutch investment company now at the wheel, is helping Reum forge ahead and plans to retain all of its locations – plants in Calw, Trusetal, and Groß-Gerau, in addition to Hardheim – and nearly all of the corresponding jobs. Reum and its current workforce, which includes over 500 people in Hardheim and more than 1,000 in total, generated around €105 million in revenues in 2010. Meanwhile, the acquisition of Reum by HTP – whose portfolio also includes the Upper Bavarian synthetics specialist Geiger Automotive – represents another step in the investment company's involvement in the German automotive supply sector.

## Hutchinson

One hundred and fifty years ago, it was the humble Wellington that enabled the Hutchinson company of Mannheim to trudge its way into the future. Just a few years after Charles Goodyear's invention of rubber vulcanisation, the American engineer Hiram Hutchinson obtained the corresponding patent for Europe and proceeded to open plants in France (1853) and Mannheim (1860). Around the year 1910, it was Hutchinson who supplied Carl Benz's company with tyres. Today, Hutchinson is a global corporate group with 120 production and sales locations and 28,600 employees all over the world. It now manufactures seals, hoses, formed components, adhesives, bearings, and conduits composed of rubber, rubber-metal composites, and synthetic materials. Wheel systems with built-in emergency systems ("run-flat" tyres) and explosion-proof fuel tanks are Hutchinson specialities. Almost 300 people work for Hutchinson in Mannheim, which is also the home of the company's German headquarters.

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## Henkel

In 1898, the businessman Theodor Ross founded a company in Mannheim with the aim of manufacturing chemical-technical products and cleaning and maintenance agents for household and industrial uses. As he identified the untold potential of the automobile market early on in 1924, he added liquid sealant, radiator sealant, and valve grinding paste to his range of products and relocated to nearby Heidelberg. The trademark Teroson – an abbreviation of *Theodor Ross und Sohn* – was registered in 1925. In 1965, the family sold the company to the W. R. Grace group in the United States, which then passed it on to the Henkel Group in 1991. Most recently, Teroson merged with Henkel KGaA in 2005. Around 600 employees now produce some 55,000 tonnes of products every year at the company's 107,000-square-metre plant in Heidelberg, including adhesives, sealants, corrosion- and rust-protection agents, sound insulation coating, metal surface treatments, and foam parts that absorb noise and reinforce vehicle rigidity.

## Karl Berrang

The family-owned Karl Berrang GmbH has been all about screws since 1948. The company's namesake originally ran his wholesale business from his own flat in Mannheim-Lindenhof – his wife, Elisabeth, his only employee. Today, the company still specialises in joining technology and employs more than 400 people at its 12 branches, which span three continents. Its most important customers include automotive corporations such as Daimler and BMW, which Berrang provides with application-related consulting early on in the engineering phase and then supplies with the corresponding joining components. In February 2010, the company brought online one of the world's largest and most powerful test beds at its facilities in Mannheim's Mallau quarter. This is now the site of precise analyses and inspections of screws and nuts ranging in size from M2.5 to M64. The company itself, meanwhile, has entered its second generation of management, with Karl Berrang's son, Bernhard, and his brother-in-law Peter Hofmann currently at the helm.



## Haartz

Mannheim's Haartz GmbH has been taking care of what some consider the nicest part of a car – the retractable roof – since 1907. Now headquartered in Acton (near Boston), Massachusetts, the Haartz Corporation directs its European business from Mannheim. Its product portfolio is diverse, ranging from retractable roofs to coverings for loading beds, tyres, front bonnets, and boat covers. Since 1994, it has also included interior paneling made of foam laminate, and Haartz has begun specialising in antique car restoration, as well. The modern convertible, meanwhile, goes out with more than just an Ascot on; the latest development from Haartz, for example, is a covering material that can reduce ambient noise by up to three decibels.

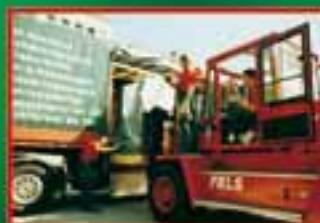
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# Wie die „autosymphonic“ zum Klingen kam

## Setting the Tone for “autosymphonic”

### Cómo empezó a sonar la “autosinfónica”

### Les préludes de l'« autosymphonic »

Ulla Cramer



Schon seit längerem war Michel Maugé, Geschäftsführer der m:con – mannheim:congress GmbH, auf der Suche nach einer zündenden Idee. Mannheims Beitrag zum „Automobilsommer“, mit dem das Land Baden-Württemberg im Rahmen zahlreicher Veranstaltungen die Erfindung des Automobils vor 125 Jahren feiert, sollte etwas ganz Besonderes sein. „Schließlich wurde das Automobil in Mannheim erfunden – da müssen wir zu diesem Jubiläum schon kräftig Gas geben“, so die Devise von Maugé und seinem Team.

Der Plan, eine große Ausstellung zu veranstalten, zerschlug sich schnell. Guter Rat war teuer. Doch dann stieß der Rosengarten-Chef in einer Sonntagszeitung auf ein Portrait des griechischen Komponisten Marios Joannou Elia, in dem er seinen Traum von einer Autosinfonie schilderte. Und endlich kam das Projekt „Automobilsommer in Mannheim“ ins Rollen.



It had already been some time since Michel Maugé, CEO of m:con – mannheim:congress GmbH, had begun waiting for that light bulb to appear over his head. After all, Mannheim's contribution to “Automobilsommer” – a series of events planned by the state of Baden-Württemberg to celebrate the invention of the automobile 125 years ago – had to be something extra special. “With the automobile having been invented in Mannheim, we obviously had to put the pedal to the metal for its birthday,” Maugé says, recalling the motivation that drove him and his team.

However, designs on assembling a grand exhibition quickly fell apart. Then, while perusing the Sunday newspaper, Maugé came across a portrait of the Greek composer Marios Joannou Elia, who described his dream of directing an “automotive symphony”. With that, the wheels finally began turning in the project “Automobilsommer in Mannheim”.



Ya hace mucho tiempo, Michel Maugé, gerente de la empresa m:con (mannheim:congress GmbH), buscaba una idea brillante. La aportación de Mannheim al Verano del Automóvil 2011 (Automobilsommer) – un gran número de eventos con los que el estado federado de Baden-Württemberg celebra el 125º aniversario de la invención del automóvil – tenía que ser algo realmente especial. «Al fin y al cabo, el automóvil se inventó en Mannheim y queremos dar mucho gas a esta conmemoración», explica Maugé.

El plan inicial de celebrar una gran exposición seguida se frustró. ¿Qué podíamos hacer? Fue entonces cuando el jefe del Centro de Congresos Rosengarten se topó con una entrevista realizada al compositor griego Marios Joannou Elia en un periódico dominical, en la que narraba su sueño de crear una “autosinfónica”. Y así se puso en marcha el proyecto “Verano del Automóvil de Mannheim” (Automobilsommer in Mannheim).

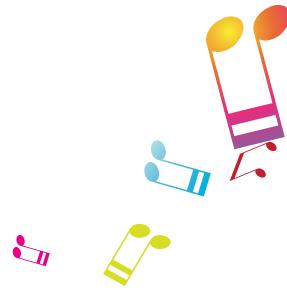


Il y a bien longtemps déjà que Michel Maugé, directeur de la société m:con – mannheim:congress GmbH, cherchait une idée lumineuse. En effet, Mannheim se devait d'apporter une contribution tout à fait particulière à l'« été de l'automobile », cet événement phare inscrit sur l'agenda du Land du Bade-Wurtemberg pour célébrer le 125ème anniversaire de l'invention de l'automobile dans le cadre d'innombrables manifestations. « Vu que l'automobile a été créée à Mannheim, nous devons faire feu de tout bois pour fêter ce fait saillant comme il se doit », telle était la devise de Maugé et de son équipe.

Le projet d'organiser une grande exposition s'est vite brisé, car de bons conseils se révélaient onéreux. C'est alors que le chef du centre des congrès Rosengarten est tombé sur un portrait du compositeur grec, Marios Joannou Elia, où il décrivait son rêve d'une symphonie



*Michel Maugé, CEO of m:con, came up with the idea for "autosymphonic" along with his team.*



Elia war von der Chance, ein eigenes Werk in der Stadt auf die Bühne zu bringen, begeistert und auch bereit, seine Komposition an den Musikgeschmack eines Open-Air-Publikums anzupassen. Mit dem Mannheimer Fotografen Horst Hamann, der für den optischen Teil verantwortlich zeichnet und die „autosymphonic“ mit Bildern, Video, Licht und Laser zu einem „multimedialen“ Erlebnis machen sollte, harmonierte er wunderbar.

Das Projekt erwies sich als eine Riesenherausforderung, die bereits mit dem „Casting“ der Fahrzeuge für das erste Autoorchester der Welt begann. „Da die Autos in den Museen in der Regel nicht fahrtüchtig sind, haben uns die Automobilclubs und Fanclubs ausgeholfen“, so Maugé. Der Sound von rund 200 Fahrzeugen wurde akribisch dokumentiert und von einem Toningenieur aufgezeichnet:

Elia was thrilled at the chance to present his piece in the city – and willing to adjust it to the musical tastes of an open-air audience. His vision also harmonised perfectly with that of Horst Hamann, the Mannheim photographer charged with turning “autosymphonic” into a multimedia experience with images, video, lights, and lasers.

The project proved to be a tremendous challenge, beginning with the “casting” of vehicles that would be incorporated into the world’s first automobile orchestra. “Since the cars on display in museums usually no longer run, we relied on the help of automotive clubs and other car fans,” Maugé says.

Elia estaba entusiasmado con la idea de poner en escena en la ciudad una obra propia y estaba preparado para adaptar su composición al gusto musical de un público al aire libre. Además, el compositor armonizó a la perfección con el fotógrafo de Mannheim Horst Hamann, encargado de la parte óptica que debía convertir la “autosinfónica” en una experiencia multimedia por medio de imágenes, videos, luz y láser.

El proyecto demostró ser un desafío enorme ya desde que comenzó el “casting” de coches para la primera orquesta de automóviles del mundo: «Como los coches de los museos normalmente no están a punto, nos ayudaron los clubes automovilísticos y los clubes de fans de coches antiguos».

automobile dans un journal du dimanche. Le projet de l’« été automobile à Mannheim » a enfin pris corps et été lancé. Elia a été enthousiasmé par la chance qui lui était offerte de présenter une propre œuvre sur la scène de la ville et il a aussi consenti à adapter sa composition au goût musical d’un public en plein air. Il s’est parfaitement entendu avec le photographe de Mannheim, Horst Hamann, responsable des aspects visuels et devant faire à ce titre de l’« autosymphonic » un spectacle multimédia à grand renfort de photographies, de vidéos, de lumière et de laser.

Le projet s’est avéré un immense défi qui a déjà commencé par l’« audition » des véhicules destinés à participer au premier orchestre automobile du monde.



*Composer Marios Joannou Elia and his "passenger", Mannheim photographer Horst Hamann, poured all of their energy into the project.*



Motorhauben und Fahrzeugtüren wurden geöffnet und geschlossen, Blinker gesetzt, Motoren gestartet. 80 Modelle machten das Rennen. Die erste Geige spielt selbstverständlich der Benz Patent-Motorwagen Nummer 1 – dessen bis heute unverkennbares Knattern während der Aufführung deutlich zu hören ist. Der Auspuff des Lanz-Bulldogs „Ackerluft“ übernimmt die Rolle der Hornbläser. Das Dröhnen der acht Zylinder eines Ferrari F 458 Italia ersetzt die Pauken. „Das macht natürlich Spaß – aber die teuren Wagen mussten auch versichert werden. Da waren wir sehr froh, dass die Mannheimer Versicherung, die ohnehin ein Produkt für Oldtimer anbietet, uns hier geholfen hat“, erklärt Maugé.



A sound engineer meticulously recorded the seemingly mundane noises – bonnets and doors opening and closing, turn lights in action, engines coming to life – produced by some 200 vehicles, with around 80 models making the final cut. Playing the figurative first violin, of course, would be the very first Benz Patent-Motorwagen, whose still-unmistakable rattle can be clearly heard throughout the piece. The exhaust from an old Lanz Bulldog Ackerluft tractor fills out the brass section, while the drone of the Ferrari F458 Italia's eight-cylinder engine substitutes the timpani. “The project has been a lot of fun, of course, but the expensive models also had to be insured. That's why we were delighted to have the support of Mannheimer Versicherung, which happens to provide policies on antique vehicles,” explains Maugé.



Para elegir los modelos que formarían la “autosinfónica”, se documentó meticulosamente el sonido de alrededor de 200 vehículos y un ingeniero de sonido lo registró: se abrieron y cerraron capós y puertas, se encendieron y apagaron intermitentes y se arrancaron los motores. Solo 80 vehículos llegaron a meta. El triciclo de Benz (el Benz Patent-Motorwagen Nummer 1) interpretó por supuesto el primer violín y su inconfundible martilleo se escucha claramente durante la función. El escape del Bulldog Lanz asumió el papel de la trompa. El sonido de los ocho cilindros de un Ferrari F 458 Italia sustituyó a los timbales. «Fue muy divertido, pero también hubo que asegurar estos coches automóviles. Para ello, contamos con la ayuda de la compañía de seguros Mannheimer Versicherung, que ofrece un producto especial para coches antiguos».

« Vu que les automobiles présentées dans les musées ne sont, en général, plus aptes à circuler, les clubs automobiles et les cercles d'admirateurs nous ont dépannés. » Les sonorités générées par quelque 200 véhicules ont été minutieusement documentées et enregistrées par un ingénieur du son : des capots et des portes de véhicule ont été ouverts et fermés, des clignotants ont été mis en place et des moteurs démarrés. La sélection a ainsi confronté 80 modèles. La voiture à moteur brevetée de Benz numéro 1 joue bien sûr le premier violon et ses péta-rades inimitables à ce jour se sont fait nettement entendre durant la représentation. Le pot d'échappement du tracteur Lanz-Bulldogs « Ackerluft » joue le rôle des sonneurs de cor. Le vrombissement du moteur à huit cylindres en V d'une Ferrari F 458 Italia remplace les timbales. »





*A flawless laser show will help make the event a multimedia experience.*



Si la prestation de ces véhicules de luxe nous fait évidemment plaisir, il a fallu également les assurer. Nous avons été très contents en l'occurrence que la compagnie d'assurances « Mannheimer Versicherung » proposant de toute façon un produit dédié aux voitures anciennes nous ait apporté son soutien en la matière. »

Inciter les parrains à prendre part à l'aventure a constitué l'une des tâches les plus urgentes à remplir par l'équipe de m:con. « Nous avons eu bien du mal au départ, car nous ne disposions daucun matériel de démonstration et daucune répétition sonore, tandis que tous attendaient naturellement de voir ce que ferait Daimler. » Or, l'entreprise Daimler s'est engagée à promouvoir l'« autosymphonic » dans le cadre de l'été de l'automobile et le soutien apporté par les meilleurs d'affaires a battu son plein. « Hormis la ville, notre plus grand parrain est constitué par les partenaires du marketing municipal dont l'ex-président du conseil de surveillance, Dr. Helmut Posch de la Mannheimer Versicherung, a été vraiment séduit par le projet. » Mais même de nombreuses petites et moyennes entreprises se sont impliquées, tels que la maison de couture Engelhorn prenant en charge l'habillement des hôtesses d'accueil, la société Silbernagel GmbH payant les barrières de protection ou le domaine viticole Reichsrat von Buhl à Deidesheim faisant don du vin de son cru. A peu près la moitié des frais encourus d'un montant de 2,1 millions d'euros sont couverts par les fonds procurés au titre du parrainage. De multiples entreprises se sont également empressées de se procurer des billets d'entrée.



Die Sponsoren mit ins Boot zu holen, war eine der vordringlichsten Aufgaben für das m:con-Team. „Am Anfang taten wir uns sehr schwer, es gab kein Anschauungs-material, keine Tonproben – und alle warteten natürlich darauf, was Daimler tun würde“, berichtet der m:con-Geschäftsführer. Doch Daimler engagierte sich bei der „autosymphonic“ im Rahmen des Automobilsommers und die Unterstützung durch die Wirtschaft kam auf Touren. „Unser größter Sponsor neben der Stadt sind die Partner des Stadtmarketing, dessen damaliger Aufsichtsratsvorsitzender, Dr. Helmut Posch von der Mannheimer Versicherung, ganz begeistert von dem Projekt war.“ Aber auch viele Mittelständler sind dabei wie das Modehaus Engelhorn, das für die Bekleidung der Hostessen aufkommt, die Firma Silbernagel GmbH, die die Absperrun-gen bezahlt oder das Weingut Reichsrat von Buhl in Deidesheim, das den Wein stiftet. Rund die Hälfte der Kosten in Höhe von 2,1 Millionen Euro wird durch Sponso-rengelder abgedeckt. Auch bei den Eintrittskarten griffen viele Unter-nehmen gerne zu.

