

# We've Changed!



On Nov 19 2015, our Group turned over a new leaf, launching its new brand with the Claim

**engineering. tomorrow. together.**

The change, which was announced at the AGM of the Group in Essen by CEO Dr H.Hiesinger, comes after almost 2 years of a thorough survey to understand how we were perceived by a variety of stakeholders from investors, customers, associates and employees. The new brand reflects our unity, engineering DNA, and our commitment to the future and our Customers.

And as we take the high road as ambassadors of the new brand, we pledge to live out the brand promise.

**Let's Journey Together!**