

## **PRESS RELEASE**

### **The Zeppelin Group Reaches the Final of the Corporate Culture Awards**

**The Zeppelin Group placed among the top three finalists in the Corporate Culture Awards 2018 on November 15, in recognition of its exemplary corporate culture**

**Frankfurt, November 15, 2018. The Zeppelin Group's unique value system earned the company a place among the three finalists in the Corporate Culture Awards 2018. Ultimately, the Group narrowly missed out on victory in the Best Story category. A total of 153 German companies were nominated for the Corporate Culture Award.**

The celebratory prize-giving for the Corporate Culture Awards 2018 took place on November 15, 2018 at St Paul's Church, Frankfurt, as part of the 10th German Economic Forum. This is the first year of these awards being given, honoring extraordinary companies across Germany which demonstrate a strong corporate culture. A total of 153 companies were nominated for the Corporate Culture Awards, across four categories: Digital Culture, Shared Value, Change, and Best Story. The award was initiated by Gregor Schönborn from Deep White, Kai Anderson from Promerit, Oliver Grüttemeier from Serviceplan Cologne and Dr. Mark Schiffhauer from DIE ZEIT.

In a two-stage procedure that included a detailed and scientifically grounded cultural analysis, Zeppelin impressed the panel of representatives from the worlds of science, media, and business practice, and emerged as a finalist in the Best Story category, out of a total of 153 submitted nominations. Ultimately, the Group narrowly missed out victory. After the prize-giving, Peter Gerstmann, Chairman of the Zeppelin GmbH Management Board, commented: "Even though we are not bringing an award home, we're delighted to be a finalist in the Corporate Culture Awards 2018, having really impressed the prestigious panel with our own special values system: the 'Grafensätze'."

Ferdinand Graf von Zeppelin, inventor of the airship, achieved his goals with a pioneering spirit, strength of will, and courage – and in doing so laid the foundation stone for today's

Zeppelin Group. Ten Grafensätze inspired by him are now at the heart of the Zeppelin Group's value system, bringing together the company's unique history and the lived values of Graf von Zeppelin with the corporate culture practiced today in the Group. They create identification, drive development, and focus on shared goals.

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## **About Zeppelin Group**

Zeppelin Group operates 190 sites around the world. In the 2017 fiscal year, its more than 8.000 employees generated sales of 2.75 billion euros. Group-wide collaboration in Zeppelin Group revolves around a management holding company and six strategic business units: Construction Equipment EU (sales and servicing of construction machines), Construction Equipment CIS (sales and servicing of construction and agricultural machines), Rental (rental and project solutions for the construction and industry sectors), Power Systems (drive, propulsion, traction, and energy systems), Plant Engineering (engineering and plant engineering) and Z Lab (new digital business models). Zeppelin GmbH is the Group holding company. It is legally domiciled in Friedrichshafen and has its head office in Garching near Munich. For more information, visit [zeppelin.com](http://zeppelin.com).

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