Getting sponsors on board was one of the m:con team's most urgent priorities. "We had a rough go of it at first: We didn't have any visual material or sound samples, and of course, everyone was waiting to see what Daimler would do," Maugé continues. After Daimler joined the "autosymphonic" project as part of Automobilsommer, however, other local businesses soon began following suit. "Besides the city of Mannheim itself, the partners of the city's marketing department constitute our biggest sponsor. The former chairman of their supervisory board, Dr. Helmut Posch of Mannheimer Versicherung, was quite excited about the project," Maugé adds. Meanwhile, plenty of medium-sized companies have contributed to the endeavour, as well. The fashion boutique Engelhorn, for instance, is providing chic outfits for the event's hostesses to wear, local logistics company Silbernagel GmbH is paying for the necessary on-site barriers, and the Reichsrat von Buhl vineyard in nearby Deidesheim will be providing enough wine to please every palate. All in all, these and other sponsors are covering around half of the project's €2.1 million cost, and many companies have also snapped up tickets to the show.

Una de las tareas prioritarias para el equipo de m:con era conseguir que los patrocinadores se subieran al carro. «Al principio se nos hizo muy difícil, no había material documental, no había pruebas de sonido y, por supuesto, todos esperaban a ver qué hacía Daimler. Afortunadamente, Daimler se comprometió con la "autosinfónica" del Verano del Automóvil y el apoyo de la industria llegó sin dilación. «Junto con la ciudad, nuestros mayores patrocinadores son los socios de la empresa Stadtmarketing. El presidente de la junta directiva de aquel entonces, el doctor Helmut Posch, de Mannheimer Versicherung, estaba totalmente entusiasmado con el proyecto». Pero también muchas pequeñas y medianas empresas apoyaron el proyecto. Por ejemplo, la casa de moda Engelhorn se encargó de vestir a las azafatas; la empresa Silbernagel GmbH pagó el cercado del recinto, y las bodegas Reichsrat von Buhl de Deidesheim proporcionaron el vino. Alrededor de la mitad de los costes, que ascendieron a 2,1 millones de euros, fueron cubiertos gracias a las aportaciones de los patrocinadores. Incluso en las entradas participaron de buen grado muchas empresas.





„Wichtig ist vor allem, dass wir den Geburtstag des Automobils in großem Stil feiern und Mannheim und die Metropolregion Rhein-Neckar durch dieses Event weltweit auf sich aufmerksam machen“, ist Maugé überzeugt. „Die Deutsche Zentrale für Tourismus hat die ‚autosymphonic‘ beispielsweise weltweit beworben.“ Und auch die Zusammenarbeit mit dem Verband der Automobilindustrie (VDA) im Rahmen der Internationalen Automobil-Ausstellung (IAA) in Frankfurt habe gut funktioniert. Direkt nach der „autosymphonic“ am 10. September 2011 beginnt die Vorwoche der IAA mit zahlreichen Tagungen und Pressekonferenzen. „Der VDA hat in diesem Zusammenhang auf die ‚autosymphonic‘ hingewiesen und Journalisten aus aller Welt, die zur Berichterstattung über die IAA angereist sind, haben einen Abstecher nach Mannheim gemacht.“ Für die m:con sieht Maugé ebenfalls einen langfristigen Nutzen. „Das Unternehmen braucht eine Entwicklungsperspektive – und die sehe ich durchaus im Eventbereich. Bisher haben wir uns vor allem als Kongressveranstalter einen Namen gemacht. Jetzt kann jeder sehen, dass wir auch als Veranstalter von Events spitze sind.“

■

“The most important thing is that we throw a proper party to celebrate the birthday of the automobile – one that also raises the global profile of Mannheim and the Rhine-Neckar Metropolitan Region,” states a determined Maugé. “The German National Tourist Board, for example, has been advertising ‘autosymphonic’ all around the world.” The m:con CEO also cites his company’s solid collaboration with the German Association of the Automotive Industry (VDA) as part of the upcoming International Motor Show in Frankfurt. Set to begin directly after “autosymphonic” on 10 September 2011, the week leading up to this automotive event will be full of press conferences and symposia. “The VDA has called the attention of prospective attendees to ‘autosymphonic’ and invited journalists coming in from all over the world to cover the IAA to take a side trip to Mannheim,” reports Maugé, who believes the concert promises a number of long-term benefits to his company, as well. “The company needs a perspective for the future, and I definitely see us making strides in event management. So far, we’ve made our name in organising conventions; now, anyone can see that we’re excellent at putting on this kind of show, as well.”

■

«Ante todo, lo importante es celebrar el cumpleaños del automóvil con mucho estilo y que Mannheim y la región metropolitana del Rin-Neckar atraigan la atención de todo el mundo», indica convencido Maugé. «La Oficina Alemana de Turismo (Deutsche Zentrale für Tourismus), por ejemplo, ha promocionado la “autosinfónica” por todo el mundo». Y también la colaboración con la Asociación de la Industria Automovilística Alemana (VDA, de acuerdo a sus siglas en alemán) con motivo de la Exposición Automovilística Internacional (IAA, de acuerdo a sus siglas en alemán) de Frankfurt funcionó muy bien. Justo después de la presentación de la “autosinfónica” el 10 de septiembre de 2011, comenzó la semana previa de la IAA en la que se celebraron numerosas jornadas y conferencias de prensa. «En este contexto, la VDA hizo referencia a la “autosinfónica” y periodistas de todo el mundo, que habían viajado hasta Frankfurt para informar sobre la IAA, hicieron una parada en Mannheim». En cualquier caso, Maugé considera que esto reportará beneficios a largo plazo a m:con. «La empresa necesita perspectivas de desarrollo, y yo las veo, sin duda alguna, en el ámbito de los eventos. Hasta ahora nos hemos hecho un nombre como centro de congresos. Ahora está claro que también destacamos en la organización de eventos».

■

«Il importe notamment que nous commémorions l’anniversaire de l’automobile avec faste, que la ville de Mannheim et la région métropolitaine Rhin-Neckar fassent parler d’elles en suscitant l’intérêt international par cet événement», est persuadé Maugé. «L’agence nationale du tourisme en Allemagne a ainsi fait de la publicité pour l’« autosymphonic » partout dans le monde.» Même la coopération avec la Fédération de l’industrie automobile allemande (VDA) a bien fonctionné à l’occasion du salon international de l’automobile (IAA) se déroulant à Francfort. Dans le droit fil de l’« autosymphonic » du 10 septembre 2011, la semaine précédant le salon IAA débute par nombre de réunions et conférences de presse. «De ce fait, la VDA a signalé l’« autosymphonic » et des journalistes venus de monde entier pour rendre compte du salon IAA ont fait un détour par Mannheim.» Maugé estime que la société m:con va également bénéficier des répercussions de cette manifestation à long terme. «L’entreprise a besoin d’une perspective d’évolution et je la conçois tout à fait dans le secteur événementiel. Nous avions surtout bâti notre réputation jusqu’à présent, en tant qu’organisateur de congrès. Tout le monde peut maintenant constater que nous pouvons fort bien préparer des événements de grande envergure.»

*Professor Udo Dahmen, director of Mannheim’s Popakademie (University of Popular Music and Music Business), cast numerous teenagers to participate in “autosymphonic”.*



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# „autosymphonic“ Organiser m:con Is Running on All Cylinders



*Mannheim's Rosengarten is one of the most successful convention centres in Germany.*

There's certainly no shortage of reasons to celebrate in the heart of the Rhine-Neckar Metropolitan Region in 2011: m:con – mannheim:congress GmbH, the company that runs Congress Center Rosengarten and is organising the "autosymphonic" concert scheduled for September 2011, has turned 20. Originally a spin-off of Mannheim's municipal administration, m:con began in December 1990 as an organisation in need of a significant overhaul – from its technical equipment right down to the physical structure of its facilities. Since then, however, the company has increased its workforce from a mere four employees to more than 80, and its earnings have also risen impressively: After recording €7.5 million in revenues in the year 2000, m:con generated €11.3 million at the Rosengarten centre alone in 2010. The company also added nearly €6 million more to its income in 2010 by managing external events – conventions at Pfalzbau in nearby Ludwigshafen, for example, which m:con has been handling for the city since 2009. Meanwhile, m:con welcomed some 450,000 visitors to 431 events at Rosengarten in 2010, 224 of which involved conferences and other symposia. Throughout Germany, the Mannheim congress centre is second only to Berlin's ICC in terms of revenue and far ahead of similar facilities in Hamburg, Cologne, Munich, Frankfurt, and Stuttgart.



So far, €118 million has been invested in m:con. In 1996, the company reached a major milestone in opening the Dorint Kongresshotel directly adjacent to Rosengarten. Further quantum leaps followed with the construction of Variohalle three years later and Rosengarten's expansion to 22,000 square metres in 2007, which has enabled the centre to accommodate more than 9,000 attendees. The latter endeavour, realised based on the designs of Mannheim architect Andreas Schmucker, cost around €53 million. In its business, m:con focuses primarily on major scientific gatherings. The German Cardiac Society, for instance, has been holding its annual conference in Mannheim since 1983, drawing more than 7,500 attendees to the city every year. The importance of these events to m:con is illustrated by one figure in particular: In 2009, the municipal company

generated almost 60 per cent of its revenues organising 12 conventions – just three per cent of all the events it managed that year.

At the core of m:con's philosophy is a comprehensive approach to service. While many convention centres essentially concentrate on renting space, m:con aids its clients in everything from placing a welcome sign at Mannheim's train station and hanging banners from the city's street lights to providing VIP shuttle services, umbrellas, support for presenters, and the right snacks to calm event organisers' oft-frayed nerves. The company is also one of the only convention service providers in Germany that possess the equipment and expertise events related to science and medicine require, such as for presenting live transmissions of operations. This is the kind of competence that keeps m:con's clients coming back. Around 80 per cent of them have been using Rosengarten's facilities for more than five years. Meanwhile, m:con's efforts have also garnered recognition within its own industry: On 25 October 2010, company CEO Michel Maugé accepted the prestigious Conga Award in the category "Event Centres". This distinction is granted by the German association of event organisers (*Vereinigung deutscher Veranstaltungsorten e.V.*) based on a survey of 25,000 such businesses. uc

# Mannheim's Wasserturm to Serve as Backdrop for „autosymphonic“

Nicole Heß



**Nearly** as old as the automobile itself is the monument at which the "autosymphonic" concert will take place – and not just because its industrial design fits the purpose. Mannheim's Wasserturm symbolises the city like no other structure. As one can read in Mannheim's three-volume chronicle, the city's population doubled between 1871 and 1890, which made providing fresh water to citizens and the elements of industry flocking to the area an ever-greater problem. The solution was found when a location suitable for drawing water was discovered in the Käfertal Forest. The local municipal waterworks began operations in 1888, just a year after Carl Benz had applied for his famous patent. A pipeline to Mannheim's inner city was then laid, and the water tower was brought onto the grid on 12 August 1889.

These days, Mannheim has 21 water towers, but none have come to represent the city like the original Wasserturm. Planned by the young Stuttgart architect Gustav Halmhuber, the 60-metre-high structure is composed mainly of yellow sandstone from the nearby Palatinate region, which cost a princely 400,000 Reichsmarks at the time. As city archive director Ulrich Nieß writes, the Wasserturm is a "visible expression of the city's pride in having achieved a modern water-supply system." The process of constructing it, however, was certainly not without its stumbling blocks. Its very completion was in real jeopardy when Halmhuber's involvement in the construction of the Reichstag in Berlin caused his interest in the Mannheim project to wane. Luckily, potent threats were enough to convince the architect to hand in the remaining drafts. Meanwhile, cost estimates were often not worth the paper on which they were written over 120 years ago: The 400,000 Reichsmarks the Wasserturm's construction

eventually cost were nearly twice the amount originally budgeted by the city. A particularly striking element of the Wasserturm's design is the 3.25-metre sculpture of Amphitrite, the bride of Poseidon, who stands at the tower's apex.

The goddess was unable, however, to protect the Wasserturm from the severe damage it sustained in a bombing raid during the night of 5 September 1943. Intensive discussions of what was to become of the elevated reservoir, which was covered with a makeshift roof in the interim, defined much of Mannheim's post-war years. The city's officials eventually resolved to reconstruct the Wasserturm in Gustav Halmhuber's vision. In 1963, the building was ready for its reinauguration; 25 years later – almost a full century after its original dedication – the Wasserturm was placed under historical protection following a comprehensive renovation. The structure's 2,000-cubic-metre tank remained in service up until the year 2000.

Mannheim's Wasserturm is now the property of the regional utility company MVV Energie AG, which opens the landmark for special occasions. The long queues that form outside during events such as the Long Night of the Museums demonstrate how eager local citizens are to view their city's symbol from the inside. Meanwhile, Bernhard Kaiser – long a fixture of Mannheim's Fasnacht, the local analogue of Shrove Tuesday – paid homage to the Wasserturm in the 1982 song "*Ich lieb diese Stadt*" ("I Love This City"). In it, Kaiser praises the monument in his thick Mannheim accent: "*Ich bin schon zufriede, wenn ich ämol am Dag de Wasserturm seh'*." (*Gazing upon the Wasserturm just once a day is enough to make me happy*). Thirty years on, one would be hard-pressed to put it better.

IAA 2011

# Carl Benz's Successors Give Green Cars the Green Light

Latest trends and innovations to go on display at the world's largest automotive convention

Dr Gabriele Koch-Weithofer

Even 125 years after its invention by Carl Benz, the automobile has lost none of its fascination. Quite the opposite, in fact, with alternative drive systems adding new elements to the industry. The International Motor Show will be demonstrating all this and more for the 64th time in this, another milestone year for the "horseless carriage". Shortly after the "autosymphonic" event in Mannheim, the latest trends and innovations will be on display at the world's largest automotive convention from 15-25 September 2011 in Frankfurt, Germany. The collaboration between the German Association of the Automotive Industry (VDA) and m:con, which is organising "autosymphonic", has been very efficient. For example,

journalists from all over the world who are planning to attend the IAA have been invited by the VDA to take a side trip to Mannheim.

Meanwhile, the trend toward e-mobility has become readily apparent. More than 100 innovations automobile manufactures from all over the world will display at the automotive industry's leading convention, set to take place under the theme "Future Comes as Standard". The exhibition makes it quite evident: Future cars will be cleaner, safer, and more efficient – and still have enough power for the fast lane. Join us for a look at some of the highlights made in Germany.

## Audi R8 GT Spyder



The look of the **Audi R8 GT Spyder** is somehow both strong and lightweight. The open version of the sports car boasts 560 horsepower (412 kW), yet weighs in at just 1,640 kilograms. As in the case of the coupé presented last year, this variant is limited to 333 units. It was unveiled for the first time in Le Mans in June 2011.

## Audi A5 series



**Audi upgrades the A5 series.** The Sportback, Coupé, and Cabriolet – along with the S5 models – are to become even more efficient, sporty, and smart through the application of modern technology, such as in their engines, quattro drive systems, and infotainment components.

## Porsche 911

**A classic reloaded.** Porsche will arrive at this year's International Motor Show with the **new 911** in tow. The latest edition of this legendary example of German engineering is designed to be even faster, but still more efficient thanks to its automatic stop-start technology and kinetic energy recovery while braking. Meanwhile, the 911's classic lines – seen here on the Porsche 911 Carrera 4 GTS – will hardly change. They say beauty is timeless, after all...



## BMW i8 Concept



Representing the trend toward greener sports cars, the plug-in **BMW i8 concept** combines an electric drivetrain with a three-cylinder combustion engine. This hybrid configuration ensures that the roadster only consumes as much fuel as a small car.

## BMW i3 Concept



**"Urban, dynamic, emission-free":** The new **BMW i3 concept** is an all-electric (125 KW) car that was designed to provide commuters with a vehicle made for the city. Meanwhile, new materials and lightweight construction give the concept a greater range while increasing its collision safety.

## Opel Astra GTC



**"Pure dynamism"** is what Opel is promising with its **new Astra GTC**. This sporty compact coupé has been causing quite a stir ever since the company began accepting orders for it in June 2011. Designed for customers who set just as much store in how a vehicle drives as in how it looks, the three-door Opel Astra GTC is available in five different engine configurations, as well as two equipment variants.

## Mercedes-Benz SLK 250 CDi



**World premiere:** The **Mercedes-Benz SLK 250 CDi** is the company's very first roadster to be outfitted with a diesel engine. The powerful two-seater is accordingly efficient, normally consuming 4.9 litres of fuel over 100 kilometres at a top speed of 243 km/h.

## Mercedes-Benz B-Class F-CELL

The latest generation – now with fuel cells: **Mercedes-Benz B-Class F-CELL** vehicles can cover around 400 kilometres and then recharge in just minutes. Meanwhile, a 136-horsepower (100 kW) electric motor provides just as much driving pleasure as a two-liter diesel, as customers in Europe and the United States are already discovering.



# „Electric Cars are Useful Even When Standing Still“



## Interview with Dr Georg Müller, CEO of MVV Energie AG

If the German government has its way, one million electric cars will be out and about on the country's roads by 2020, with a further five million due to follow by 2030. At present, a mere 2,300 vehicles are available, and mass production is not expected to start before 2013. Having said this, the topic of e-mobility has begun to gain momentum, and Mannheim and the Rhine-Neckar metropolitan region are at the forefront of this, the "second invention" of the automobile. One example here is the launch of "Future Fleet", a joint project between the local utility company MVV Energie AG and the Walldorf-based software developer SAP, which made headlines in January 2011. The goal of this field experiment, due to run until late September 2011, is to test the everyday utility and sustainability of e-mobility solutions. SAP has already incorporated an initial series of 27 electric vehicles powered exclusively by energy from renewable sources into its company car fleet. Meanwhile, "Lebenswelt Elektromobilität", a convention focusing on automobiles, energy, mobility, and information and communication technologies due to be held at Mannheim's Rosengarten Congress Center on 9–10 September 2011, will provide MVV Energie with further impetus.

