



psw – engineers of the
automotive future

PSW magazine 2023

United by diversity.

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UNITED BY DIVERSITY

Dear Reader,

By adopting alternative ways of thinking and new approaches, we are developing innovative solutions for the mobility of the future. This can only work with a colourful, creative team where the widest range of careers, backgrounds, experiences and values come together.

We also live diversity in the way we think, because every innovative solution is the result of open discussions and teamwork based on mutual trust.

Matthias Pfister, Chairman of the Board

That is why in this year's magazine we are focusing on our key success factor: our employees, the people behind the PSW brand. We would like to show you what makes us diverse and the philosophy and goals that we all share. We hope you enjoy reading this edition of our magazine!

Your management of PSW automotive engineering GmbH



Realising projects through diversity.

The Executive Management talks about the importance of diversity within the PSW teams.

It's our vision be the leading development partner for the mobility of the future. To this end, we are constantly broadening and expanding our knowledge to include forward-looking fields of technology and, as a comprehensive full-service developer, to transform our customer's mobility visions into reality. We make tomorrow possible through the successful development of future mobility solutions.

The diversity of our teams is the core of our success.

Sascha Hattemer

Board Member for Personnel, Legal, Organization

Our success story spanning more than 30 years is proof of our adaptability: from a 3-person design office, then becoming a regional development service provider for sub-assemblies, right up to being a system-oriented development partner for complete vehicles with almost 1,000 employees today.

(...)

↓ Read more here:

Scan the QR code and continue reading the whole interview in the PSW Online Magazine.



— Björn: A career change to a dream job

As a developer in the field of concept planning, Björn Bittler is responsible for the assembly sequence of the entire vehicle. In the interview below, the qualified orthopaedic technician talks about the challenges he faced when changing careers and why he has never regretted this step.

I really appreciate the way we work closely together. Teamwork is very important here..

Björn Bittler
Technology / Concepts Developer

Björn, how long have you been working at PSW?

I've been with the company since November 2011. My sister was already working at PSW. She heard about a vacancy and recommended me. I had the opportunity to introduce myself to my future boss, Klaus Kühner and was taken on. He placed a lot of trust in me right from the start, pushed me continuously and paved the way for me to be very successful.

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Diversity through qualifications

— Diversity is not just about a person's origins, but also refers to an individual's curriculum vitae which may not always follow a straight path. In particular, people seeking a career change bring a breath of fresh air and new perspectives to vehicle development and are highly valued colleagues at PSW.



Diversity through experience.

After more than 30 years of company history, different generations work together at PSW. Young and old, long-time PSW employees and newcomers – it's this diversity that often leads to the best solutions in the teams.



— Manfred & Alaa: Rich in experience and hungry for new things!

Manfred Reich and Alaa Margiye agree: it's the combination of tradition and innovation that makes PSW so successful in the industry. A whole team of people with different working methods, experiences and expectations stand behind these two terms. In the following interview, the Head of the Car Body Exterior / Boot Door and Trim Development Department and the engineer in the Vehicle Function Validation department discuss the added-value of "old hands" and "youngsters" working together and what vision they have for PSW.

The mix of young and old staff, traditional and modern approaches offers real added-value for the company.

Manfred Reich, Head of development front/rear flap system, fenders

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— Manuel: Temporary stay-at-home dad

Manuel Pfister has been working at PSW in the field of electrology development since 2019, is married and lives near Eichstätt. When his daughter was born in 2021, it was clear to him straightaway that he wanted take parental leave and enjoy this first phase of his young family. In the interview below, he tells us more about his experiences and the support he received in reconciling work and family life.

Manuel, how long did you take parental leave?

I took parental leave for a year from the birth of my daughter in May 2021.

What do you remember most about those early days with your daughter?

I can still clearly picture her first attempts at crawling or when she spoke her first words. There are so many emotional moments when you are able to watch such a small person learning something new and making progress every day. I think you have to enjoy every minute with your child as time passes so quickly.
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Diversity through gender roles



— Living diversity also means questioning and breaking out of traditional gender roles. Manuel, Charlotte and Carina believe gender should not play any role in professional and private life decisions.



United in a sense of purpose & efficiency

— What all staff at PSW have in common is the strong sense of purpose with which projects are implemented. What's our recipe for efficient success? Sound financial planning and new forms of collaboration with our customers.

