



VIBRANT CURIOSITY

The motto of the Würth Group for 2006/2007 accompanied us through the year – not just visually, it was and is the spirit in which we go about our everyday work.

Ladies and Gentlemen,

This publication is our platform for reporting new developments in the Würth Group over the last year and informing you of important topics that affect and shape our company.

The following pages are full of facts and figures and will give you an insight into the Würth Group.

2006 was an extremely successful year for the Würth Group. We grew significantly in all the markets we operate in.

At a global level, the Würth Group increased its sales volume by 12.1 percent in 2006 to EUR 7.75 billion, setting a new record. The 74 German companies in the Group contributed sales of EUR 3.12 billion, an increase of 12.3

percent on 2005. Outside Germany, sales increased by 11.9 percent to EUR 4.63 billion. The operating result also reached a record EUR 515 million. Despite what in some cases were dramatic price hikes for energy, steel and nonferrous metals, our excellent development continued unabated.

This economic success is also thanks to the close and fruitful cooperation with our customers and suppliers. Many of these relationships have developed over years, or decades in some cases. May I take this opportunity to say a sincere thank you for this loyalty.

As of year-end 2006, we had 54,906 employees working for our customers in 370 com-

panies in 83 countries around the world. We are now some weeks into 2007 and have already passed the threshold of 60,000 employees!

Last year alone we created 4,139 new jobs, more than 1,000 of them in Germany. To be precise, we had 15,298 employees in the German companies of the Würth Group. We have thus more than doubled our headcount over the last ten years! More than half of our employees – 29,020 – made up our sales force at the end of the year.

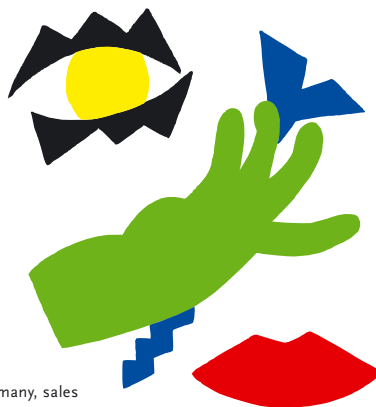
The healthy growth of our Group and the sustained economic success prove that VIBRANT CURIOSITY – the Würth Group's motto for the year – has been good motivation, also for our future development.

Strength alone will not be sufficient! Our corporate philosophy, for instance, formulated by my father Reinhold Würth many years ago, is a sound basis in this respect: "Our corporate culture is based on mutual trust, predictability, honesty and straightforwardness towards those inside and outside the company."

After 57 years of working in the company, my father handed over the chair of the Advisory Board of the Würth Group to me on March 1, 2006. As Honorary Chairman of the Advisory Board and Chairman of the Supervisory Board of the Würth Group's Family Trusts, he will still be available to the Würth Group, his life's work, to share his advice and experience. Let me use this opportunity to say a heartfelt thank you to him.

A further success factor which my father anchored in our corporate principles is to ensure greatest possible transparency, both internally and externally. We want to show what makes us strong and we want to lend an ear to our customers for their requests and suggestions.

On the pages that follow, we have taken stock of the successful year 2006. Naturally, we don't want to rest on these "laurels", but look to the future with VIBRANT CURIOSITY to reach new goals.



Enjoy your read!

Sincerely yours,



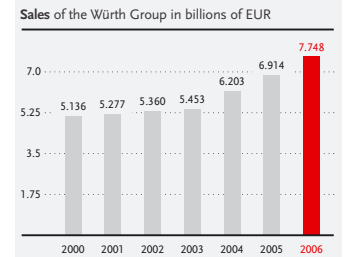
Bettina Würth
Chairwoman of the Advisory Board
of the Würth Group



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The course is set for the future, accepting new challenges with VIBRANT CURIOSITY

Interview with Robert Friedmann – Chairman of the Central Managing Board of the Würth Group

A new sales record in 2006: 12.1 percent growth in the Group and as much as 12.3 percent in Germany. It looks as if everything went according to plan at Würth?

Robert Friedmann: It went better than planned actually because at the beginning of the year we could not know that it was going to turn out to be such a good year for business. But the economic situation is on a completely different level than at the beginning of 2006, particularly in Germany. This does not only apply to Würth: Many companies are growing at the moment. That's great! That is why my message is: We are more than happy.



So it was a special year for Würth?