**What motivated MVV Energie to get involved in e-mobility?**

**Dr Georg Müller:** E-mobility is set to become an ever more important topic in the years ahead. The "energy turnaround" will generate additional momentum for this trend, even if it's not yet clear where these developments will lead us. As a forward-looking company aiming to be one of Germany's leading utility companies in the year 2020 as well, we're already taking a very close look at the challenges e-mobility poses.

**Is operating charging stations for electric cars a promising market for MVV Energie?**

**Müller:** Viewed alone, charging stations are by no means the main topic on the horizon. Taken together with electric vehicles, however,

they are one of the most visible signs that things are happening in the field. The actual process of charging is mainly going to be about finding intelligent ways to incorporate stations into existing infrastructures.

**Won't electric cars' consumption overburden the electricity grid?**

**Müller:** Even if we reach our ambitious goal of powering a million cars, around 1.6 percent of all vehicles in Germany, with electricity by 2020, electricity requirements will only rise by a mere 0.4 percent a year.

**That said, these cars are only "green" when powered by energy from renewable sources. Is that realistic?**

**Müller:** That is one of the opportunities electric drive systems present. It's also why we made sure from the very outset that we use only green energy in all of our projects. All of the energy MVV Energie is providing for "Future Fleet", the project where we're working with SAP to research e-mobility in company car fleets, comes from renewable sources. It's an ambitious aim given the expansion in renewable energies we also want to see through, but definitely a realistic one.

**Could car batteries also serve as storage units to help stabilise energy grids?**

**Müller:** You're right. This could indeed represent a key source of added value in the field of e-mobility, and thus play a part in the turnaround facing the energy industry. In great numbers, electric cars could combine to serve as an important means of storing energy from fluctuating renewable sources and feeding it back into the grid when needed. Unlike today's cars, electric vehicles can thus be put to use even when standing still. Having said that, there are many practical and technical questions to be solved before we get that far.

*Questions: Ulla Cramer*





*Launching “Future Fleet” (from left): Dr Georg Müller, CEO, MVV Energie AG; Dr Henning Kagermann, Chairman of the National Platform for Electromobility; Katherina Reiche, Parliamentary State Secretary, Federal Ministry of the Environment; Jim Hagemann Snabe, co-CEO, SAP AG; Hervé Couturier, Executive Vice President of Business Information Technology & Global Research, SAP AG*

## ICT for e-mobility

As part of a nationwide technology competition, Germany's Federal Ministry of Economics and Technology (BMWi) and Federal Ministry for the Environment, Nature Conservation, and Nuclear Safety (BMU) have selected seven projects to develop key innovations and services based on information and communication technologies (ICT). These should support grid integration (managed charging and recovery), navigation and driver assistance systems, price rates and invoicing, car fleets, and other mobility-related services. A total of € 100 million is being invested with the aim of producing efficient, prototypical solutions and subjecting them to comprehensive field trials for the first time. “IKT für Elektromobilität” (“ICT for E-Mobility”) is a cornerstone of the German federal government's national e-mobility development plan. SAP is involved in three related projects. Alongside “Future Fleet”, a joint project with MVV Energie, the company is collaborating with RWE Effizienz GmbH on “e-mobility”, an investigation into the possibilities of integrating e-mobility into future grid systems. In the “MeRegioMobil” project, SAP is working with EnBW AG to test electric cars as a mobile means of energy storage as part of smart homes' energy management systems. Here, part of the idea is to enable the cars to communicate with washing machines and other household appliances. John Deere, meanwhile, is working with the utility company Allgäuer Überlandwerk GmbH in the “E-Tour Allgäu” project, aiming to protect the environment in Germany's largest contiguous tourist region by renting a fleet of electric cars to both visitors and local residents.



*SAP has added 27 electric cars to its company fleet.*

**Die Elektromobilität steht  
in den Startlöchern**

**E-Mobility on the Starting Line**

**La movilidad eléctrica está  
a punto de arrancar**

**L'automobile électrique  
est prête à démarrer**

Gert Goebel





„Die Elektromobilität wird vermutlich keine radikale Sache, sicher ist aber, dass sie kommt – und zwar weltweit“, erklärte kürzlich Henning Kagermann, ehemals SAP-Chef und jetzt Vorsitzender der Nationalen Plattform Elektromobilität. „Für Deutschland geht es nicht um die Frage, ob die Elektromobilität kommen wird. Vielmehr geht es um die Frage, ob Deutschland eine Spitzenposition bei dieser Zukunftstechnologie einnimmt. Man könnte sagen, das zweite Stromzeitalter ist angebrochen“, sagte Dr. Martin Schumacher, Vorstandsmitglied der deutschen ABB mit Sitz in Mannheim.

Zwei Aussagen, die deutlich machen, dass die Elektromobilität ein heißes Eisen ist. Kein Wunder, dass auch zahlreiche Unternehmen in der Metropolregion Rhein-Neckar alles daran setzen, beim Schmieden des heißen Eisens dabei zu sein. Viele Firmen wissen, dass sie jetzt auf den Zug aufspringen müssen, wenn sie nicht den Anschluss verlieren wollen.

“While e-mobility likely won't be a radical development, its arrival is certain and will affect the whole world,” Henning Kagermann, former CEO of SAP and current chairman of Germany's National Electric Mobility Platform, recently explained. “For Germany, it's not a question of whether e-mobility is on the way; it's about whether the country will establish itself at the forefront of this future technology. You could describe it as the dawn of the second energy age,” added Dr Martin Schumacher, board member at ABB of Mannheim.

These two statements show that e-mobility is now one of the hottest irons in the fire. No wonder numerous companies in the Rhine-Neckar Metropolitan Region are doing everything they can to help forge the attendant technology. Many firms know that not getting on board now could mean missing the boat altogether.

“Probablemente la movilidad eléctrica no traiga consigo un cambio radical, pero lo que está claro es que va a llegar y va a ser algo global”, explicaba hace poco Henning Kagermann, anterior director ejecutivo de SAP y actual presidente de la junta directiva de la Plataforma Nacional para la Movilidad Eléctrica alemana. “Para Alemania, la cuestión no es si la movilidad eléctrica será una realidad. Más bien, la cuestión es si Alemania ocupará una posición líder en lo que a esta tecnología del futuro se refiere. Podríamos decir que ha comenzado la segunda era de la electricidad”, decía el doctor Martin Schumacher, miembro de la junta directiva de ABB Alemania, con sede en Mannheim.

Dos declaraciones que dejan claro que la movilidad eléctrica es un tema candente. No es de extrañar que haya muchas empresas del área metropolitana del Rin-Neckar que hagan todo lo posible por participar de esta tecnología. Muchos saben que es el momento de subirse al tren, si no quieren perderlo.

«S'il est probable que l'électromobilité ne va pas tout chambouler, il est certain cependant qu'elle arrive, et ce partout dans le monde», a expliqué récemment Henning Kagermann, l'ancien PDG de SAP et l'actuel président de la plate-forme nationale pour l'électromobilité. «Il ne s'agit pas de savoir pour l'Allemagne, si l'automobile électrique va s'imposer, mais plutôt si le pays va occuper une position dominante dans cette technologie d'avenir. C'est en quelque sorte l'avènement de la seconde ère de l'électricité», a dit Dr Martin Schumacher, membre du directoire de la société allemande ABB, siège à Mannheim.

Ces deux déclarations mettent en évidence que l'électromobilité constitue un sujet brûlant. Il n'est pas surprenant que de multiples entreprises de la région métropolitaine Rhin-Neckar mettent également tout en œuvre, en l'occurrence, pour battre le fer tant qu'il est chaud. De nombreuses sociétés savent qu'elles doivent prendre désormais le train en marche, si elles ne veulent pas perdre le contact et se laisser distancer.



The factory premises of ABB Stotz Kontakt in Heidelberg are the site of a charging station capable of reenergising eight vehicles at once. ABB has already supplied the majority of components for more than 3,000 similar charging stations.



So wird denn vielerorts geforscht und entwickelt, experimentiert, zukunftsweisende Projekte auf den Weg gebracht – und auch schon erste konkrete Erfolge gefeiert. So im Mannheimer Mercedes-Werk der Daimler AG, wo Ende März 2011 die europaweit ersten Serien-Hybrid-Lkw ausgeliefert wurde. „Der Mercedes-Benz Atego Blue Tec Hybrid markiert den Beginn der Elektromobilität im Nutzfahrzeugbereich“, betont der Weltkonzern. Und Thomas Witzel, Mitglied der Geschäftsleitung Mercedes-Benz Vertrieb Deutschland, erklärte vor Festgästen: „Dass diese Zukunftstechnologie von Mannheim aus in den deutschen Markt startet, ist ein besonderes Signal: In diesem Werk wurden viele Innovationen ins Leben gerufen – beginnend mit der Erfindung des Automobils durch Carl Benz vor 125 Jahren bis hin zur Entwicklung emissionsfreier Antriebe heute.“ Für seine innovative Technik wurde der Atego Blue Tec Hybrid von einer internationalen Experten-Jury zum „Truck of the Year 2011“ gekürt.



Many locations have thus become the site of related research, development, experimentation, and forward-thinking projects – and of a number of tangible initial successes, as well. At Daimler AG's Mercedes plant in Mannheim, for example, the first hybrid commercial lorry to be mass-produced in Europe was delivered in late March 2011. “The Mercedes-Benz Atego BlueTec Hybrid marks e-mobility's arrival in the field of utility vehicles,” the global corporation declared. At a celebration commemorating the event, Thomas Witzel – board member at Mercedes-Benz Vertrieb Deutschland, the company's sales division in Germany – went on to address the guests in attendance: “The fact that this future technology is entering the German market from Mannheim sends a unique signal. This plant has been the birthplace of many innovations, from Carl Benz's invention of the automobile 125 years ago to the present-day development of emission-free drive systems.” For its innovative technology, the Atego BlueTec Hybrid was named “Truck of the Year 2011” by an international jury of experts.



Por eso, en muchos lugares se investiga y se desarrolla, se experimenta, se plantean proyectos orientados al futuro y también se logran los primeros resultados concretos. Por ejemplo, a finales de marzo de 2011 se presentó en la planta de Mercedes de la empresa Daimler AG en Mannheim el primer camión híbrido en serie de Europa. “El Atego Blue Tec Hybrid de Mercedes-Benz marca el comienzo de la movilidad eléctrica en el ámbito de los vehículos de servicio”, enfatiza la empresa internacional. Thomas Witzel, miembro de la dirección de Mercedes-Benz Alemania, explicaba frente a los asistentes a la presentación: “El hecho de que esta tecnología del futuro se introduzca en el mercado alemán partiendo de Mannheim es una señal clara de que en esta planta surgen muchas innovaciones, empezando por la invención del automóvil de Carl Benz hace 125 años hasta el desarrollo de la propulsión sin emisiones a día de hoy”. El Atego Blue Tec Hybrid fue elegido “Camión del año 2011” por un jurado de expertos de diferentes países por sus innovadoras tecnologías.



En bien des endroits, les recherches et les études vont bon train, des essais ont lieu et des projets d'avenir sont lancés, de premières réussites concrètes étant même déjà célébrées. Ainsi, le premier camion à motorisation hybride de série en Europe a été livré par l'usine Mercedes de la société Daimler AG implantée à Mannheim, à la fin du mois de mars 2011.

« Le poids lourd Atego Blue Tec Hybrid de Mercedes-Benz marque le début de l'électromobilité dans le secteur des véhicules utilitaires », souligne le groupe international. Thomas Witzel, membre de la direction de Mercedes-Benz chargé de la distribution en Allemagne, s'est exprimé en ses termes devant des invités : « Il est significatif que cette technologie prometteuse parte de Mannheim à la conquête du marché allemand : d'innombrables innovations ont vu le jour dans cette usine à commencer par l'invention de l'automobile sous la houlette de Carl Benz, il y a 125 ans, jusqu'à la mise au point d'entraînements exempts d'émissions, aujourd'hui. » Le modèle Atego Blue Tec Hybrid a été élu « Camion de l'année 2011 » par un jury d'experts internationaux pour sa technique novatrice.



*For its innovative technology, the Mercedes-Benz Atego BlueTec Hybrid has been named “Truck of the Year 2011”: (from left) Georg Weiberg, Head of Truck Product Engineering, Hubertus Troska, Head of Mercedes-Benz Trucks, Andreas Renschler, Member of the Board of Management, and Gianenrico Griffini, Chairman of the Jury.*





BASF is looking to start dealing in electrolytes for lithium-ion batteries.



Ob das Elektroauto wirklich ein Erfolgsrenner wird, hängt von der weiteren Entwicklung der Batterien ab. Diese müssen leistungsfähiger werden. Hier will die BASF in Ludwigshafen, der weltgrößte Chemiekonzern, entscheidende Hilfe leisten. Bis 2016 investiert der Konzern einen dreistelligen Millionenbetrag in Forschung, Entwicklung und Produktionsaufbau von Batteriematerialien. Konkret will die BASF in das Geschäft mit Elektrolyten für Lithium-Ionen-Batterien einsteigen. Die Arbeit mit Elektrolyten, die in den Batterien den Ladungstransport übernehmen, ist eine wichtige Voraussetzung für die Verbesserung der Leistungsfähigkeit. Auch Elektrofahrzeuge rollen seit dem Frühjahr 2011 durch das Werk und werden auf Herz und Nieren auf ihre Alltagstauglichkeit geprüft. Partner sind die Technischen Werke Ludwigshafen (TWL).



Whether or not the electric car becomes a runaway success will depend on the further development of the batteries that power them. Ludwigshafen's BASF, the world's largest chemical company, wants to play a key role in helping achieve the necessary improvements. By 2016, the corporation will have invested more than €100 million in researching, developing, and establishing the production of battery materials. Specifically, BASF wants to enter the business of electrolytes for lithium-ion batteries. Working with electrolytes, which handle the charge transfer process in these batteries, is essential to increasing their performance. Electric vehicles have been rolling through BASF's plant since early 2011, undergoing intensive checks of their everyday road-readiness. Serving as the corporation's partner in this effort is the local utility company Technische Werke Ludwigshafen (TWL).



El verdadero éxito del coche eléctrico depende del desarrollo de las baterías, que tienen que ser eficientes. En este sentido, el consorcio químico más grande del mundo, BASF, con sede en Ludwigshafen, presta una ayuda inestimable. Hasta el año 2016, el consorcio va a invertir cientos de millones en investigación, desarrollo y producción de materiales para baterías. En concreto, BASF quiere subirse al negocio con electrolitos para baterías de ión de litio. Trabajar con electrolitos, que son los encargados de transportar la carga eléctrica, es un paso fundamental para la mejora de la eficiencia de esta tecnología. Además, los automóviles eléctricos ruedan desde la primavera de 2011 por la planta y su adecuación para uso diario se examina constante y detenidamente. La empresa de Ludwigshafen TWL colabora con BASF en este sentido.



Quant à la question de savoir si l'automobile électrique va vraiment être un succès de vente, tout dépend de l'évolution ultérieure des batteries dont les performances doivent être améliorées. Etabli à Ludwigshafen, le plus grand groupe chimique au monde, BASF, tient à apporter une aide décisive en la matière. D'ici 2016, le groupe investit un montant à trois chiffres évalué en millions dans la recherche, le développement et l'établissement d'une production de matériaux de batterie. Concrètement, BASF veut se lancer dans des activités portant sur les électrolytes destinés aux batteries au lithium-ion. Les travaux sur les électrolytes assurant le transport des charges dans les batteries sont une condition primordiale à l'amélioration de leur rendement. Des véhicules électriques circulent aussi à travers l'usine depuis le printemps 2011 et leur fonctionnalité quotidienne est examinée sous toutes les coutures. Un partenariat a été scellé avec le groupe Technischen Werke Ludwigshafen (TWL).



Wer Elektroauto fahren will, der muss (leider) auch tanken, und zwar Strom. Die deutsche ABB mit Hauptsitz Mannheim hat bereits im Juli 2010 auf dem Werksgelände von ABB Stotz Kontakt die erste Stromtankstelle in Heidelberg eröffnet. Das Unternehmen hat die vier Zapfsäulen, an die jeweils zwei Elektroautos angeschlossen werden können, mit Steuerung, Netzteilen und Sicherungsautomaten ausgestattet. Beim Thema Elektromobilität sieht sich ABB als herstellerunabhängiger Zulieferer von Komponenten für Stromtankstellen. Für rund 3.000 Ladestatio-nen in Deutschland hat das Unterneh-men bereits den Großteil der Teile geliefert. Auch im Industriepark Weinheim hat die Freudenberg Service AG im Sommer 2010 eine Stromla-desäule installiert, die mit eigener-zeugtem Strom gespeist wird. Die Fahrzeuge, die im Industriepark vorwiegend auf Kurzstrecken un-

terwegs sind, sollen nach und nach durch Elektrofahrzeuge oder Hybridfahrzeuge ersetzt werden. Zwei Elektrofahrzeuge sind bereits im Einsatz. Im Februar 2011 nahmen auch die Stadtwerke Heidel-berg ihr erstes Elektroauto, einen Mitsubishi i-MiEV in Betrieb – in-klusiv einer ersten Ladesäule im Werk Mitte.