— **Planning as a success factor: Staying on course financially with foresight**

How does financial planning work even in times of economic instability? Guido Grabo, Board Member for Finance, Compliance and Integrity, explains in an interview how capacity utilisation is ensured long term and which investments are possible through strategic cost planning at PSW.

We know the state of health of our projects well and know in good time where we need to take countermeasures.

Guido Grabo,
Board Member for Finance, Compliance and Integrity

In 2021, the equity investment strategy between Audi and PSW was approved, which further strengthens PSW's positioning as a 100 percent Audi subsidiary and general developer.

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Our young staff benefit from competent and very practice-oriented training, which gives them the skills to quickly assume responsibility in the projects.”

Markus Dick

Head of Training / Further Education / Organization

Mobility of the future will be networked, autonomous and electric – this means that the requirements for vehicle development are also changing and new

professional fields are emerging. Within the company's positioning as a TE-wide general developer, PSW would like to further strengthen its role in future fields such as E/E integration or driver assistance systems. An important component of the future strategy is not only increasing numbers of personnel through external recruitment, but also through targeted training planning in order to inspire qualified talent within the company to work for PSW in the long term.

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United by a fresh thirst for knowledge

— As a company and as individuals, we want to keep learning. Being united by a thirst for knowledge is particularly evident when we look at our trainees and dual study students. This is why we attach great importance to our work with young staff and restructured our approach in 2022.

United in long-lasting curiosity

— All PSW staff are particularly curious when it comes to new technologies for the mobility of the future. We are breaking new ground in further training with the THI (Technical University of Ingolstadt) on the subject of high-voltage storage technologies, for example. At the same time we ensure that the backend of our on-line system makes selection of the right training programmes even easier.



— Electrifying: Further training at the THI

In the 2022 piloted “High-Voltage Storage Technologies” university programme in cooperation with the THI, PSW staff take a deep dive into the world of batteries in order to be at the forefront of future technologies.

“Nine three-hour lectures, that’s the real deal. So, I thought to myself, as a department head, I won’t just send my staff to the course but attend myself. It was an incredible transfer of knowledge,” reports Joachim Hochthanner, Head of Development / Validation of High-Voltage Systems at PSW, as one of the first participants on the “High-Voltage Storage Technologies” university course in cooperation with the THI. So far, 14 colleagues have completed the new qualification programme at

the Institute for Academic Training at the THI, which is tailored to the needs of PSW. In addition to providing theoretical knowledge, it also offers a lot of opportunities to gain hands-on experience: staff work on real case studies and qualify for future challenges. In this way they make an important contribution to the transformation of PSW.
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↓ **Read more here:**

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— Securely connected

Our IT colleagues are committed to ensuring that all systems and important infrastructure components are available so that we can work together securely and well-connected across different locations and at all times.

As long as everything works, we don't often see just how much technical work this entails. PSW IT gives a few selected insights into the most important IT projects from the past year. In 2022, the prevention of increasing cyber risks and projects for digital collaboration shaped their to-do lists, as CIO Marcus Wieseckel explains in the following interview. The great challenge is to realise the introduction of new technologies and the necessary continuous updating of the IT environment as quietly and as free from disruptions as possible.

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In 2022 we focused on IT security tools and specifically made upgrades here.

Marcus Wieseckel, Head of IT / Digitalization

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United in new forms of collaboration



— Teamwork and a lively spirit of cooperation unite all PSW staff – regardless of whether they are working digitally, in the office or when celebrating together. This hybrid collaboration is something we actively shape through our technical infrastructure, team communications and by embracing new work environments.

United by a common set of values



— We are a leading development partner for the mobility of the future and turn customer visions into reality. PSW also has a unique identity as an employer. Find out what makes us special and what drives us forward!

— What we stand for and what makes us special

“A logo is only any good if you can scratch it in the sand with your big toe.” This quote comes from the typographer Kurt Weidemann. Here he wanted to express that simple design can develop great symbolic power and stay in the mind of the viewer. This is exactly what the Head & Heart logo does, which PSW uses to sum up its entrepreneurial focus. It conveys the essence of PSW in a profound yet simple way. The rational dimension of our strategic orientation – the head – is supplemented by emotional aspects – the heart. “The interaction of corporate

and brand strategy describes what we as PSW want to achieve and how we want to go about it. Our consistent focus on the PSW strategy creates an optimal starting point for the future economic success of our company,” says Matthias Pfister, Chairman of the Board.
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