

Inspiring: BFFT is Best Employer Brand 2016

At the Employer Branding Award 2016, the automotive engineering designer BFFT introduced a unique lifestyle program to inspire employees – and landed first place with the “Best Employer Brand 2016“ award in the Hidden Champions/Internal Branding category.

Ingolstadt (June 7, 2016) – How do you inspire people? This is the question that the team at the Kavalierhaus Klessheim near Salzburg ask themselves daily. That makes it the perfect setting for the Employer Branding Awards: On June 1st, 2016, 18 nominated companies from Germany, Austria and Switzerland presented their solutions to the question: How to inspire the employees? The automotive engineering designer BFFT from Ingolstadt offered the best solution in the category Hidden Champions/Internal Branding and therefore ranked number 1 as “Best Employer Brand 2016“.

The Employer Branding Award including the “Best Employer Brand” seal is organized by the Employer Brand Managers Club (network consisting of employers in the DACH region (Germany, Austria, Switzerland)) and Symbiosis (agency for brand and strategy communication). The award recognizes outstanding projects to strengthen the employer brand in categories such as employer positioning, personnel marketing and internal branding, for small (Hidden Champions) and large businesses (Global Player) alike. A jury consisting of marketing and HR experts selects the best three projects in each category from the shortlist. These 18 companies present their concepts to the jury and expert audience at the Employer Branding practice forum. What makes it special: Besides jury voting (60%), public voting (40%) is also entered in the final evaluation.

BFFT is “Hidden Champion“ in the sections driver assistance systems, electromobility and digitalization. In this process, exciting development tasks only represent one pillar of the BFFT employer brand. It is complemented by an ultra-modern work environment (e.g. in the headquarters with fitness studio) and unique employee orientation. Part of this is the extensive lifestyle program which the Ingolstadt branch entered into the Employer Branding Award competition in the internal branding category. The mix of almost 100 events per year with health related fitness sports and exclusive sponsoring is geared precisely to the employees’ interests. From the Christmas party “under palm trees“, to the active participation at the Triathlon Ingolstadt all the way to the priceless VIP-seats on the BFFT Fansofa at the soccer club FC Ingolstadt. It demonstrably promotes identification and loyalty: According to an employee survey the employer image is the second most important reason for wanting to join BFFT. This also convinced the jury and audience: BFFT achieved 1st place and received the award as “Best Employer Brand 2016“!

Dr. Michael Schilhaneck, Director of Brand Management and Strategic Management at BFFT is very pleased with the award: “Brand management is a complex issue. Distinction is a central feature for the formation of preferences. This applies to the sales market just as much as to the human resources market. Our lifestyle program provides this essential distinction. The employees value the extensive event offers, applicants mention it all the time, and if even the experts are enthusiastic about the approach and present us with an award, we are all the more delighted.”

About BFFT

The *BFFT Gesellschaft für Fahrzeugtechnik mbH* is an automotive engineering developer that focuses on electrical systems and electronics (BFFT = Behr Fichtner Fahrzeugtechnik). The company was founded in 1998, has expanded continuously since then and is part of the EDAG Group since 2013. About 800 employees work at the headquarters in Gaimersheim near Ingolstadt (Bavaria) as well as in other offices in Germany, China, England, Italy and the USA. The range of products and services extends from initial concepts, prototypes and series-ready system developments to their qualification and protection. Examples for development areas include infotainment, energy and driver assistance systems as well as connectivity. Our contractors and partners are primarily the international automotive industry and their suppliers.

Further information on BFFT can be found on the website www.bfft.de/en or gladly provided upon request from the following contact details. Additional images and past BFFT press releases can be found at www.bfft.de/en/press.

Contact

BFFT

Gesellschaft für Fahrzeugtechnik mbH

Annemarie Schmitgen

Marketing Communication

Dr.-Ludwig-Kraus-Straße 2
D-85080 Gaimersheim
Germany

Phone: +49 (8458) 3238 - 2215
Mobile: +49 (173) 294 25 95
Fax: +49 (8458) 3238 - 29
E-Mail: [presse\[at\]bfft.de](mailto:presse@bfft.de)

Web:  bfft.de

 facebook.com/BFFTFahrzeugtechnik

 twitter.com/BFFT_GmbH

 xing.com/company/bfft

 linkedin.com/company/bfft-gmbh

 instagram.com/bfft_fahrzeugtechnik

 youtube.com/BFFTFahrzeugtechnik

 google.com/+BFFTGesellschaftfürFahrzeugtechnikmbHGaimersheim

Images

Note

All images are freely available, on condition that they are used complete with the original caption and copyright statement.

If you need higher resolution versions of the images, please use the download at www.bfft.de/en/press or contact us directly.

Image 1



BFFT is Best Employer Brand of the year 2016 in the category Hidden Champions/Internal Branding.

(Caption: Symbiosis)

Image 2



The unique employee orientation has been a pillar of the BFFT employer brand (pictured is the BFFT Fansofa at the soccer club FC Ingolstadt as exclusive sponsorship method).

(Caption: BFFT)

Image 3



The ultra-modern work environment has been a pillar of the BFFT employer brand (pictured are the headquarters in Gaimersheim).

(Caption: BFFT)

Image 4



The exciting development tasks have been a pillar of the BFFT employer brand (pictured is a driving simulator).

(Caption: BFFT)