Those thinking of going elec-tric will, unfortunately, continue to face at least one of the same concerns: refuelling – or, more accurately, recharging. The afore-mentioned ABB, whose German headquarters is located in Mannheim, already brought its first charging station online at the Heidelberg facilities of ABB Stotz Kontakt back in July 2010. The company has outfitted the four "pumps" – each of which can be connected to two electric cars – with control systems, power-sup-ply units, and circuit breakers. In

Aquel que conduzca un coche eléctrico también tendrá que repostar, aunque en este caso será electricidad. ABB Alemania, con sede central en Mannheim, abrió la primera estación de servicio eléctrica en el recinto de la empresa ABB Stotz Kontakt, en Heidelberg, en julio de 2010. La estación tiene cuatro surtidores, en cada uno se pueden conectar dos coches eléctricos, y están provistos de panel de control, fuente de alimentación y fusibles automáticos. En el ámbito de la movilidad eléctrica, ABB se posiciona como proveedor inde-

Le conducteur voulant rouler à bord d'une voiture électrique se doit également (hélas) de faire le plein .... d'électricité. La société ABB, dont la maison mère siège à Mannheim, a ouvert la première borne de recharge électrique à Heidelberg sur le site de l'usine de la société ABB Stotz Kontakt, dès juillet 2010. L'entreprise a équipé les quatre colonnes de distribution, auxquelles deux automobiles électriques peuvent être respecti-vement raccordées, avec une com-mande, des blocs d'alimentation et des disjoncteurs. ABB s'affiche

dans le secteur de l'électromobilité comme un sous-traitant de compo-sants pour bornes de recharge indé-pendant de tout fabricant. L'entre-prise a déjà fourni les pièces en 3 000 stations de charge. La société Freud-enberg Service AG a aussi installé une colonne de distri-bution électrique dans le parc indus-triel de Weinheim durant l'été 2010, qui est alimentée

en courant généré par de propres moyens. Les véhicules se déplaçant essentiellement sur de petits parcours dans le parc industriel doivent être progressivement remplacés par des modèles élec-triques ou hybrides. Deux auto-mobiles électriques sont déjà en exploitation. En février 2011, les ateliers municipaux de Heidelberg ont mis en service leur première voiture électrique, une Mitsubishi i-MiEV, y compris une première colonne de distribution au milieu de l'usine.



*The Landau-based company vancom specialises in the design, development, and delivery of vehicle charging stations.*

the context of e-mobility, ABB sees itself as a manufacturer-inde-pen-dent supplier of components for car-charging stations. The parts it delivers have already been used in about 3,000 such stations. At the nearby Weinheim Industrial Park, Freudenberg Service AG also in-stalled a charging station – pow-ered by electricity the company generates itself – in summer 2010. The vehicles at the park, which are mainly used to cover short dis-tances, are to be replaced gradu-ally by electric and hybrid ve-hicles. Two electric models have already been introduced. In Feb-ruary 2011, Heidelberg's municipal utility company also began opera-tions with its first electric car – a Mitsubishi i-MiEV – along with the first of its own charging stations.



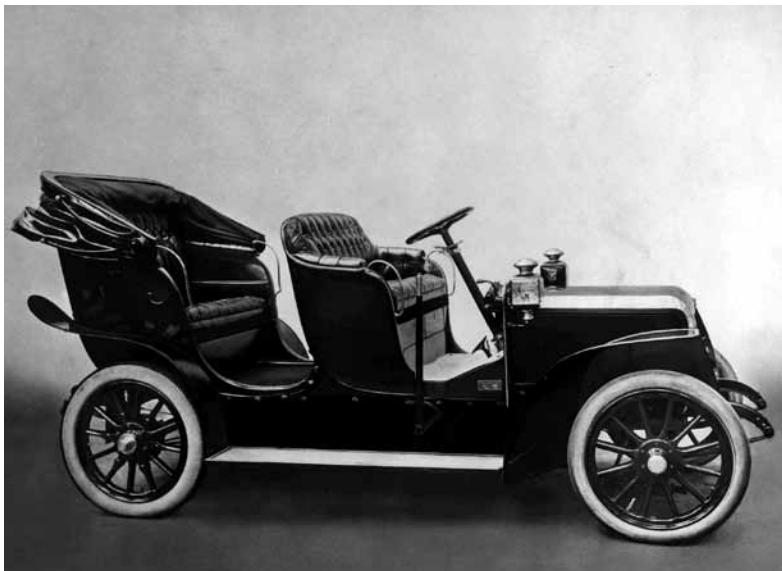
pendiente de componentes para las estaciones de servicio eléctri-cas. La empresa ya ha suministra-do componentes para alrededor de 3.000 postes de recarga. Tambien la empresa Freudenberg Service AG instaló en verano de 2010 un poste de recarga de electricidad para au-tomóviles en el parque industrial de Weinheim, que se alimenta con electricidad de generación propia. Los automóviles que se desplazan por el parque industrial, sobre todo por trayectos cortos, serán susti-tuidos poco a poco por coches eléc-tricos o híbridos. Ya hay dos coches eléctricos en uso. En febrero de 2011 la empresa Stadtwerke Heidelberg tambien puso en marcha su pri-mer coche eléctrico, un Mitsubishi i-MiEV, con su primera estación de carga en la planta de Mitte.



# Der Grundstein für ein gesundes Leben

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The first electric car was produced by Siemens, whose "electric Viktoria" topped out at 30 km/h.



ABB-Konkurrent Siemens, in Mannheim mit einer großen Vertriebsniederlassung und über 900 Mitarbeitern präsent, hat sich voll der Elektromobilität verschrieben, fühlt sich auf diesem Gebiet als wahren Pionier. Und dies zu Recht, schließlich rollte bereits 1881 die erste elektrische Straßenbahn der Welt durch Berlin. Das Kapitel Elektroauto wurde von Siemens bereits 1905 eröffnet: Die „Elektrische Victoria“, die in etwa 50 Exemplaren als elegantes Hoteltaxi und Lieferwagen im Einsatz war, fuhr mit einer Geschwindigkeit von bis zu 30 km/h und konnte mit einer Batterieladung rund 80 km zurücklegen.

Heute produziert das Traditionunternehmen keine Elektroautos, hat jedoch eine eigene Geschäftseinheit gegründet, die Schlüsselkomponenten für den Antriebsstrang elektrisch angetriebener Personenkraftfahrzeuge und leichter Nutzfahrzeuge entwickelt. Auch Elektromotoren, Leistungselektronik und intelligente On-Board Ladetechnik werden angeboten.



Meanwhile, Siemens – an ABB competitor that maintains a major sales branch with more than 900 employees in Mannheim – has fully committed to the concept of e-mobility. It considers itself a true pioneer in the field, and not without reason: After all, the world's first electric tram was a Siemens invention that rolled though Berlin way back in 1881, and the company already began writing the first chapter in the history of the electric car in 1905. The *Elektrische Victoria*, around 50 models of which served as elegant hotel taxis and delivery vehicles, boasted a top speed of 30 kilometres per hour and could cover around 80 kilometres on a single battery charge.

Today, Siemens is a tradition-rich company that produces no electric cars itself, but has founded a business unit dedicated to developing key components in the drive trains of electric passenger cars and light utility vehicles. It also sells electric motors, power electronics, and intelligent on-board charging technology.



El competidor de ABB, Siemens, presente en Mannheim con una gran sucursal de distribución y más de 900 trabajadores, se ha dedicado intensamente a la movilidad eléctrica y se siente un verdadero pionero en este ámbito. Y no sin razón, pues, al fin y al cabo, ya en 1881 circulaba por Berlín el primer tranvía eléctrico. El capítulo de la historia del automóvil eléctrico lo comenzó Siemens en 1905: alrededor de 50 ejemplares de la *Elektrische Viktoria* ("Victoria eléctrica") funcionaban como elegantes taxis hoteleros y para transportar cargas, circulaban a una velocidad de hasta 30 km/h y con su batería podían recorrer trayectos de alrededor de 80 km.

Hoy en día, la empresa ya no fabrica coches automáticos, pero ha fundado una unidad de negocio propia que desarrolla componentes esenciales para el tren de propulsión de coches eléctricos y de vehículos de servicio de poco peso también eléctricos. También ofrece motores eléctricos, electrónica de potencia y sistemas de carga inteligente.



Le concurrent d'ABB, Siemens, présent à Mannheim avec un grand établissement de distribution employant plus de 900 employés, s'est voué totalement à l'électromobilité et il se considère dans ce domaine comme un véritable pionnier. Il arbore cette étiquette avec raison, car le premier tramway électrique du monde a sillonné en fin de compte les rues de Berlin dès 1881. Sans tarder, en 1905, Siemens a ouvert le chapitre de l'automobile électrique : la « Victoria électrique » mise en circulation à environ 50 exemplaires en tant que taxi d'hôtel élégant et voiture de livraison roulait à une vitesse maximale de 30 km/h et pouvait parcourir près de 80 km avec une charge de batterie.

De nos jours, l'entreprise riche d'une longue tradition ne produit aucune automobile électrique, mais elle a néanmoins fondé une propre unité opérationnelle élaborant les composants clés de la chaîne cinématique de voitures particulières et de véhicules utilitaires légers à entraînement électrique. Des moteurs électriques, l'électronique de puissance et une technique de charge embarquée, intelligente sont proposés par ailleurs.



## Rhine-Neckar maintains leading position

The Rhine-Neckar Metropolitan Region continues to have every opportunity to solidify its reputation as a leading hotbed of technology. With its entry "StoREgio" – which involves the development and application of smart, stationary energy-storage systems – the region has reached the final round of the elite cluster competition being run by Germany's Federal Ministry of Education and Research (BMBF). The competition's jury selected 11 finalists from among the 24 applications submitted from all over the country. In January 2012, the BMBF will announce which regional consortia have won its subsidies, with a maximum of five clusters each set to receive up to €40 million in support over five years. The Rhine-Neckar Metropolitan Region has celebrated similar successes in the past, having already earned subsidies with the two elite clusters "Forum Organic Electronics" and "Cell-Based and Molecular Medicine" in 2008.

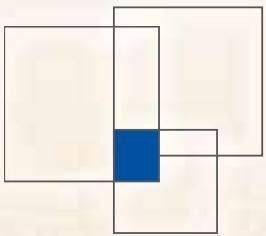
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Auch einige Mittelst ndler haben l ngst begonnen, auf die Elektromobilit t zu setzen. So etwa die Art-Gruppe in Hockenheim, sie entwickelt, produziert und vertriebt L sungen f r Ladeparks. „Unsere Systeme erm glichen Ladeparkbetreibern die Steuerung und Abrechnung des Ladeparks“, betont das Unternehmen. Die gro en Ladestationen, die in Zukunft erwartet werden, sollen also mit Hockenheimer Hilfe erfolgreich gemanagt werden. Als Dienstleistungsunternehmen auf dem Gebiet der E-Mobilit t versteht sich auch die vancom GmbH & Co. KG im pf zischen Landau. Die Firma gestaltet, entwickelt und liefert Stromlades ulen, die ganz auf die speziellen Kundenw nsche zugeschnitten sind – vor allem auch, was das Design betrifft. So kommt die bereits erw hnte Lades ule im Industriepark Weinheim aus Landau.

A number of midsize companies have also long since begun betting on e-mobility. The ART group of Hockenheim, for instance, develops, manufactures, and sells solutions for charging station parks. “Our systems enable charging park operators to control their facilities and the corresponding billing,” states the group, which wants to help facilitate the successful management of the expansive charging parks expected down the road. Another service provider in the field of e-mobility is vancom GmbH & Co. KG of Landau (Palatinate). This firm designs, develops, and delivers charging stations tailored to suit the exact specifications of its customers – among them the aforementioned Weinheim Industrial Park.



También algunas peque as y medianas empresas apuestan hace tiempo por la movilidad el ctrica. Es el caso de Art-Gruppe, en Hockenheim, que desarrolla, produce y distribuye soluciones para estaciones de carga. “Nuestros sistemas facilitan el control y la facturaci n a los operadores de estaciones de carga”, explica la empresa. Las grandes estaciones que se crear n en el futuro podr n ser gestionadas con éxito gracias a la ayuda de los de Hockenheim. La empresa de Landau vancom GmbH & Co. KG tambi n se considera una empresa de servicios del \'mbito de la movilidad el ctrica. La empresa dise na, desarrolla y suministra postes de recarga el ctrica, que se ajustan por completo a las deseos espec ficos de los clientes, sobre todo en lo que al dise o se refiere. Los postes del parque industrial de Weinheim provienen de Landau.



M me quelques petites et moyennes entreprises ont commenc  depuis longtemps  miser sur l’electromobilit . Il en va ainsi du groupe Art  Hockenheim qui conçoit, produit et commercialise des solutions d di es aux parcs de recharge. « Nos syst mes permettent aux exploitants d’un parc de recharge d’activer et d’interrompre le fonctionnement des bornes ainsi regroup es », fait remarquer l’entreprise. Les grandes stations de charge attendues  l’avenir doivent donc  tre g r es avec succ s  l’aide de l’équipe de Hockenheim. Situ e  Landau dans le Palatinat, la soci t  vancom GmbH & Co. KG se pr sente  g alement comme un prestataire de services dans le domaine de l’electromobilit . Elle configure, d veloppe et livre des colonnes de distribution el ctrique sur mesure, adapt es aux besoins sp cifiques des clients, se distinguant aussi surtout par leur esth tique, comme en t moigne la colonne susmentionn e dans le parc industriel de Weinheim qui provient de Landau.



## Shai Agassi receives Bertha & Carl Benz Prize



Shai Agassi has been named the first recipient of the Bertha & Carl Benz Prize, which the city of Mannheim sponsored to commemorate the 125th anniversary of the invention of the automobile. Agassi, a learned computer scientist from Israel, was an executive board member at local software giant SAP AG from 2002 to 2007. Since then, he and his company, Better Place, have focused mainly on alternative drive systems. The €10,000 Bertha & Carl Benz Prize is to be awarded every two years to worthy individuals, groups, and organisations that have achieved significant improvements in mobility – particularly in an environmental or social context.

(From left) Jutta Benz, Shai Agassi, and Mannheim mayor Dr. Peter Kurz



*Electric vehicles have been cruising around BASF's premises in Ludwigshafen since early 2011. Here, Ludwigshafen mayor Eva Lohse plugs in to get things officially underway.*



Der kanadische Konzern Bombardier gibt beim Thema Elektromobilität ebenfalls Gas. Das Unternehmen baut sein Kompetenzzentrum für elektrische Mobilität mit einer modernen Prüf- und Entwicklungsanlage aus, um seine neue e-Mobility-Lösung PrimoveCity voranzutreiben. 36 neue Arbeitsplätze werden geschaffen. Bei dem System PrimoveCity sind Elektrofahrzeuge nicht mehr wie bislang Einschränkungen in puncto Reichweite und Aufladung ausgesetzt. Sie ist sowohl bei Straßenbahnen, Bussen, Lkw und Pkw einsetzbar.

So hat die Elektromobilität vielerorts Wurzeln geschlagen. Und auch die Versicherungen haben das Potenzial erkannt. Die Mannheimer Versicherung, als Spezialversicherer bereits in zahlreichen Nischen des Marktes aktiv, bietet inzwischen eine spezielle Police für Elektroautos an. Wie man sieht: In der Metropolregion hat die Elektromobilität bereits einen Blitzstart hingelegt.

Bombardier is another organisation stepping up its efforts in e-mobility. The Canadian corporation is expanding its e-mobility competence centre to include a modern testing and development facility. This will enable it to make further strides with its new e-mobility solution, PrimoveCity, while also creating 36 jobs. With PrimoveCity, electric cars are no longer limited in terms of their range and dependence on recharging. The system supports trams, buses, lorries, and passenger vehicles.

It's clear that e-mobility has already put down roots in many areas – even in insurance. Mannheimer Versicherung, a local provider of special insurance coverage, is one company that has recognised the potential of the concept and begun offering a policy for electric cars. Just another example of the lightning start e-mobility has made in the Rhine-Neckar Metropolitan Region.



El consorcio canadiense Bombardier también da gas al tema de la movilidad eléctrica. La empresa amplía su Centro de Competencia para la Movilidad Eléctrica con un moderno parque de pruebas y desarrollo en el que impulsar su nueva solución de movilidad eléctrica PrimoveCity. Para ello, se han creado 36 nuevos puestos de trabajo. Con el sistema PrimoveCity, los coches eléctricos ya no están condicionados por restricciones en lo que respecta al alcance y la carga. Este sistema se puede utilizar tanto en tranvías como en autobuses, camiones y coches.

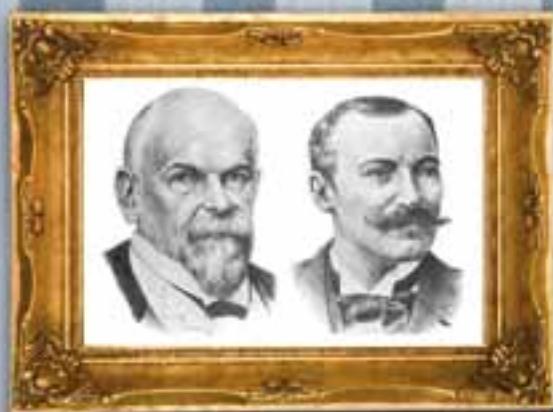
La movilidad eléctrica ha echado raíces en muchos lugares. Y también las aseguradoras han reconocido el potencial de esta nueva tecnología. La empresa Mannheimer Versicherung, aseguradora especializada ya en muchos nichos de mercado, ofrece una póliza especial para coches eléctricos. Como se puede comprobar, la movilidad eléctrica ha arrancado a la velocidad del rayo en el área metropolitana.



