TECHNOLOGY

We innovate with an emphasis on quality and customer satisfaction

We are strategically developing electromobility, automation, and the digitalization of manufacturing processes. We implement these innovations while maintaining the high-quality standards of our vehicles and emphasizing customer satisfaction. We perceive technology as a tool for efficient, safe, and sustainable production.

BUSINESS RESILIENCE

We strengthen stability in times of uncertainty

People are key to our success. We focus on the safety, health, development, and satisfaction of our own employees and those in our supply chain. Our strategy promotes inclusion, individual growth, digital literacy, and technical education, helping people develop the skills they need for the future.









In an environment of global instability our goal is to ensure production continuity and sustainable long-term development of the company. We will focus on: risk management, flexible supply chains, and cyber security. Strengthening cooperation with key partners and actively supporting local communities is also an integral part of our business.

PEOPLE

We invest in the safety, health, and development of our people

Our strategic goal is to reduce greenhouse gas emissions across our own activities and throughout the entire value chain. We are striving to transition to a circular economy that minimizes waste and maximizes resource utilization. At the same time, we support biodiversity as an integral part of ecological stability.

ENVIRONMENT

We strive to reduce greenhouse gas emissions and use natural resources more efficiently.