Robert Friedmann: It was a special year because sales in Germany rose so dramatically. For years now, we have been constantly increasing our sales revenue and operating result and in the Würth Group this continuity in the development of our company certainly set us apart from others.

>>We are more than happy.<<

You have described the line of attack for fiscal 2006 as follows: "We need to attract new customers, secure customer loyalty and reactivate customers." What worked particularly well?

Robert Friedmann: When the economy is doing well, it is easier to retain customers. You can see this from the sales revenue per customer. When customers have more orders themselves, they will buy more from us as well. And we manage to grow with our customers.

During a boom, we also attract new customers because there is more happening in the market. Of course, there is also a risk that customers will be lost because a dynamic market doesn't only work in our favor. All things considered, we now have almost three million customers. This is very important for us because we will only be successful if we continue to build up our customer base.

So you always need new staff? Worldwide, 4,139 new people were recruited in 2006, more than 1,000 in Germany alone.

Robert Friedmann: That is an investment in the future. We know that growth only works when we invest more in the market. If we were to freeze the number of sales representatives for the next five years, we could not grow as dynamically with this team as when we continue to enlarge the sales force.

You want to continue growing in the next few years. By 2010 you want to record sales revenue of EUR 10 billion, by 2015 of EUR 18 billion.

Robert Friedmann: Yes, that was the vision for 2015. Now, we can even imagine recording sales revenue of around EUR 20 billion in 2017, always assuming that the global economy continues to develop as it has done in recent years.

Where is this going to come from, all this business? Through organic growth or acquisitions?

Robert Friedmann: Both. We only make about 10 percent of our sales in the United States. There is still room for further growth there. Brazil also developed very well last year, India is a highly dynamic country, as is China, of course. But we are also growing in Europe, last year Spain grew by 13.2 percent, Norway grew by 11.1 percent. These countries are heavyweights, countries with sales revenue of EUR 100 million, in Spain's case EUR 449 million. They will also make a major contribution to growth.

And acquisitions?

Robert Friedmann: The question that arises again and again is: How can we strategically position an acquired business? When we buy a company, we always ask ourselves: What can we do better than the current management? And we believe that we are better where sales and marketing are concerned.



And that is part of the strategy? To compete with companies that are not so good and to buy the really good ones?

Robert Friedmann: We invest. It is about keeping a company growing. There are companies which manage to grow 20 to 30 percent over several years. The telecommunications industry, for instance. The only problem is that they keep growing until the point in time when everyone has a mobile phone contract. This is where plan B has to kick in and these companies have to see how they can get their customers to generate higher sales.

Our advantage is that although our market is not infinite, it is enormous. If we manage to continue supplying great value for money and super quality and to sell our products in a friendly and pleasant manner, we will continue to grow.

Now we have arrived at the heart of the company: selling. You currently have more than 29,000 sales reps worldwide.

Robert Friedmann: That is our big advantage. Our sales reps are the face that our customers see. That's what distinguishes us from an anonymous company with branch offices, mail order firms or firms which only sell via a call center. Because we have a person at the point of sale, we get a far better insight into the needs of our customers.

Is there room for improvement?

Robert Friedmann: Our customers expect that we will always keep our promises. That is why we need to bear our customers in mind even more – think what measures could be suitable for which customers. We don't work on the principle that what works for one customer, works for all customers – ORSY® shelves are not suitable for all customers, not everyone receives mailing X; we break down our customers by target group and segment.

>>Super quality is sold in a friendly and pleasant manner.<<

Also in the sense of corporate governance?

Robert Friedmann: Exactly. We want to deal fairly and openly with our customers, no tricks. Courses for managers about how to behave are not enough.

The only chance we have is to remember to ask the question again and again: What are our values? It is no good saying – here is our manual! That is the way to work in future! No, they have to be put into practice and, of course, constantly on the agenda. That is why we consider being an example of our corporate culture, being an example of the values that are important to us to be a decisive task of management.

You have been Chairman of the Central Managing Board for two years and Bettina Würth has been Chairwoman of the Advisory Board of the Würth Group since March 2006. What has changed in the company? What will change? Where do you see your common focal points?

Robert Friedmann: Würth is changing all the time. We grow, we enter new markets and constantly reconsider our own actions.