Le groupe canadien Bombardier n'est pas non plus en reste sur le thème de l'électromobilité où il met les bouchées doubles. L'entreprise aménage un centre de compétence en matière de mobilité électrique comprenant une installation d'essai et de développement moderne pour faire avancer sa nouvelle solution PrimoveCity. Il en a résulté la création de 36 postes de travail. Le système PrimoveCity permet d'affranchir les véhicules électriques des contraintes qui leur étaient imposées jusqu'à présent en termes d'autonomie et de chargement. Il est utilisable tant sur des tramways que sur des bus, des camions et des voitures particulières.

L'électromobilité s'est ainsi enracinée tous azimuts. Même les compagnies d'assurances décèlent le potentiel, à l'image de la Mannheimer Versicherung en tant qu'assureur spécialisé, actif dans diverses niches du marché, qui propose désormais une police d'assurance spéciale couvrant les automobiles électriques. De toute évidence, l'électromobilité est déjà partie en trombe dans la région métropolitaine.





# The Region's Industrial Pioneers

Dr Gabriele Koch-Weithofer



## Friedrich Engelhorn (Sr.) finds what will become the world's largest chemical company

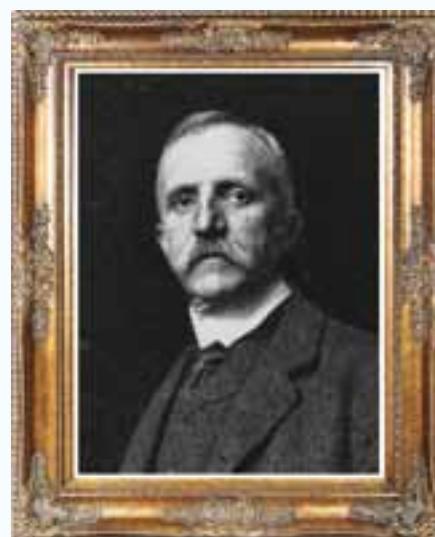
Friedrich Engelhorn (1821–1902) had a knack for colour. As an entrepreneur, he came from the business of illuminating gas, the manufacture of which leads to a by-product – tar. Just a few years after the first synthetic dyes were discovered (aniline violet in 1856, fuchsine in 1858), Engelhorn recognised the tremendous potential in turning tar into aniline dyes and decided to work his way into the promising colourants industry. In 1860, he founded his first factory in Mannheim along with several partners. The birth of Badische Anilin- und Soda-Fabrik (BASF) followed in 1865, with the new company commencing production operations on the opposite bank of the Rhine in Ludwigshafen. From 1869 on, BASF added its own splashes of colour to the range of aniline dyes, such as its first big seller, alizarin red. In 1897, the company won the race to achieve the first cost-effective synthesis of indigo, without which the blue jeans we now take for granted would not have been possible.



Today, dyes are just one of the many products that have made BASF the world's leading chemical company.

## Friedrich Engelhorn (Jr.) makes research a key ingredient in his recipe for success

After joining C.F. Boehringer & Soehne as a partner in 1883, Dr Friedrich Engelhorn (1855–1911) – son of the founder of BASF – helped Boehringer Mannheim (today called Roche Diagnostics) to become a prominent pharmaceutical company. The Stuttgart-based quinine manufacturer had relocated to Mannheim in 1872. Having received his PhD in chemistry, Engelhorn quickly ascertained that the company needed to expand its range of products. He thus turned his attention to research, assembling a central laboratory and attracting renowned chemists to work there. Engelhorn also organized pharmacological tests of new substances and kept physicians abreast of the company's research progress. During his 27 years of direction, the company obtained over 700 patents. Around the year 1900, it produced synthetic versions of theophylline, caffeine, vanillin, and other substances. Further milestones were to follow, such as in intravenous strophanthin therapy, the first chemically standardised Digitalis formulation, the first oral anti-diabetic medication, and products for laboratory diagnostics. In 1998, the company's name changed to Roche Diagnostics in the course of its acquisition by the Swiss pharmaceutical corporation Hoffman-La Roche, which has since proceeded along Boehringer's chosen path of development.



# Julius Hatry builds the first manned rocket

It was the Big Bang of the rocket age: On 30 September 1929, the world's first manned rocket vehicle was launched at Frankfurt Airport. It had been built by Mannheim's own Julius Hatry (1909–2000), an avid glider pilot and inventor. At the yoke of the high-wing, dual-tailfin rocket plane was industry magnate Fritz von Opel, who caused quite a stir in his day with rocket-powered cars, as well. In 80 seconds, he flew a distance of around

two kilometres at an altitude of 20 metres with the RAK 1. Though his subsequent landing in a potato field was a rough one, the event caused a sensation even *The New York Times* saw fit to cover.

Mannheim, after all, had a general affinity for pioneers of flight: From 1910 to 1918, the company Schütte-Lanz ran a successful zeppelin-building operation in the city, and a RAK1 replica at Mannheim's Technoseum now commemorates Julius Hatry's achievements. A street named in Hatry's honour can also be found in the city's Lindenhof quarter – which, fittingly enough, is also home to the technology and business incubation centre Mafinex.



## Carl Haas and Carl Clemm initiate the first mass produc- tion of cellulose



*Carl Haas*

In 1884, Carl Haas (1844–1921) and Dr Carl Clemm laid the cornerstone for Germany's cellulose industry Zellstofffabrik Waldhof with the help of their wives. With the chemist Clemm taking care of the Haas handling the business end, the two were the trial mass production. Up to that point, cellulose had relatively small amounts merely as a supplement to paper

(1836–1899) try by found friends and rel technical side and first to aim for indus been manufactured in production. The company's

first facility in Waldhof was already capable of producing 20 tonnes every day, and by 1889, it had three factories manufacturing a daily quantity of 140 tonnes. In 1907, Haas then successfully entered the paper and cardboard production industry, too. The company was eventually acquired by Sweden's SCA in 1995. By the way, Zewa toilet paper and household towels recently celebrated 50 years on the German market. The well-known brand name originates from the initial manufacturer's name "ZELLstofffabrik WALDHOF" in Mannheim where the Zewa range is still produced by SCA.



*Dr Carl Clemm*

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## Walther Simmer invents the radial shaft seal



The sealing ring developed by Walther Simmer is now an essential part of every automobile. The "Simmerring", as it is still known in Germany, prevents shafts, axles, engines, and transmissions from leaking oil while shielding them from dirt and grime. Until 1932, sealants such as felt and cork were used to inferior effect. Radial shaft seals made of leather (and from 1936 on, rubber) and metal, which Simmer developed at Freudenberg in Weinheim, marked a significant improvement. In his work, Simmer also laid the groundwork for Freudenberg – then a company specialised in leather – to enter a new area of business. The family-run Weinheim firm's range of seals now comprises some 80,000 articles, and it produces about one billion of Simmer's radial shaft seals alone every year. Nowadays, of course, these sealing systems have little in common with the original design. The latest springless *Simmerring* with shape memory function, for example, serves as proof of its own high-tech evolution.

## Viktor Dulger raises the bar in metering technology

It all started with an idea: Viktor Dulger (born 1935) wanted to improve the manner in which drinking water was supplied. After founding his own company in Heidelberg in 1960, the mechanical engineer set about developing the first electronic magnetic-membrane metering pump. At the Hannover Messe exhibition in 1968, the diminutive pump elicited its fair share of smirks, weighing in at just two kilograms and standing only 20 centimetres high. Nevertheless, Dulger did not lose heart: The device was both a real powerhouse and a precise, economical means of measuring out chemicals – for sterilising water, for example. The company ProMinent Dosiertchnik, whose fortunes Dulger's sons have directed since 2001, is now at home all over the world. In 2000, the firm shipped out its two-millionth metering pump, and its focus today remains on new technologies for water treatment and chemical metering. These subjects are the passion of Prof Dr h.c. Viktor Dulger, as evidenced by the prize he and his wife award each year to young scientists for outstanding work in the field of environmental research.





## Carl Grünzweig introduces new insulants into the market

For beer brewers, the end of the 19th century marked the beginning of a new age. Thanks to Carl Linde's refrigeration technology and new insulants, it had become easier to keep beer cool, as well as brew it in the summer. One of the pioneers in the development of these insulants was Carl Grünzweig (1845–1913), a chemist who had founded a company for that very purpose in Ludwigshafen with Paul Hartmann in 1878. Grünzweig and Hartmann's first insulating materials

included corkboard and lightweight refractory bricks made of diatomaceous earth, which were needed to manufacture boilers for power plants and ships. In 1906, Grünzweig's son Max discovered that granulated cork expands when heated in a vacuum. The resulting material, Expansit, was lighter than cork, made a better insulant, and was able to keep out moisture. It would later be joined by insulants made of glass, mineral wool, styrofoam, and types of polyurethane foam. Today, two companies carry on the tradition of the industrial pioneers Grünzweig and Hartmann: Saint-Gobain Isover G+H and G+H Isolierung (a subsidiary of the construction company Vinci).



## Friedrich Bergius turns coal into petrol

Though better known as the birthplace of the automobile, Mannheim was also the site of attempts to obtain petrol from coal. In 1916, Th. Goldschmidt AG began corresponding operations in a pilot facility at its Rheinau plant, which today is home to TIB Chemicals AG. Heading up this project at the time was the chemist Friedrich Bergius (1884–1949), who had developed a high-pressure procedure capable of liquefying coal. Its industrial implementation proved more difficult than expected, however: By 1919, the project had burned through around five million Goldmarks, yet still had not made the procedure suitable for mass use. Others would eventually realise this vision at a later point in time.

Nevertheless, the high-pressure chemical procedure was indeed ground-breaking. In 1931, Friedrich Bergius received the Nobel Prize along with Carl Bosch, another chemist who came to renown through his development of the Haber-Bosch process for producing ammonia at BASF – the company on whose executive board Bosch would later serve. Today, Bergius's former home in Heidelberg is the site of the local university's physics institute, while Bosch's villa houses the Klaus Tschira Foundation, the Carl Bosch Museum, and other facilities.



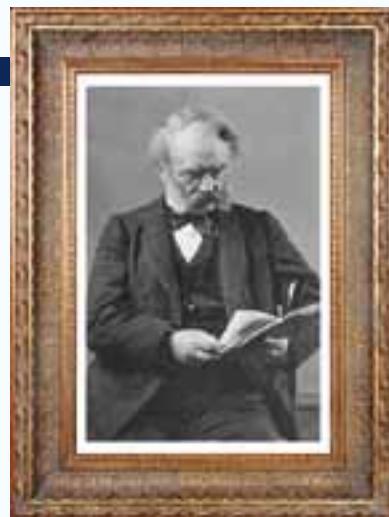
## Karl Gilke revolutionises printing technology

In 1914, the company Heidelberger Druckmaschinen unveiled a platen press machine that made cost-effective mass production of small formats possible for the first time. The corresponding prototype was already capable of producing an impressive 1,000 sheets per hour.

Playing a major role in the machine's creation was an invention of the Cologne typographer Karl Georg Ferdinand Gilke, who had come to Heidelberg in 1912. In 1913, Gilke had developed a "propeller arm" that eliminated the time-consuming task of laying sheets onto the press and then removing them by hand. This mechanical aid led to a more than twofold increase in printing performance. Due to the First World War, however, the original Heidelberger platen press did not enter serial production until 1921. Further improvements and new marketing methods then quickly made these automatic printing machines the flagship product of Heidelberger Druckmaschinen, and assembly-line production commenced in 1926. Today, the company is one of the world's leading providers of printing machines.

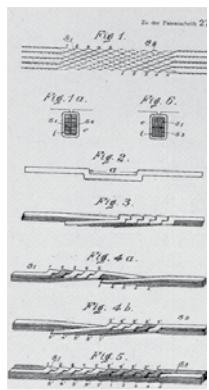
## Werner von Siemens builds the first electric lift

It was the attraction at the Pfalzgau industrial exhibition in Mannheim in 1880: On 11 July, opening day, the world's first electric passenger lift was put into operation. A motor under the lift cage drew the device upward by means of a gearwheel system. At a speed of half a second, the lift transported six people to a height of 20 metres. During the exhibition, some attendees rode the new invention to a makeshift observation platform. The lift had been constructed by none other than Werner von Siemens, whose discovery of the electro-dynamic principle in 1866 served as the basis for the device. This principle also made efficient energy production possible for the first time. The lift's electrical mechanism caught on, even though Siemens would go on to build only a small number itself. In Mannheim the company is still active through a local branch.



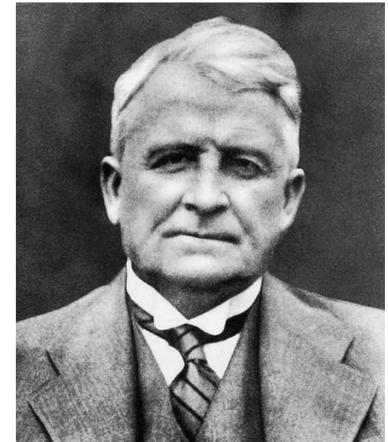
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# Ludwig Roebel makes more electricity possible



Every power outage reminds us of a simple truth: Nothing works without electricity. Did you know, however, that we owe much of our sufficient supply of the "juice" to Ludwig Roebel (1878–1934)? He was the electrical engineer responsible for a breakthrough in electromagnetic energy transformation in 1911 during his employment at BBC in Mannheim (now represented in the area by the companies ABB and ALSTOM).

In Roebel's day, power-plant generators seemed to have reached their limit at 10–20 megavolt amperes (MVA); arranged in parallel, their copper rods produced eddy currents and became hot. Roebel's idea was to split series of conductors into isolated subconductors, which he then twisted and plaited such that the same amounts of energy were induced all across their surface. This innovation, which came to be known as a "Roebel bar", was a real milestone; examples are now on display at the Deutsches Museum in Munich and the Technoseum in Mannheim. Meanwhile, thanks in part to Ludwig Roebel, generators can now be built that produce over 1,000 MVA.



# Fritz Huber rolls out the Lanz Bulldog

Even now, many Germans still use the term "Bulldog" in reference to tractors. The prototype of the machine responsible for this association was presented by the Heinrich Lanz company of Mannheim at the agricultural exhibition in Leipzig in 1921. Fritz Huber (1881–1942), who had been employed by Heinrich Lanz since 1916, had built the small, stout-looking tractor. His 12-horsepower creation ran on crude oil and sported a single-cylinder, two-stroke engine with hot-bulb ignition and just one gear, true to Huber's belief that a farm implement had to be simple and sturdy. The Bulldog's success would prove him right: By the end of the 1950s, Heinrich Lanz had sold numerous variants of the tractor all over the world. Then, tractors with four-stroke diesel engines supplanted the Bulldog's aged design and Heinrich Lanz AG was taken over by the U.S. farm machinery manufacturer John Deere in 1956. Today, some 2,700 employees in Mannheim produce towing vehicles with between 72 (53 kW) and 160 horsepower (118 kW) at one of the most sophisticated tractor plants in Europe.





*Standing for the success of their company: Peter Jöst (centre) and his sons Dominic (left) and Christian.*

## News from the Region:

# JÖST abrasives – A Hidden Champion from Überwald

Upon its foundation in 1981, a company gave itself a name to match its visionary international ambitions: JÖST abrasives. These days, JÖST abrasives is a brand synonymous with the world's most innovative developer of grinding materials and a company that has won numerous accolades as a system supplier of major corporations.

JÖST focuses on the development, production, and use of abrasives and abrasive systems, as well as their implementation in abrasive products that offer significant added value. Its primary goals include using these high-tech products to achieve drastic reductions in grinding operations, improve the corresponding results, and keep pace with the increasingly demanding requirements of the market.

The five international patent applications JÖST has already filed in 2010 and 2011 serve as proof of its innovative potential. One of these patents involves a product designed to clean and maintain profiled floors, which solves many practical problems. For example, it used to be nearly impossible to clean studded rubber or hammer floors quickly and effectively without significant effort.

Another of JÖST's patented products, industrially manufactured sod, demonstrates the company's versatility in entering an all-new area of business. According to Peter Jöst – company CEO and this new product's inventor – the sod offers nearly unlimited uses, from creating flowery Easter baskets and other simple gift items to stabilising roadsides and planting a green meadow right on the balcony of your home.

"Plenty of companies see our location in Überwald as a competitive disadvantage. We, however, benefit from our dedicated, well-trained employees; solid cooperation with the public authorities; and, as crazy as it sounds, the fresh air and natural beauty that surrounds us. We're proud to call this region home," affirms Peter Jöst. "Plus, all the positive feedback we've received from the international visitors we're always welcoming to the area shows that we're not alone in our opinion."

# „Erfolg im Internet ist kein Zufall“

Christian Fernandez, Creative Director, Gründer



Christian Reschke, Vorstand, Gründer

Als wir uns Mitte der Neunziger zum ersten Mal ins Internet eingewählt haben, waren wir begeistert von den Möglichkeiten – und geschockt, wie langsam und unansehnlich es war. Wir haben uns gesagt: Das geht besser! Und begonnen, Internetseiten schön, schnell und funktional zu machen.

