A tribute to Werner Baier

Part of the Speicherstrasse in Neubrandenburg is to be renamed Werner-Baier-Strasse

Neubrandenburg – October 9, 2013 – The city of Neubrandenburg is honoring Chairman of the Supervisory Board and joint owner of Webasto, Werner Baier. As of October 9, 2013 the western part of the Speicherstrasse will become Werner-Baier-Strasse. Thus, the address of the Webasto plant in Neubrandenburg will now be: Werner-Baier-Strasse 1.

70-year old Werner Baier is the great grandson of Wilhelm Baier, who founded the company in 1901. Werner Baier ran Webasto from 1975 to 1995. It was during this time that the decision was made to acquire the former Sirokko plant in Neubrandburg from the German Treuhand. Less than two years later, in 1992, the production of Webasto parking heaters started. From 1992 to 1995 Werner Baier managed the plant in Neubrandenburg, steering operations to restore them to a successful course. Today this plant is the Webasto Group’s largest production site in the world for heating systems. Moreover, with about 600 employees, Webasto is the leading employer in Neubrandenburg, and one of the Top 25 in Mecklenburg-Western Pomerania. In 1995 Werner Baier moved out of operational management into the Supervisory Board, the Chairman of which he remains to this very day.

At the renaming of the street, Dr. Paul Krüger, Mayor of the city of Neubrandenburg pointed out: “Thanks to the entrepreneurial personality of Werner Baier, Webasto is the largest business enterprise of our city and the Neubrandenburg plant has been developed into one of the largest plants within the Webasto Group. Especially in the course of the restructuring of eastern Germany’s economy after 1990, he rendered extraordinary services to our city by retaining existing jobs and creating new ones. For us, renaming the street Werner-Baier-Strasse is an expression of the close ties Neubrandenburg has to Webasto as a company, and our tribute to the personal merits and accomplishments of Werner Baier to benefit Neubrandenburg.”

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About Webasto:
Webasto Group based in Stockdorf near Munich has been a family-owned business ever since the company was founded in 1901. The group operates internationally at over 50 locations (over 30 of these production sites) in the divisions roof and thermo systems. Webasto is one of the top 100 automotive suppliers worldwide. For 2012 the Group realized a sales volume of more than 2.4 billion Euros and employs over 10,000 employees. The company’s core competencies encompass the development, production and sales of complete roof and convertible systems as well as heating, cooling and ventilation systems for passenger cars, commercial and special vehicles, recreational vehicles and boats. For more information please visit www.webasto-group.com

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