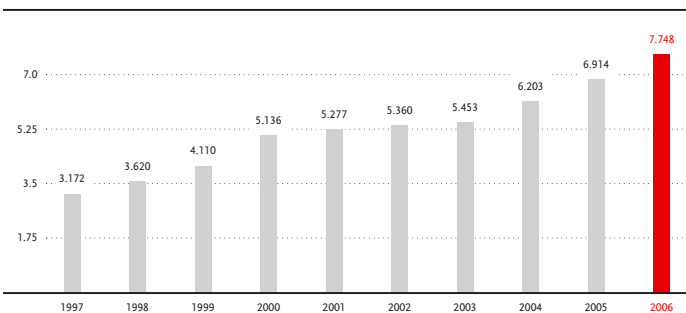
From our point of view, it is essential to uphold the company's special corporate culture despite all this change in this ever-growing company. Professor Reinhold Würth shaped this culture. Our corporate culture is essentially the fuel driving the company.

Würth – a company with tradition Würth – a progressive company

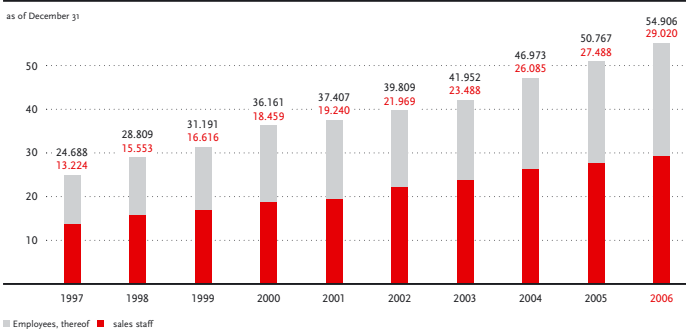


Qi Song, Deputy Mayor of the People's Government of the city of Shenyang, and Prof. Dr. h. c. Reinhold Würth at the Office of the Federal Chancellor in Berlin on the occasion of signing the cooperation agreement between the Würth Group and the Shenyang-European Union Development Zone in September 2006

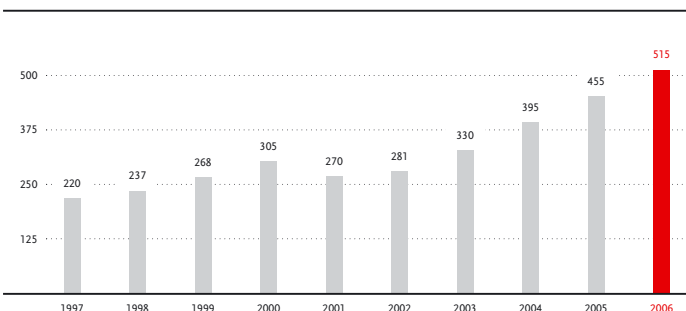
Sales of the Würth Group in billions of EUR, 1997–2006



Employees of the Würth Group in thousands, 1997–2006



Operating result of the Würth Group in millions of EUR, 1997–2006



»A vision is more than a dream.«

Reinhold Würth was 19 years old when he took over the screw wholesale business in Künzelsau in 1954 after the sudden death of his father, Adolf Würth. Over the past 52 years, he turned the two-man business into a global trading group.

Professor Reinhold Würth has shaped and grasps the 61-year history of the Würth Group like no other. He is the visionary of the enterprise, and he continues to develop it further with ambition. His motto is: "Visions are more than dreams because you can back them with arguments". Reinhold Würth formed the corporate and management culture at Würth, without allowing it to become a rigid framework. At Würth, we are aware that a management culture is not designed on the drawing board, but developed in day-to-day collaboration.

Indeed, it is the corporate culture that Reinhold Würth anchored in the Würth Group which prepares the company for future challenges. The visionary approach of management and all employees drives the company to continually reach new milestones.

Important steps were taken in 2006 to increase the international orientation of the

Group. By penetrating the Mongolian market with a new sales company, the Würth Group reinforced the international outlook of its business operations. Another highlight of 2006: The Würth Group signed a cooperation agreement with the Shenyang-European Union Development Zone. This documents the commitment of the Würth Group to establish a Würth Industrial Park in Shenyang, a city with a population of several million in northern China.

