



Rheinmetall is undergoing a restructuring process: A group for leading technologies in mobility and safety

Rheinmetall is pushing its integration as a technology group forward. Under the name "ONE Rheinmetall", the company management has created a comprehensive strategy program that forms the basis for a new uniform company structure and is designed to bring the Automotive and Defence divisions together into one, even more effective group. The goal is to optimise the cooperation between the two divisions, to strengthen the overall impact of the company in the business fields, to generate growth and to expand market positions.

The public perception of the company as an innovative high-tech business should also be intensified and improved. With sophisticated solutions in the fields of safety and mobility, the company is focussing on two key requirements of mankind - by making a significant contribution to supporting communities and making mobility more environmentally friendly.

For a long time, Rheinmetall has adopted an extended understanding of its traditional fields of activity in its business operations. In the Automotive division, the group is also increasingly focussing on new forms of mobility, where combustion engines are not necessarily at the heart of the solution. And the Defence division has long since moved away from the traditional concept of an "armament manufacturer" and now focuses a broader concept of safety, offering products and technologies that are focussed on current and future threats to provide safety in both the civil and in the military fields. Laser effectors, vehicle networks, systems for property



protection, drone detection or remote monitoring of aircraft operations at airports are just a few examples.

Armin Papperger, CEO of the Rheinmetall Group: *"Our vision is to be a group for leading technologies in mobility and safety. This is why we launched the strategy programme 'ONE Rheinmetall': To combine the expertise of the Automotive and Defence divisions more effectively throughout the company, to improve our performance and to strengthen the profile of the group as a whole, both internally and externally."*

Our goal: A uniform appearance and a shared Rheinmetall company culture

Horst Binnig, responsible for the Automotive division in the Rheinmetall Group executive board: *"With the 'ONE Rheinmetall' initiative, we are defining a comprehensive and uniform strategic framework that will change the cooperation in the group for the better and will help create a new company image in the public realm."*

The activities of Rheinmetall in civil applications in particular, i.e. automotive supply, were previously overshadowed by the Rheinmetall Defence division in public perception – despite the fact that the Automotive division contributes around half of the overall turnover of the company with around 5.2 billion EUR (2015) in total."

We want to change the image of Rheinmetall. Armin Papperger: *"We are completely behind Defence as a division, but we are much more than 'just' armament. As the Rheinmetall Group, we will use the strength of the group afforded by the know-how developed over 125 years, the expertise, the resources and the increased technological exchange between our business divisions. Under the umbrella of the Rheinmetall Group, we will develop a consistent shared Rheinmetall company culture and guarantee a uniform appearance to the outside world."*



New brand architecture under the umbrella brand Rheinmetall Group

"We are stronger together. Our goal is therefore to set Rheinmetall up as a group with two divisions working closely together, that learn and benefit from each other – and that are perceived as a single unit in the public realm", says Armin Papperger. The new appearance is accompanied by an updated brand architecture reflected in a new umbrella brand: **Rheinmetall Group**. Rheinmetall will present itself as an integrated technology company under this name in the future, with divisions that work together on many levels.

The appearance of both business divisions has been changed accordingly to include "Rheinmetall" in the name as family brands. There will be no change to Rheinmetall Defence.

*"Our Automotive division **KSPG** will be renamed **Rheinmetall Automotive** to highlight the fact that it is part of the group,"* explains Horst Binnig. *"The world-renowned premium brands Kolbenschmidt, Pierburg and Motorservice will remain unchanged. Their trade marks will merely be visually updated and given a new addition that refers to Rheinmetall Automotive and shows that the brands belong to the Rheinmetall Group."*



Mobility and safety linked with high-tech

Armin Papperger: *"Today and in the future, the Rheinmetall name is and will remain synonymous with innovative solutions for two of the biggest challenges of our time: environmentally-friendly mobility and safety engineering tailored to specific threats."*

The strong link between mobility and safety is becoming ever clearer. Rheinmetall Defence is already developing high-tech solutions that prevent unauthorised access to specific systems by third parties. These technologies will also be important in the automotive sector in the future for providing protection against access to a vehicle's control system and unauthorised access by hackers, for example. And the Defence division will also benefit from the extensive know-how offered by Rheinmetall Automotive as a leading automotive supplier, e.g. in the field of prototype construction with 3D printers, automated production processes and maximum production precision.

Internally, the continued integration of the technology company in light of the ONE Rheinmetall concept is already making itself felt with a range of initiatives across the divisions: The internal ideas initiative "Intrapreneur Award", an interconnected technology exchange between the two divisions and an ongoing standardisation in employee development are all designed to improve efficiency even further and to make use of previously unused potential.

Externally, the focus is on developing Rheinmetall into a supplier with an extended understanding of mobility and a comprehensive concept of safety, giving the company the strategic momentum essential for further growth and lasting success on the global markets.

Rheinmetall Group: Sophisticated future technologies

With around 23,000 employees at around 80 production sites all over the world, Rheinmetall has laid the foundations to ensure that it can meet future requirements in the fields of mobility and safety. In the field of automotive technology, new drive types will change individual mobility: In addition to purely electric vehicle drives (battery/fuel cells), hybrid drives will be used in the medium-term. Rheinmetall Automotive already has leading technologies for future mobility requirements, like electrical pump systems and actuators, or components for intelligent thermal management or fuel cell vehicles.

In the Defence division, Rheinmetall will also reflect the increased demand for individual safety in the civilian sector in the future with its new strategic focus. The company is already consulting closely with authorities and organisations for safety matters in relation to threat analysis and suitable solutions. And the company already has leading technologies for future safety demands – in the fields of drone detection and safety of electronic architectures, for example, or new protection and vehicle technologies.