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## News from the Region: Focusing on Developing Nations



*Mannheim's VAG Armaturen GmbH is working with the international cooperation association GIZ on improving water supplies, such as in Jordan.*

Developing and newly industrialising countries in Africa, Asia, and Latin America are markets with potential, but many companies – particularly those of medium size – shy away from the high risks involved in entering them. A close collaborative effort with Germany's Federal Ministry for Economic Cooperation and Development (BMZ) means to change this. In a pilot project carried out in January 2011, the Rhine-Neckar Chamber of Commerce established Germany's first EZ (*Entwicklungszusammenarbeit*, or development cooperation) Scout in Oliver Wagener, who now serves as a direct local contact for companies who want to take advantage of opportunities in nations on the threshold of joining the global economy.

Meanwhile, when it comes to information on the subject of water, Lutz Happich's cup runneth over. "Over 32 billion cubic metres of clean drinking water are wasted all over the world just because of the leaking of poorly installed or maintained pipes," reports the director of pressure management at Mannheim's VAG-Armaturen GmbH. "With that volume, we could supply more than 350 million people with water for one year." VAG has thus developed a special procedure for reducing grid water loss. To make developing countries aware of this technology and get reference projects off the ground, the company has entered into a development partnership with the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ, an international cooperative association) and kicked off an endeavour that has reduced water loss by 40 per cent in three residential areas in Jordan. "Since entering these markets often involves a high level of risk, we were happy to find a partner in the GIZ that is extremely well connected locally and thus able to build bridges to the relevant decision makers," Happich explains.

With the stated goal of intertwining cooperative development efforts in Germany with the country's economy – in particular, medium-sized companies -- Federal Minister for Economic Cooperation and Development Dirk Niebel initiated the assignment of the first EZ Scout to the Rhine-Neckar Metropolitan Region. Serving as pathfinder through the "jungle" of cooperative possibilities is Oliver Wagener, who has been



*Companies looking to get expand into developing countries can contact Oliver Wagener at the Rhine-Neckar Chamber of Commerce.*

working in this field for many years. "I want to open doors for companies and support their investments in the partner nations where Germany is aiding development," he affirms. In his first few months on the job, he worked mainly on getting the subject on companies' agendas, informing them of the instruments available, and paving the way for actual cooperations. Geographically speaking, Wagener has seen interest range all the way from Montenegro to the sub-Saharan, India, and Vietnam, and westward to South and Central America. "Many companies still know relatively little about the structures and procedures involved in development cooperation," he knows. Being involved with the Rhine-Neckar Chamber of Commerce is thus all the more important to the EZ Scout. "The EZ Scout project is a high-priority undertaking that enjoys the full backing of the president and the managing director," Wagener reports. "Particularly in approaching companies, the personal contacts and networking of the Rhine-Neckar Chamber of Commerce are essential to the project's success."

**Info:** On 28 September 2011, the Rhine-Neckar Chamber of Commerce and the Federal Ministry for Economic Cooperation and Development will be holding a workshop on how the public-private partnership programme developPPP.de is succeeding in tapping into new markets in Africa, Asia, and Latin America. Those interested are invited to attend.

**Further information:** [www.rhein-neckar.ihk24.de/international/FinanzierungFoerderung/Entwicklungszaamensarbeit/](http://www.rhein-neckar.ihk24.de/international/FinanzierungFoerderung/Entwicklungszaamensarbeit/)



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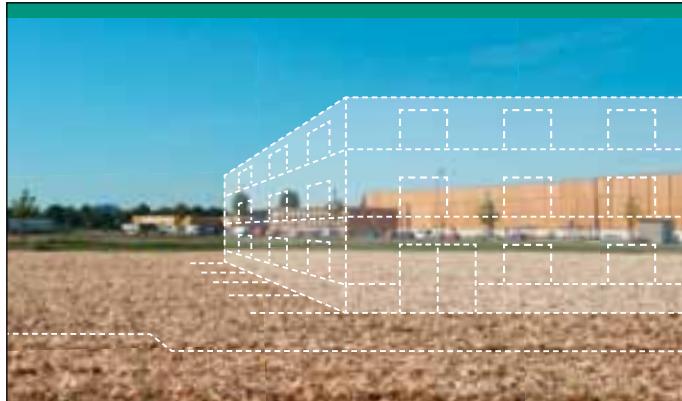
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[www.gruenderzentrum-ueberwald.de](http://www.gruenderzentrum-ueberwald.de)

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## News from the Region:

# The Furniture Lift – Another Invention from the Rhine-Neckar Metropolitan Region

The Rhine-Neckar Metropolitan Region has proven to be fertile ground for inventors. Fritz Fels, Jr. – son of the man who founded the Heidelberg logistics company Fritz Fels GmbH in 1935 – was a real tinkerer himself, a trait his father warily described as "quite a costly and time-consuming hobby". His son's achievements, however, cannot be ignored: On 19 June 1962, the Fels company unveiled its new diagonal furniture lift at the annual conference of the German furniture transport industry in Trier. This innovation provided an efficient means of moving objects into and out of flats, which had been a problem without a truly sensible solution. The diagonal furniture lift quickly found fans in the employees of Fritz Fels, which then patented the design. It is still used regularly in the industry today – and remains, of course, a staple of Fritz Fels' standard equipment.

These days, however, lifts are just one of the cornerstones of the logistics company's business. With management duties having since passed to a third generation under Thomas Beck, the midsize Fritz Fels GmbH cur-



*The lift still sees regular use today – and not only at Fels.*



*Fritz Fels, Jr. invented the diagonal furniture lift.*

rently generates two-thirds of its revenues in transporting and assembling machinery all over the world. Office moves and complete operational relocations represent another important pillar of its business. "We once handled the transport of 30,000 boxes for SAP employees who were changing locations, and we were also involved in the German Bundestag's move from Bonn to Berlin," Beck recalls. "People might associate our name with a traditional shipping company, but our involvement in that business is now only a tertiary concern." Fritz Fels does, however, continue to develop transport and assembly equipment at its own workshop.

The company's headquarters in Heidelberg-Kirchheim includes a 15,000-square-metre facility that houses 18 commercial lorries and six smaller transport vehicles. Though Fritz Fels does business throughout Europe, it offers most of its relocation services in the Rhine-Neckar Metropolitan Region.

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68199 Mannheim  
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Sascha Kindermann als gelernter Koch gründete 2000 das Unternehmen Partyservice Kindermann. Nach einem aufstrebenden Anfang beschäftigen wir heute ca. 45 Festangestellte sowie einige Aushilfen und Freiberufler. Neben dem Cateringgeschäft haben wir als Exklusivcaterer mit dem CongressForum Frankenthal sowie der Ausflugsgastronomie Strandbad Mannheim einen Pacht- und Dienstleistungsvertrag. Ausgesuchte Locations sowie Eventstätten werden seit einigen Jahren durch unseren Cateringservice betreut. Wir richten im Jahr bis zu 2.000 Veranstaltungen aus - von Heidelberg bis Bad Dürkheim, von Landau bis Alzey.

## News from the Region:

# Successful Start for Mannheim's New Management School – "Managers Made in Mannheim"

In April 2011 the new, private University of Applied Management Studies in Mannheim, opened its doors to 45 students, and a further 90 students are expected for the coming winter semester.

The new university offers three bachelor's degrees in management: management and leadership, consulting and sales, and international business (which is offered in English). Given the continued rise of globalisation, the latter programme is particularly relevant to Germany's export-oriented midsize companies. Through an agreement with the Goethe Institute, foreign students can learn German on campus whilst pursuing their management studies. It is hoped that this will be of special interest to young people in Mannheim's twin cities.

Professor Franz Egle, president-designate of the new private university, is very confident about the career prospects of future graduates:

"Not just the degrees but also the overall concept of the university has convinced people. We have developed programmes which are an innovative mixture of classical and cooperative university education. This is equally attractive to students, who pay relatively modest fees of €200 per month, and partner companies, who have the prospect of a smooth transition of students from education into the world of work."

The new concept takes account of demographic trends and the resulting – expected shortages of academically educated specialists and management personnel. At the same time the concept takes social aspects into consideration, aiming to make university education more accessible to young people from families in which university education has been the exception rather than the rule (those with immigrant backgrounds, for example).

"We analysed the education and labour markets and studied the age structures of employees in sales. The latest PROGNOS research confirms that the fields which will be particularly in demand from now until 2030 correlate strongly with our degree programmes – for example, research and development, advertising, marketing, consulting, management, purchasing, and sales, continues Franz Egle.



*The futuristic auditorium of the University of Applied Management Studies in Mannheim*

The university's financing model, meanwhile, is new and forward-thinking. It incorporates contributions from partner companies, who pay €300 per month per student; the students, who pay €200 per month; and the State Government, which contributes €100 per student per month. Further income is generated from letting rooms and fees from further education courses.

What about the selection of students? Since partner companies are sharing the costs from day one and the university has set itself the target of minimising dropouts, applicants are selected very carefully. On "Applicant Days", potential students go through a three-phase evaluation procedure.

First there is a computerised "e-profiling" exercise (similar to those used by many companies for management selection), which provides a picture of the mental abilities and the behavioural traits of the applicants. Occupational interests are also highlighted. The university looks for 60% matches with profiles of successful business people. The day continues with a teamwork exercise, a group presentation, and an interview with one or more lecturers.

An information day in July 2011 was attended by a large number of potential students, many of whom were accompanied by friends and parents who were all given the opportunity to see what studying at the new university is like – in particular the way students and professors interact.

Regarding these impressions, Professor Egle adds: "Ever since my time as a guest professor at DePaul University in Chicago (1994) I have got used to addressing students by their first names; I don't intend to change this habit, as it helps to build trust and successful professor-student relationships. This motivates both parties and strengthens the desire to achieve good results – and that is what we are aiming for!"



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# Company Profiles



## BASF SE

67056 Ludwigshafen

**Phone:** +49 (0)621 60-0

**Fax:** +49 (0)621 60-42525

**E-mail:** global.info@basf.com

**Internet:** [www.bASF.com](http://www.bASF.com) | [www.ludwigshafen.bASF.de](http://www.ludwigshafen.bASF.de)

**Board of Executive Directors:** Kurt Bock (Chairman), Martin Brudermüller (Vice Chairman), Hans-Ulrich Engel, Michael Heinz, Andreas Kreimeyer, Stefan Marcinowski, Harald Schwager, Margret Suckale

### Company profile:

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics, performance products and agricultural products to oil and gas. As a reliable partner BASF creates chemistry to help its customers in virtually all industries to be more successful. With its high-value products and intelligent solutions, BASF plays an important role in finding answers to global challenges such as climate protection, energy efficiency, nutrition and mobility. BASF posted sales of about €63.9 billion in 2010 and had approximately 109,000 employees as of the end of the year. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN).

At its Verbund site in Ludwigshafen, BASF operates the world's largest integrated chemical complex. It is the headquarters of corporate management and research. As a technology platform and competence center for the BASF Group, the Ludwigshafen site is an important source of innovations for products, methods and processes. The total site area of 10 square kilometers involves 2,000 buildings, nearly 115 kilometers of roads, 213 kilometers of rail track and about 2,000 kilometers of pipelines. Some 36,000 employees work in about 160 production plants, multiple laboratories, technical schools, workshops and offices. At the Ludwigshafen site a total volume of about 8.5 million metric tons of sales products are produced per year.

2011 has been designated the International Year of Chemistry (IYC) by the United Nations, and BASF is supporting the initiative in many different ways. Under the motto "Chemistry: Our life, our future" the IYC is intended among other things to encourage an interest in chemistry among young people and to promote a deeper understanding of chemistry's fundamental importance. As a global sponsor and active participant, BASF was involved in the opening ceremony on January 27 and 28 and will participate in the finale to be celebrated in Brussels on December 1. BASF is also celebrating the IYC with a host of national and international activities: BASF will be welcoming visitors to its sites in many countries during numerous Open House days, where all interested parties can get a taste of chemistry. At BASF in Germany, this will take place September 24. Furthermore in BASF Kids' Labs youngsters can carry out experiments

and discover the world of chemistry with a program of experiments all about water, including the "Global Experiment". BASF is hosting the "Water Loves Chemistry" experiment program for children aged 6 to 12 in permanent and mobile labs and in numerous cooperation projects with schools and science museums.

## Cirrus Airlines



### Cirrus Airlines

#### Luftfahrtgesellschaft mbH

Flughafen Saarbrücken  
66131 Saarbrücken  
Germany

**Phone:** +49 (0) 6893 / 8004 - 0

**Fax:** +49 (0) 6893 / 8004 - 6810

**Internet:** [www.cirrusairlines.de](http://www.cirrusairlines.de)

**General Managers:** Jan Bresler, Ingrid Jung

Cirrus Airlines, headquartered in Saarbrücken, is one of Germany's most renowned airlines. Having established itself as an independent provider of high-quality air transport, the company now offers flights in cooperation with Lufthansa and SWISS. In 2009, more than 400,000 passengers flew with Cirrus from the airports of numerous state capitals and other cities in Germany.

Since its inception, Cirrus Airlines has dedicated itself to a strategy of interconnecting the most important economic and metropolitan areas in Germany and elsewhere in Europe. In 2000, the company became a Lufthansa partner, and its membership in the International Air Transport Association (IATA) following in 2005. Cirrus then joined the German Airline Association (BDF) in 2008.

Cirrus Airlines is the property of Aviation Investment GmbH, which in turn is owned by the entrepreneur Gerd Brädecker and also includes the independently operated companies Cirrus Maintenance, Cirrus Service, and nana tours. Cirrus currently has 11 aircraft serving its passengers in Europe.

While on board, Cirrus passengers in business and economy class enjoy a number of free services, including newspapers, magazines, and snacks. All are eligible to collect miles in the airline's frequent flyer programme, Miles & More.

Cirrus Airlines tickets are available at all IATA travel agencies, by telephone on +49 (0) 180 5544 005 (long-distance charges may apply), or online at [www.cirrusairlines.de/en/](http://www.cirrusairlines.de/en/).



## Mercedes-Benz

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### Daimler AG's Mercedes-Benz Locations in Mannheim, Heidelberg, Landau, and Wörth

Director: Hans-Peter Immel

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Fahrlachstr. 50, 68165 Mannheim  
Phone: +49 (0) 621 453-0  
[www.mannheim.mercedes-benz.de](http://www.mannheim.mercedes-benz.de) (German only)

#### Heidelberg/Rohrbach-Süd:

Haberstr. 26, 69126 Heidelberg  
Englerstr. 34, 69126 Heidelberg  
Phone: +49 (0) 6221 340-0  
[www.heidelberg.mercedes-benz.de](http://www.heidelberg.mercedes-benz.de) (German only)

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Am Schänzel 1, 76829 Landau  
Phone: +49 (0) 6341 970-0  
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"Our mission is your complete satisfaction." This maxim is reflected not only by high-quality new, second-hand, and demonstration models of the cars, vans, transporters, and lorries the Mercedes-Benz location in Mannheim, Heidelberg, Landau and Wörth offer, but also in the professional first-hand service provided by their employees, who are dedicated to fulfill every customer's need.

These four branches and their 804 employees (including 104 trainees as of September 2011) represent Mercedes-Benz's presence in the Rhein-Neckar Metropolitan Region. They are joined by 12 partner businesses and a smart Center, which ensure a comprehensive customer support in sales and service.

That's not all, however: Mercedes-Benz also offers official servicing for trailers, semitrailers, lorry superstructures, Unimogs and omnibuses, CharterWay leasing services, original parts and accessories, a recreation shop, financing and insurance services, and interesting events. A special feature is the paint and bodyshop centre – one of the most modern in Germany – that handles all paint and chassis work for Mercedes-Benz in Mannheim, Heidelberg, and Landau on Englerstraße 34 in Heidelberg/Rohrbach-Süd. The centre is well equipped to handle paintwork on vehicles both with and without the Mercedes-Benz star.



## Mercedes-Benz

### Daimler AG / EvoBus GmbH

Mercedes-Benz Plant in Mannheim  
Hanns-Martin-Schleyer Straße 21 – 57  
68305 Mannheim

Hermann Doppler, head of global engine production for Daimler Trucks,  
head of Mercedes-Benz Plant Mannheim  
Wolfgang Hänele, head of production for Daimler Buses  
Responsible for the manufacturing process for buses, coaches and chassis

In the more than 100 years since Carl Benz founded the Mercedes-Benz factory on Mannheim's Luzenberg in 1908, the plant's main objective has evolved from constructing functional automobiles to covering every aspect of utility vehicle manufacturing in a global production network – from taking raw iron and building engines to handling the full assembly of city buses. Around 8,500 highly qualified employees work in engine construction, bus production, and the plant's foundry and ensure its ability to face the challenges being placed on today's buses and diesel engines for commercial vehicles.

Today, the Mercedes-Benz plant in Mannheim focuses on building innovative products, managing its resources efficiently, and sustainability. The trend towards cutting-edge green technologies is evident, for example, in its expanded production of REMAN rebuilt engines and a competence centre for emission-free mobility, which manufactures vehicles with both gas and hybrid drive systems. Meanwhile, the development of buses that run on hybrid and fuel-cell systems has taken a primary role in the plant's future plans. Through all these efforts, Mannheim's Mercedes-Benz plant – one of the biggest employers in the Rhine-Neckar Metropolitan Region – is securing the jobs of its workforce and making a big contribution to the region's development as a prime business location. The employees' commitment to fulfilling the customers' needs is reflected in the trust satisfied customers place in Mercedes-Benz all around the world.