The Würth Group also showed an innovative approach in 2006 on its home market, Germany. With the inauguration of Würth Solar's CISfab in Schwäbisch Hall, not only has the company taken another important step towards shaping its future, but the project represents the largest single investment in the history of the Group (EUR 55 million). With the construction of the first mass production facility worldwide for CIS photovoltaic modules, Würth Solar also marks a milestone on the market for the generation of renewable energies.

In line with its motto VIBRANT CURIOSITY, the Würth Group is holding its course of innovative growth steady for the fiscal years 2006/2007 in an optimistic and dynamic way.

Profile of the Würth Group

International yet decentralized

The Würth Group is active on markets around the world – with 370 independent companies in 83 countries in 2006.

The trade in fastening and assembly materials – the company's core business – is handled by the 128 companies that make up the Würth Line. Our 242 Allied Companies, which do not operate under the Würth name, focus on closely related business segments.

Competent

Comprising over 100,000 products, the Würth Line range is sold by the divisions Auto, Metal, Wood, Construction, and Industry. By splitting the products into these divisions, Würth meets the needs of precisely defined customer target groups.

The trade in fastening and assembly materials is the core business of the Group. But Würth has long been more than just a source of screws, screw accessories, dowels and plugs, tools and chemical products. In addition to this traditional range of products, the Würth Group companies have for years been selling personal protection equipment, products for DIY and hardware stores, electrical installation materials, electronic components (e.g. printed circuit boards), financial services and even solar modules.

Close to the customer

Outstanding competency, first-class quality, customer proximity and exemplary service form the basis of our actions – without compromise.

More than 2.9 million customers worldwide, from the trades to industry, rely on the products, the quality and the service offered by Würth.

Over 29,000 sales representatives are active around the world as partners for our customers. We support our customers with keen commitment and an ever-improving service, allowing them to focus on their core business.

People first

Trust, predictability, honesty and reliability are the hallmarks of Würth's corporate culture, both internally and externally. The company's management style is founded on esteem for employees and their contribution, the resolve to offer unparalleled customer service and a decentralized organization.

Rewards and recognition are central elements of employee motivation. All members of management feel that it is important to recognize the commitment and loyalty of employees and to thank them for it.

Our focus is on our customers' success

More than 2.9 million customers from trade and industry rely on the products of the Würth Group. Supplying this sizeable target group with top quality products and the best possible level of service is an integral part of Würth's corporate philosophy.

Würth's sales organization has an illustrious tradition.

But good organization and ongoing improvement are a must. This is why we aim to improve and optimize concepts for selling, logistics and portfolio – for all of the procurement needs of all of our customers.

The range of more than 100,000 products of the Würth Line is sold by the divisions Auto, Metal, Wood, Construction, and Industry. By splitting the products into these divisions, Würth meets the needs of precisely defined customer target groups. As a specialist in a specific area of the sales program, the sales representative serves as a competent point of contact for his/her customers.

The segmentation of distribution channels and customer groups continued apace in 2006. Organizing our internal structures and processes in line with the segmentation of distribution channels allows our portfolio of ser-

vices to be tailored more effectively to the respective needs of the customer.

Pick-up branches

Würth opened 69 pick-up branches throughout Germany in 2006. This concept is increasingly being implemented in other countries where Würth is present. In the words of Sales Manager Martin Schäfer, "Our pick-up branches primarily meet the immediate needs of our customers. The cooperation between the sales organization and the branch offices enables a fully integrated provision of services to our customers".

We are a trading company, and naturally we live on selling. But our philosophy does not allow us to leave it at that. To us, selling signifies a multi-faceted commitment to our customers based on partnership and understanding.

>>What is our customers' motivation, what do they need, and what solutions can we offer them?<<

We sharpen our senses to find solutions for our customers

Open your eyes ...
... and you will see:



"The Trades Inspire"...

This motto of the German parent company of the Würth Group, Adolf Würth GmbH & Co. KG, is printed on all of our business correspondence, shipping cardboard, sales documents and catalogs, number plate attachment strips on company cars and the flags in front of our company premises. Customers from the trades are and will remain the most important target group for our sales activities.

The logo expresses the extent to which we value our customers, and shows how Würth stands by the trades.

>>Without this ability, and without the willingness of the trades to strive forwards, my company would not be where it is today.<<

Prof. Dr. h. c. Reinhold Würth

A friendly ear ...
... for our customers' needs



A passion for vintage cars: "You can't afford to make a single mistake, nothing is forgiven," says Klaus Kienle about the enthusiasm of his customers. Kienle has found the perfect partner to satisfy these needs in the quality and service of Würth.

