

 **MADE**
 **IN**
 **GERMANY**
 **MADE**
 **BY**
 **VIELFALT**



A clear sign for greater tolerance and less xenophobia – this is the aim of the joint initiative, which will be launched on 26 March when an advert will be published in selected daily newspapers.

Mar 26, 2019 14:02 CET

BPW supports a joint initiative from German family-owned companies focusing on tolerance and cosmopolitanism

- Fifty German family-owned companies have launched a joint advertising and poster campaign: 'Made by Vielfalt' ('Made by Diversity')
- Commercial vehicle technology company BPW is committed to social cohesion
-

The BPW Group employs around 7,200 people in over 50 countries – from the Silk Road to the Kalahari Desert; in Wiehl, over 1,600 employees from 26 countries work together to ensure the family-owned company's global success

Wiehl, 26 March 2019 --- There are not only employees with German passports behind the global success of German medium-sized companies. Over 1,600 employees from 26 countries work at BPW – a hidden champion of the commercial vehicle industry; the BPW Group is represented by around 7,200 employees in over 50 countries. On this basis, BPW has been committed to cosmopolitanism for years – and now as part of a concentrated campaign launched by German family-owned companies.

Family-owned companies are one of the main pillars of the German economy – many of them are also hidden champions who are not as well known by the general public. The increase in xenophobic discrimination and assaults has led to more family-owned companies suspending their usual discretion and taking a public stand. BPW Bergische Achsen KG is one of them: with over 1,600 employees from 26 countries at its headquarter in Wiehl alone, BPW is one of the international technology and innovation leaders in the commercial vehicle sector. In 2017, the company flew a huge, 16-metre-tall flag against xenophobia on the front of the main plant in Wiehl (NRW). BPW is now involved in a joint advertising campaign with German family-owned companies, who are using posters, adverts and social media to call for cosmopolitanism and tolerance. Around 50 companies are involved in the campaign.

Achim Kotz, personally liable managing partner of BPW, commented: 'In social and political discourse, the ways and means are getting ever more lost. This development is alarming and requires medium-sized companies such as BPW to commit to ethical action and to make a mark – both internally and externally. It goes without saying that such commitment must not be limited to advertising campaigns. The BPW Group is committed to social cohesion in a variety of ways; starting with our code of conduct and political education programmes for trainees, as well as good and sustainable corporate management.'

BPW has already been pursuing successful initiatives for the protection of the environment and resources, secure and humane working conditions and good

company management for generations. This is why BPW joined the United Nations Global Compact, the world's largest and most important initiative for responsible business management, in 2016. BPW presents its values, strategies and numerous initiatives relating to society and the environment in its sustainability report published annually.

About BPW Bergische Achsen Kommanditgesellschaft

BPW Bergische Achsen Kommanditgesellschaft is the parent company of the BPW Group. With over 1,600 employees, including around 120 trainees, the family-owned company has been developing and producing complete running gear systems for truck trailers and semi-trailers at its headquarters in Wiehl since 1898. BPW's technologies include axle systems, brake technology, suspension and bearings. BPW's trailer axles and running gear systems are in use in millions of vehicles around the world. An extensive range of services also offers vehicle manufacturers and operators the ability to increase the efficiency of their production and transport processes. www.bpw.de/en

About the BPW Group

The BPW Group researches, develops and manufactures everything needed to ensure that transport keeps moving and is safe, illuminated, intelligent and digitally connected. With its brands [BPW](#), [Ermax](#), [HBN](#), [HESTAL](#) and [idem telematics](#), the company group is a preferred system partner of the commercial vehicle industry around the globe for running gear, brakes, lighting, fasteners and superstructure technology, telematics and other key components for trucks, trailers and buses. The BPW Group offers comprehensive mobility services for transport businesses, ranging from a global service network to spare parts supply and intelligent networking of vehicles, drivers and freight. The owner-operated company group currently employs 7,200 staff in more than 50 countries and achieved consolidated sales of 1.48 billion euros in 2017. www.bpw.de/en

Contacts



Nadine Simon

Press Contact

Press Officer/Public Relations

SimonN@bpw.de

+49 (0) 2262 78-1909

+49 (0) 151 55037078



Robin Becker

Press Contact

Press Officer/Public Relations

BeckerR@bpw.de

+49 (0) 2262 78-1905