# engelhorn

## **engelhorn KGaA**

0 4,8  
68161 Mannheim  
Germany

**Internet:** [www.engelhorn.de](http://www.engelhorn.de)  
**Phone:** +49( 0) 621-167 22 22

### **Company profile:**

engelhorn is one of Germany's top shopping addresses for fashion, accessories including bags and shoes, and the latest in sport apparel and other articles. The family-run company has left its mark on the region since 1890, offering products perfect for a variety of tastes and styles at its eight stores (totalling 34,000 square metres) located around Mannheim's pedestrian shopping area.

The company's cornerstone is engelhorn Mode im Quadrat, its 17,000-square-metre department store for the whole family. Here, everyone from the young to the young at heart can find peruse the season's latest collections, including everything from popularly priced articles to ready-to-wear fashions from international designers. Tweens and teens, meanwhile, can keep up with the scene at the hip engelhorn trendhouse. Adjacent to the Boss Orange store on the Planken, engelhorn trendhouse is accessible from nearly all sides. The surrounding neighbourhood is also home to Hugo Boss and Tommy Hilfiger stores, as well as the specialty locations engelhorn Strumpfhaus (socks and stockings) and engelhorn Dessous & Wäsche (underwear).

Directly adjacent to this store, engelhorn acc/es and its assortment of high-quality shoes and accessories are meeting customers' growing demand for complete ensembles. From the moment they lay eyes on the store's striking architecture, customers can tell that engelhorn acc/es is something special, yet still unmistakably "engelhorn" in its unique ambience and high level of service.

Putting the finishing touch on the company's commitment to shopping pleasure is le Corange, an exclusive restaurant, and Faces, a lounge with its own roof terrace. From here, patrons can gaze out over Mannheim and the Odenwald Forest while enjoying fine delicacies. The restaurant also has its own entrance and is open outside of the adjacent department store's business hours.

Looking past the fact that engelhorn sports' 9,500 square metres of sales floor area on Mannheim's Kapuzinerplanken already put it in the top echelon of the industry in Europe, the sport department store is also unbeatable in its level of innovation. The store's brand competence, feel for popular sports, and attention to detail in its wide range of products are one-of-a-kind. It is a place that focuses on trying out and experiencing new things, as symbolised by the climbing wall that rises from the first all the way to the fifth floor. The store's products mainly cover winter sport, tennis, fitness, team/outdoor sport, running, golf, and sport for kids.

In addition to Mannheim, engelhorn can be found at the Rhein-Neckar-Zentrum, a major nearby shopping complex. As the name of its 4,000-square-metre store there indicates, engelhorn active town is all about recreation. Also included are stores selling underwear and BRAX brand products. Those who don't have time to visit the RNZ or Mannheim's city centre need not worry, however:

The online shop at [www.engelhorn.de](http://www.engelhorn.de) is the perfect place for a virtual shopping tour of the company's world of sport and fashion.

As of 2009, engelhorn's workforce comprised over 1,400 full- and part-time employees, as well as 60 trainees in sales, retail, and visual marketing design. The family-run company's combined approach of education and training for aspiring commercial assistants and its dual path to obtaining a bachelor's degree in commercial management represent two attractive perspectives for high-school graduates.



## **Fritz Fels GmbH Fachspedition**

Hardtstrasse 108  
69124 Heidelberg  
Germany

**Phone:** +49 - (0) 6221 - 78760  
**Fax:** + 49 - (0) 6221 - 787676  
**E-mail:** tbeck@felssped.de  
**General Manager:** Thomas Beck

### **Company profile:**

The Heidelberg-based specialist transport forwarder Fritz Fels GmbH was founded as a humble removal company in 1935 by Fritz Fels (Sr.). Over the years, however, it has become an innovative specialist service provider.

The third-generation family-run business is currently headed by General Manager Thomas Beck; it employs 75 people and generates annual sales averaging around €6 – 7 million.

### **The company offers a wide range of transport-related services:**

These include private and office moving, heavy hauling, machine transportation, transports for the graphical arts industry, mechanical and electrical engineering, and even entire business relocations. Fels's seven warehouses offer additional storing facilities. The company's own workshop and construction engineers ensure expeditious and hassle-free solutions, even in difficult spatial conditions.

Fels's customer portfolio includes global players like Heidelberger Druckmaschinen, Bobst, MAN-Roland, Trumpf, MLP, and SAP.

The company's investments are targeted mainly at its infrastructure, but environmental investments are also important. On the warehouses' roofs, a 280 kWp solar energy system generates an average of approx. 280,000 KWh per year.

The Fels company is also actively involved in the community and supports regional sports teams and local social projects.

For further information, visit: [www.felssped.de](http://www.felssped.de).



## GRUNERT Medien & Kommunikation GmbH

Augustaanlage 57  
68165 Mannheim  
Germany

**Phone:** +49 (0)621-71 78 602

**Fax:** +49 (0)621-71 78 603

**E-mail:** m.grunert@grunert-medien.de

**Internet:** www.grunert-medien.de

**General Manager (CEO):** Michael Grunert

### Company profile:

GRUNERT Medien & Kommunikation GmbH was founded in 1996.

**Our Philosophy:** Thanks to our longstanding experience and small units, we operate like a falcon – fast, agile, with a keen eye for what goes on in the world (of media).

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We provide publishing support and take on (partial) tasks for businesses/institutions. Examples include everything from member magazines to customer magazines. Meanwhile, the complete range of services we offer extends from editing, ad marketing, and acquisition of advertising (regional, national, and international) to production and distribution, as well as online marketing.

#### Media consulting

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Independent publishing activities in print and online communications, such as the business magazines "MANNHEIM Stadt im Quadrat" or "Best Business".



## IHK Rhein-Neckar

L 1,2  
68161 Mannheim  
Germany

**Phone:** +49 (0)621-1709-0

**Fax:** +49 (0)621-1709-100

**E-mail:** ihk@rhein-neckar.ihk24.de

**Internet:** www.rhein-neckar.ihk24.de

**President:** Dr Gerhard Vogel

**Managing Director:** Dr Axel Nitschke

### Profile:

The Chamber of Industry and Commerce (IHK) of the Rhine-Neckar region is a public statutory body, whose mission is to ensure the success of the more than 70,000 member enterprises. The members are comprised of all enterprises within the IHK's district from the industrial, commercial, transport, and service sectors. The IHK has offices in Mannheim, Heidelberg, and Mosbach. The core industries are mechanical engineering, the chemical industry, civil engineering, the building materials industry as well as the service sector. The export share is 55,4 percent (2010). The IHK currently also oversees 12,000 apprenticeships in 3,000 apprenticeship facilities. On average, the IHK handles 12,000 business registrations and 10,000 cancellations per year.

The Rhine-Neckar IHK's organisational structure is one of self-government: the member enterprises elect the "Economic Parliament", i.e. the general assembly, every five years. Tasks include drawing up the IHK labour standards, making budget decisions and electing the steering committee.

The Rhine-Neckar IHK's overall tasks include representing its members' interests vis-a-vis the government and the public. The Rhine-Neckar IHK offers a wide range of information and consulting services and is subdivided accordingly into departments for regional economic policy, support for start-ups and existing businesses, training and education, innovation and environment, international affairs, and legal and fair play.



## JÖST GmbH

Beerfeldener Str. 77  
69483 Wald-Michelbach  
Germany

**Phone:** +49-6207-94100

**Fax:** +49-6207-2463

**E-mail:** info@joest-abrasives.de

**Internet:** http://www.joest-abrasives.de

**General Manager:** Peter Jöst

JÖST GmbH, founded in 1981, develops and manufactures abrasive materials and systems. With its extensive portfolio, cutting-edge production facilities, and high level of flexibility, the company has raised the bar in the abrasives market time and again throughout its decades in business.

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Your specialist for office furnishings and equipment in Mannheim and the greater Rhine-Neckar Metropolitan Region

### KAHL Büroeinrichtungen GmbH

Industriestr. 17-19  
68169 Mannheim  
Germany

**Phone:** +49 621 32499 0  
**Fax:** +49 621 32499 99  
[www.kahlgmbh.de](http://www.kahlgmbh.de)  
[info@kahlgmbh.de](mailto:info@kahlgmbh.de)

Founded in 1970 and under its second generation of management since 2001, KAHL and its more than 30 employees (including one trainee) deal mainly in the sale of furnishings for offices and other properties, but also offer special technical equipment in the fields of medicine and store construction. The company's showroom area, spanning some 4,000 square metres, is one of the largest in Germany. Meanwhile, having its own staff on hand to handle everything from consulting and planning to delivery and assembly ensures KAHL's ability to provide its customers with professional, long-term support. KAHL also manufactures and stores custom designs at its own facility.

In terms of its range of products, KAHL leads the leading manufacturers in the office furnishing industry. The company constantly dedicates around 1,600 square metres of its showroom space to trend-setting product lines and concepts. To get an idea of what KAHL is all about, feel free to visit [www.kahl.eu](http://www.kahl.eu) or stop by in person from Monday to Friday between 7:30 a.m. and 5:00 p.m. (or by appointment).

## MEDIEN GRUPPE KLAMBT

### Mediengruppe KLAMBT Klambt-Verlag GmbH & Cie

Im Neudeck 1  
67346 Speyer  
**Phone:** +49 (0)6232 310-349  
**E-mail:** [kai.rose@klambt.de](mailto:kai.rose@klambt.de)  
Homepage: [www.klambt.de](http://www.klambt.de)  
Managing Directors: Lars Joachim Rose, Kai Rose, Kay Labinsky

#### Company profile:

KLAMBT Publishing house was founded in 1843 in Neurode, Silesia (present-day Poland). Author and bookseller Wilhelm Wenzel Klambt then first

published „Der Hausfreund“, a weekly political newspaper which years later would reach millions of readers in Germany. Georg Rose, son-in-law of W. W. Klambt, continued to grow Klambt's business, which ever since has been owned and managed by members of the family. Already 105 years ago, Klambt opened up a printing and sales division in Speyer, which is now one of the beating hearts of Rhine-Neckar Metropolitan Region

Apart from the magazine business, Klambt is an exclusive agency for NÜRNBERGER Versicherungen and holds shares in four radio stations, among them popular RPR radio station (Ludwigshafen) and RADIO REGENBOGEN (Mannheim). For over five decades, KLAMBT was a shareholder of Bibliografisches Institut Brockhaus AG, the famous encyclopedia and Duden publishing house.

Today, KLAMBT Mediengruppe publishes more than 50 magazines, mainly in the German-speaking countries. Among its top-sellers are "in – Das Star Magazin", a weekly people magazine published in Berlin in a JV with Gruner+Jahr; "OK!", the world's most widespread people magazine; and "GRAZIA", a weekly fashion magazine licenced by Italy's biggest publishing house, Mondadori. KLAMBT is also involved in a joint venture with Heinrich Bauer Verlag, Europe's biggest magazine publisher. The two organisations publish "Freizeitwoche", a women's weekly that sells 550,000 copies every week.

KLAMBT Mediengruppe is proud to offer its professional skills in corporate publishing to companies in the Rhine-Neckar Metropolitan Region.



### kuehlhaus AG – Internetagentur

N7, 5-6  
68161 Mannheim  
Germany  
**Phone:** +49 (0) 621 4960830  
**Fax:** +49 (0) 621 49608310

**CEO:** Christian Reschke

**Supervisory board chairman:** Thomas Bader

kuehlhaus AG is one of the largest Internet agencies in Germany. Our customers – which include both major corporations and midsize companies in Germany and around the world – value our full range of services, as well as how responsive and efficient we are in providing them. These qualities are the result of more than 15 years' experience in Internet development and the competence of our team of experts, who are still led by the company's founder and owner.

#### What we're about

The Internet is our passion! We have an eye for recognising the potential in promising ideas and the ability to transform coherent concepts into solutions that optimise our customers' digital value creation.

Driven by our desire to see you succeed online, we focus on producing tangible results. Our customer-specific solutions are thus designed to give you a quality return on your investment in the form of more leads, greater efficiency, and lower costs.

### Our services

Strategic conceptual and technical consulting, user interface design and usability, web development, online marketing, search engine optimisation



### Rhein-Neckar Löwen GmbH

Mallaustraße 55  
68219 Mannheim  
Germany

**Phone:** +49 (0) 621-391930-0

**Fax:** +49 (0) 621-391930-20

**E-mail:** info@rhein-neckar-loewen.de

**Internet:** www.rhein-neckar-loewen.de (German only)

**Facebook:** www.facebook.com/rnloewen (German only)

### Company profile:

The Rhein-Neckar Löwen ("Rhine-Neckar Lions") represent the Rhine-Neckar Metropolitan Region in the Toyota Handball-Bundesliga. Since rising to Germany's top-flight league – known as the world's best in handball – the Lions have become one of the best and most popular handball clubs anywhere. In the 2010/2011 season, the club reached the Lufthansa Final Four of the DHB Pokal tournament for the sixth time running. The Lions are also among the international elite in the sport and regularly test their mettle against the world's best in the VELUX EHF Champions League. In 2011, the club made it all the way to the semi-finals of this competition, thus qualifying for the Final Four tournament in Cologne, Germany.

Meanwhile, the Rhein-Neckar Löwen are also supported by a first-rate organization that has held the team's home matches at Mannheim's SAP ARENA since the 2005/2006 season. Large enough to accommodate 13,200 attendees, this multifunctional venue sets the stage for thrilling handball events neither fans nor sponsors are likely to soon forget. In addition, the Lions' Bundesliga and Champions League matches are regularly broadcast live, giving the club and its partners a significant television presence and extensive media coverage.



### Entwicklungsgesellschaft Lorsch mbH

■ Palais-von-Hausen  
Bahnhofstraße 18  
64653 Lorsch  
Germany

**Phone:** +49 (0) 6251-58478-0

**Fax:** +49 (0) 6251-58478-12

**E-mail:** info@eglorsch.de

**Internet:** www.echlorsch.de

As a subsidiary of the city of Lorsch and the Bergstraße district's business development association, Entwicklungsgesellschaft Lorsch mbH (EGL) offers all of the free services you would expect from a municipal business development entity.

For example, EGL is the right place to take your questions regarding subsidy programmes, building laws, permits, business networks, and much more. We'll also be happy to leverage our solid relationships with public authorities, banks, and other institutions in order to assist you. New companies in Lorsch can benefit from our excellent market knowledge, and the favourable conditions our conference service provides will ensure the complete success of your meetings and presentations.

Meanwhile, Im Daubhart – Lorsch's industrial park – presents the ideal place to invest in your future, offering real estate spanning between 1,500 and 30,000 square metres. Lorsch also makes a number of other compelling arguments, including timely building permits, a high-quality atmosphere with excellent infrastructure, and plenty of value for your investment. Situated where the Rhine-Main and Rhine-Neckar Metropolitan Regions meet, Lorsch itself is at the heart of a particularly potent business environment and close to a number of key customers and suppliers.

Lorsch has plenty to offer in terms of culture, as well. The UNESCO World Heritage Site Lorsch Abbey, the Sapperlot Theater, and the surrounding natural landscapes, for example, make the city quite a pleasant place to live and spend your free time. Along with attractive residential areas, quality day-care centres, and first-rate schools, it all adds up to an excellent standard of living.

In 2014, Lorsch will celebrate its 1,250th birthday. The city can already look back on an impressive history – and, thanks to EGL's productive partnership with Lorsch's business-friendly municipal administration, look forward to an equally bright future.



## MVV Energie AG

Luisenring 49  
D-68165 Mannheim

**Phone:** +49 (0) 621/ 290-0  
**Fax:** +49 (0) 621 290-2324  
**E-mail:** energie@mvv.de  
**Internet:** www.mvv-energie.de

### Company profile:

With consolidated sales of € 3.4 billion and around 6,000 employees, MVV Energie AG is one of Germany's leading publicly listed municipal utility companies.

With business segments power generation, grid management, sales, trade and portfolio management, energy-related services, and waste-based energy production, the MVV Energie group covers the whole chain of economic value creation required to produce a sustainable supply of electricity, district heating, gas, and water.

### Dine with a garden view

The hotel's restaurant aims to please its guests' palates with a combination of modern regional cuisine and specialities from Germany and around the world. Offering room for 100 people, it also includes a 30-metre-long glass façade that overlooks the garden and outdoor pool. When the weather cooperates, the restaurant can also serve guests on the sunny adjacent terrace. Meanwhile, the communicative nerve centre of the Park Inn by Radisson Mannheim is its bar and lounge, which offers a wide selection of international beers, wines, and cocktails.

### Park Inn by Radisson: "The Best Night's Sleep in the City"

Park Inn by Radisson is a young, rapidly growing international hotel brand bringing efficiency and innovation to the industry's midmarket segment. Its hotels are managed locally and located close to their respective cities' centres, and in-house gastronomic services make them the ideal accommodation – no matter whether you're travelling for business or pleasure. Within its segment, Park Inn by Radisson offers quality and service at affordable prices, with modern, attractive, and comfortably appointed rooms ensuring what the brand has made its slogan: "The Best Night's Sleep in the City". Park Inn by Radisson currently has 73 hotels in 17 countries in Europe, the Middle East, and Africa. Along with Mannheim, the German cities of Berlin, Bochum, Chemnitz, Cologne, Dortmund, Düsseldorf, Erfurt, Hanover, Kamen, and Munich are also home to the hotels.

For more information, please visit [www.parkinn.co.uk](http://www.parkinn.co.uk).



## Park Inn by Radisson Mannheim

Am Friedensplatz 1  
68165 Mannheim  
Germany  
Phone: +49 (0) 6 21-4 23 40  
Fax: +49 (0) 6 21-41 73 43  
E-mail: [mannheim@EVENThotels.com](mailto:mannheim@EVENThotels.com)  
Internet: [www.park-inn-mannheim.de](http://www.park-inn-mannheim.de), [www.parkinn.co.uk](http://www.parkinn.co.uk)

### Hotel profile:

#### Park Inn by Radisson Mannheim

- Central location near downtown Mannheim and the A656 motorway
- 180 rooms and nine conference rooms for up to 300 people

The Park Inn by Radisson Mannheim is a modern business hotel close to the centre of the city. Since undergoing extensive renovation in 2007, the four-star hotel has offered over 180 rooms outfitted with flat-screen televisions, including 33 "business-friendly" rooms on its executive floor. An outdoor swimming pool provides further opportunities for rest and relaxation. Now under the management of EVENT Holding of Cologne, Germany, the Park Inn by Radisson Mannheim's 45 employees (including 10 trainees) are constantly on hand to ensure the comfort of its guests.

### Meetings at the Park Inn by Radisson Mannheim

The four-star hotel's nine meeting and conference rooms are capable of accommodating up to 300 people and equipped with the latest in sound and lighting technology. Wireless Internet access is also available throughout the premises.



## PFALZWERKE AKTIENGESELLSCHAFT

Kurfürstenstr. 29  
67061 Ludwigshafen

**Phone:** +49 (0)621-585-0  
**Fax:** +49 (0)621-585-2896  
**Internet:** [www.pfalzwerke.de](http://www.pfalzwerke.de)  
**Chairman of the Board of Directors:** Theo Wieder  
**Managing Directors:** Dr. Werner Hitschler, Dipl.-Wirtsch.-Ing. Günther Koch

### Company profile:

PFALZWERKE AKTIENGESELLSCHAFT was founded in 1912 and is based in Ludwigshafen.

### Business portfolio:

PFALZWERKE AKTIENGESELLSCHAFT is a service provider and regional utility company for the Palatinate and Saarpfalz-Kreis regions. Electricity is sold and distributed under the "visavi" brand, which represents the company's core business. In July 2007, PFALZWERKE started marketing its "123energie" brand, under which it offers conventional and green electricity and natural gas to private and business customers throughout Germany. Its portfolio is rounded out by electricity, heating, and natural gas solutions, as well as telecommunications, commercial, building management, and wastewater services.

The utility company is based in Ludwigshafen and has strong regional roots that reach back almost a century. PFALZWERKE maintains a strong

focus on resource-friendly technologies like solar, biomass, geothermal, and wind power. This, of course, has a bearing on the company's electricity mix. Since 21.75 % of the energy generated by PFALZWERKE stems from renewable resources like wind, the sun, biomass, and water, the company has a much lower CO<sub>2</sub> emission rating than many of its competitors, the nationwide average being 15.8 %. The visavi energy centres in Kandel and Rockenhausen also provide educational services on saving energy and ecological heating technologies like heat pump systems.

In an effort to promote advanced energy generation technologies like fuel cells or wood-fired cogeneration plants, PFALZWERKE participates in contracting projects. For instance, in 2008, a contracting project involving PFALZWERKE and Himmerod Abbey in Großlittgen was named a "beacon project" by the state of Rhineland-Palatinate.

The company's commitment to promoting social causes includes an annual award given out to social projects, initiatives like "*Jugend stark machen*" ("Strengthening Our Youth") and various donations and sponsoring activities throughout the region. The company has also garnered media attention and a considerable image boost by sponsoring the Kaiserslautern football team, since 2008.

provides well-structured programmes designed to help members lead long, healthy lives. MediFit's health services focus on prevention, rehabilitation, and (re-)conditioning based on personalised profiles generated for each member.

The Pfitzenmeier Group continues to expand both by building new and larger wellness and fitness facilities in the region and tapping into new markets. Its goals for the years ahead are clear: extending Pfitzenmeier's wellness, fitness, and health service network further in the Rhine-Neckar and Vorderpfalz regions and beyond so that no member lives further than a few minutes' drive from the closest Pfitzenmeier facility. In addition, the group wants to expand its regional networks with various partners.

Local employers can also work with Pfitzenmeier to implement company health-promotion programmes. As a partner in the "Gesundheit im Betrieb selbst gestalten" ("A Proactive Approach to Employee Health") initiative and a centre of competence for such programmes, a number of Pfitzenmeier employees are qualified to support complex assignments of this kind. They analyse a company's current situation, develop a suitable concept, and work with the company's managers on implementing a tailored health promotion programme designed to reduce employees' stress levels, strengthen their personal resources, help them identify with their company, and improve their overall well-being at work.

For more information on the Pfitzenmeier Group, please visit: [www.pfitzenmeier.de](http://www.pfitzenmeier.de) (only available in German).



## **Unternehmensgruppe Pfitzenmeier**

Essener Straße 5  
68723 Schwetzingen  
Germany

**Phone:** +49 (0) 6202-27 71 11  
[www.pfitzenmeier.de](http://www.pfitzenmeier.de) (German only)  
**E-mail:** [geschaeftsleitung@pfitzenmeier.de](mailto:geschaeftsleitung@pfitzenmeier.de)  
**Managing director:** Werner Pfitzenmeier

### **Company profile:**

Founded 30 years ago, the Pfitzenmeier Group is now one of the top locations for health and fitness in the Rhine-Neckar Metropolitan Region. Its expansive exercise facilities, outstanding wellness areas, and swimming pools – as well as a weekly schedule packed with over 1,300 courses – have won Pfitzenmeier more than 60,000 members in the Rhine-Neckar and Vorderpfalz regions. The family-run group has long been among the top five organisations in Germany's fitness industry.

The Pfitzenmeier Group combines diverse gym concepts, such as Pfitzenmeier Wellness & Fitness Parks, the MediFit health centre, Venice Beach Studios, and its subsidiary, IFAA (Europe's leading wellness, fitness, and health education institution). The group currently operates 21 gyms and two therapeutic centres spanning a total of 60,000 square metres in and around the Rhine-Neckar Metropolitan Region.

With its Venice Beach Fitness Studios, the group has successfully branched out into a lower price segment. These studios offer high-quality individual training and group fitness classes at affordable prices. The MediFit health centre, meanwhile, represents a logical step forward for the group by adding a therapeutic and medical component to its premium health services. The centre promotes a greater awareness of healthy living and



## **PrintTrust GmbH & Co. KG**

Partner-Port  
Altrottstraße 31  
69190 Walldorf  
Germany

**Phone:** +49 (0) 6227 - 54556-0  
**Fax:** +49 (0) 6227 - 54556-22  
**E-mail:** [info@printrust.de](mailto:info@printrust.de)  
**Internet:** <http://www.printrust.de>  
**General Manager:** Erich Thomanek

### **Company profile:**

Founded in early 2007, the PrintTrust company offers the unique PrintTrust service.

The PrintTrust team handles print media production for midsize and large businesses. Our comprehensive service package includes paper purchasing, the efficient provision of printing technology (across all Europe), and entire logistics solutions for distributing finished print products.

Meanwhile, by pooling our customers' orders, we are able to offer them more favourable purchasing conditions.

Another important area of our company is PrintTrust Consulting.

Our goal here is to optimise non-strategic costs – especially printing costs. PrintTrust does not analyse each individual cost item; instead, we take a comprehensive view and check the entire purchasing process for technological and logistic advantages. PrintTrust handles the implementation and, if requested, the long-term coordination of optimised printing processes.

## ProMinent®

### ProMinent Dosiertechnik GmbH

Im Schuhmacherweg 5-11  
69123 Heidelberg  
**Phone:** +49 (0)6221 842-0  
**Fax:** +49 (0)6221 842-617  
**E-mail:** info@prominent.com  
**Internet:** www.prominent.com

#### Company profile:

The ProMinent Group, headquartered in Heidelberg, Germany – world market leader in the low-pressure diaphragm metering pump segment – is a manufacturer of components and systems in the field of fluid handling and also a reliable partner for water treatment. 56 own sales and service companies and representations in another 100 countries guarantee worldwide service and availability. In 2010 ProMinent celebrated its 50th anniversary.

#### Business portfolio:

ProMinent develops, produces and markets components and complete systems for storage, transfer, metering and neutralization of liquid chemicals. Products are chemical storage tanks, chemical transfer pumps, metering pumps, instrumentation for monitoring, measurement and control, complete metering systems and polymer preparation systems. Based on our innovative products, services and industry-specific solutions we provide more efficiency and safety for our customers – worldwide.

To meet the special requirements of specific customer groups, a new subsidiary named ProMaqua was set up in 2006. As an independent technology provider for water treatment and disinfection, ProMaqua is focused on the following sectors and applications: Food and beverage industry, drinking water supply, swimming pool and wellness industry, hotels as well as cooling water disinfection and combating legionella. The company offers complete system solutions making use of all current methods to treat water. The range of products and services includes chlorine dioxide systems, elektrolysis systems, UV systems, ozone systems and membrane filtration systems as well as measurement, control and dosing technology.

Reliability is our main virtue. Therefore we heavily invest in research and development and keep a high degree of in-house production depth. This ensures an optimum standard of quality in our 15 manufacturing locations (incl. Heidelberg) and makes us independent of fluctuations in the supplier market. All internal processes are certified in accordance with DIN EN ISO 9001:2000.



### RNV GmbH

Möhlstr. 27  
68165 Mannheim  
Germany  
[www.rnv-online.de](http://www.rnv-online.de)

Managing directors:  
Andreas Kerber, Martin in der Beek

With more than 1,800 employees, 183 trams and other light railway trains, and 180 buses, Rhein-Neckar-Verkehr GmbH (RNV) offers many attractive public transport options in the Rhine-Neckar Metropolitan Region – all while making an important contribution to climate protection.

An average of around half a million passengers rely on RNV's green mobility on an average working day. RNV renders its services within a dense transport network covering a total of 700 kilometres, further raising the standard of living that makes the Rhine-Neckar Metropolitan Region so attractive.



### Roche Diagnostics GmbH

Sandhofer Straße 116  
68305 Mannheim  
Germany

**Internet:** [www.roche.de](http://www.roche.de)

**Executive Board:** Thomas Schmid, Edgar Vieth

### Roche Diagnostics Deutschland GmbH

Sandhofer Straße 116  
68305 Mannheim  
Germany

**Internet:** [www.roche.de](http://www.roche.de)

**Executive Board:** Jürgen Redmann, Franz T. Walt

#### Company profile:

Headquartered in Basel, Switzerland, Roche is a leader in research-focused healthcare with combined strengths in pharmaceuticals and diagnostics. Roche is the world's largest biotech company with truly differentiated medicines in oncology, virology, inflammation, metabolism and CNS.

Roche is also the world leader in in-vitro diagnostics, tissue-based cancer diagnostics and a pioneer in diabetes management. Roche's personalised healthcare strategy aims at providing medicines and diagnostic tools that enable tangible improvements in the health, quality of life and survival of patients. In 2010, Roche had over 80,000 employees worldwide and invested over 9 billion Swiss francs in R&D.

Roche Mannheim is the third largest site in the Roche Group and one of the most diverse. It is a major operational hub for the Group's Diagnostics Division and headquarters of the division's Diabetes Care unit. Activities at the site include research and development, production, strategic marketing and global logistics for the Diagnostics Division and production and packaging of finished biopharmaceuticals for Roche's Pharmaceuticals Division. More than 7,500 people are employed at the site.

format (Grundschule, Hauptschule, Realschule, Gymnasium) can be found nearby, and living and working in a relaxing, close-knit atmosphere so close to nature offers benefits to the whole family.

Having already worked together for several years on promoting their shared tourism industry through Zukunftsoffensive Überwald (ZKÜ), Abtsteinach, Grasellenbach, and Wald-Michelbach extended their activities to include Gründerzentrum Überwald in 2009 with the help of their home state, Hesse. Since 2010, ZKÜ has also served local companies as a point of contact for business services and handled conventional portfolio maintenance for the three communities. In offering its extensive assistance in this field – as well as in tourism and company foundation – ZKÜ also functions as an interface through which companies and entrepreneurs can contact authorities at the municipal, district, and state level, along with regional banks.

ZKÜ's free services for company founders are designed to get the most out of the fertile setting Überwald offers. In practice, this means aiding entrepreneurs in assembling business plans and choosing the right subsidies; arranging office, warehouse, and production space at attractive terms; renting out modern, attractive meeting rooms outfitted with presentation technology; and establishing valuable contacts with public agencies, universities, and other regional partners. At Gründerzentrum Überwald, ZKÜ's primary goal is to provide prospective company founders with the personal, individual advice they need in taking the first step toward self-employment.



#### **Zukunftsoffensive Überwald GmbH (ZKÜ)**

Gründerzentrum Überwald  
Rudi-Wünzer-Straße 9  
69483 Wald-Michelbach  
Germany  
Phone.: +49 (0) 6207/9 42 40  
Fax: +49 (0) 06207/9 42 499

E-mail: [info@gruenderzentrum-ueberwald.de](mailto:info@gruenderzentrum-ueberwald.de)  
[www.gruenderzentrum-ueberwald.de](http://www.gruenderzentrum-ueberwald.de) (German only)

#### **Gründerzentrum Überwald – Consulting for Budding Entrepreneurs**

Gründerzentrum Überwald is a business start-up centre located between the Rhine-Main and Rhine-Neckar Metropolitan Regions. Operated by Zukunftsoffensive Überwald GmbH, the centre represents a joint effort by the communities of Abtsteinach, Grasellenbach, and Wald-Michelbach to promote business and tourism.

In addition to affordable rent and free consulting services for those looking to found companies, numerous opportunities to obtain subsidies for business investments are one of the main reasons why Gründerzentrum Überwald and its extensive network of contacts are such an attractive place for would-be entrepreneurs. The centre serves as an ideal starting point for those interested not only in purely business-related local factors, but in their quality of life, as well. For example, every German school

**VERBANDSINDUSTRIEPARK (VIP)**  
**PART OF THE MUNICIPAL ADMINISTRATION**  
**ASSOCIATION OF HARDHEIM-WALLDÜRN**

**Profile of the  
 Intercommunal  
 Verbandsindustriepark (VIP),  
 Part of the Municipal Administration Association of Hardheim-Walldürn**

Municipal Administration Association of Hardheim-Walldürn

-Business Development-

Roland Frank, Director

Friedrich-Ebert-Straße 11

74731 Walldürn, Germany

Phone: +49 (0) 62 82 67 – 1 64

Fax: +49 (0) 62 82 73 93

E-mail: roland.frank@wallduern.de

Internet: [www.vip-wallduern.de](http://www.vip-wallduern.de) (German only)

Thanks to its outstanding infrastructure and the availability of considerable subsidies, the Verbandsindustriepark (VIP) of Walldürn is an attractive location for companies in the northern parts of the Rhine-Neckar Metropolitan Region.

Companies looking to put down roots will likely be surprised at how quick and uncomplicated the process is at VIP, located at the intersection of the B27 and B47 motorways in northern Baden-Württemberg. From the moment they first contact the industrial park, director Roland Frank – along with Walldürn mayor and association chairman Markus Günther – offers his support by explaining any questions that arise regarding subsidies, financing, real estate, and building permits and approvals. This dedicated assistance also continues after companies purchase their proper-

ties, which is another of Frank's areas of responsibility. They can take their issues to the director himself whenever necessary, and Frank's is the only number businesses need to call to obtain a variety of other services, as well. And usually, after choosing VIP as their new home, it thus takes just a few weeks for companies to receive their building permits. The advantage here lies in how the authorities' responsibilities are structured: Property sales, building permits, and all manner of other queries related to establishing businesses are handled by Walldürn's municipal administration association.

Meanwhile, the state of Baden-Württemberg and the communities holding stakes in VIP have made a considerable amount of subsidies available for the industrial park's development. This support is passed on in full to companies moving to the area.

The municipal administration association also aids businesses in looking into and applying for specific subsidies, as well as in dealing with other local public authorities.

The extensive list of advantages VIP offers includes:

- Low-cost office space (developed properties available for €25/m<sup>2</sup>)
- Free options on properties
- Individual properties (500–200,000 m<sup>2</sup>) ready for immediate development
- Distance from nearest residential areas makes round-the-clock production possible
- Qualified potential employees thanks to proximity to universities
- Low cost of living
- Excellent recreational opportunities (golf, tennis courts, airfield, UNESCO Geopark, and much more)
- Located directly on the B27 motorway (and near the B47)
- Transport-ready airfield and train station just two kilometres away





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Büro Mannheim:  
Augustaanlage 57 | 68165 Mannheim  
Tel.: (+49) 621 - 71 78 602  
eMail: [m.grunert@grunert-medien.de](mailto:m.grunert@grunert-medien.de)

# KLAMBT | CP

Corporate Publishing für die Metropolregion Rhein-Neckar