Kienle Automobiltechnik GmbH, based in Ditzingen near Stuttgart, Germany, is the lar-



Klaus Kienle, proprietor of Kienle Automobiltechnik GmbH situated in Ditzingen near Stuttgart, Germany, has filled a lucrative market niche with the restoration and sale of vintage cars.

gest and most reputable restorer of vintage cars in the world. Klaus Kienle, founder of the company, considers this market position to be the fruit of recommendations from his customers. News of quality quickly spreads among vintage car enthusiasts, as many fans participate in clubs or attend meetings such as vintage car rallies. "We depend on our reputation", Kienle says. Kienle's customers have one thing in common: they have high standards and are passionate about vintage cars. Most customers pay attention to detail, and contact the restorer's workshop with clear expectations – not a problem for Klaus Kienle in partnership with Würth.

A helping hand ...
... for customers facing the challenges of the market



By creating the trades centers of the Würth Academy three years ago, Adolf Würth GmbH & Co. KG established an unprecedented service that serves as an example to many other companies.

Picking up speed with Würth customer service seminars – practical training courses for the trades:

Würth maintains close contact with its customers, which gives it a detailed insight into the requirements of the market. It is therefore only logical that the company has used this knowledge to develop the range of practical training courses which it offers, in accordance with the principle of life-long learning.

The subject matter of the seminars is shaped by Würth's sixty years of experience, and comprises the core themes "Management – Focused and Forward-looking", "Challenging and Supporting Employees", "Attracting and Keeping Customers" and "Product Familiarity, Quality Improvement and Assurance".

Whether product-related, commercial or personal development - the range of seminars is tailored precisely to the needs of the trades. In order to keep pace with the breakneck progress of our knowledge-based society, we depend on practical training and the knowledge it imparts as the key to getting ahead in our careers. And it's not just the bosses that need training: all employees need to expand their skills, knowledge and expertise.

Training and life-long learning are crucial factors for success with which weak points can be identified and contained, and strengths can be reinforced. Training is necessary to keep up with the competition, and also to recognize inefficient processes within your own operations.

More than ever, success is a matter of maintaining an advantage in terms of concepts, knowledge, ideas and their implementation.

This applies equally to the fields of commerce, product knowledge and personal development.

New perspectives and input to combat becoming "set in your ways" reinforce your market positioning.

>>More than 16,000 customers have taken advantage of this service.<<

Active training

In active training with our experts, participants learn how to impress their customers even more with their skills and services, how to improve the work climate and activate their employees' own initiative, how to successfully conclude consulting sessions or how to expand and safeguard their operations for the future.

We want to impress our customers

Impressed customers recommend us to others. And successful companies want to impress their customers in turn. In line with this principle, many seminars in 2006 were "tailor-made" to the respective customer's needs and held at the customer's premises.



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A passion for selling

The first "Selly", a new prize awarded by the German Marketing Association ["Deutscher Marketing-Verband"] went to the Würth Group. Dr. Reiner Specht, member of the Central Managing Board of the Würth Group, took receipt of the award at the German Sales Congress in Frankfurt in the spring of 2006.



The jury was particularly impressed with the Würth Group's ability to keep management concepts simple and to transfer these to a consciously decentralized organization. By choosing the Würth Group for the Selly Award, the jury underlined how important the human factor will continue to be in sales in future. "95 percent of Würth's core competence lies in selling," says Prof. Dr. h. c. Reinhold Würth, whose life's work has been to build the Würth Group from a two-man business into a global player. Despite a widespread paradigm shift to electronic sales platforms, the company has always focused on direct sales as its core business, invested heavily in expanding this system worldwide, and in so doing developed in an innovative way that is characteristic of the company.

The name "Selly" is derived from the verb "to sell". The Association awards the Selly each year to companies that implement outstanding sales measures in connection with a holistic marketing strategy. "By choosing Würth as the first award winner, the jury has picked a company whose implementation of this idea is second to none and, what's more, a company that actually lives its sales culture," said the jury when announcing their decision. The way in which the Würth Group combines strategy and sales was praised as "best practice" because it promotes passion for selling, which is a crucial factor for success.

Würth on the road: seeing and experiencing

Trade fairs are the ideal platform for Würth to present its range of products live to a broad audience of professionals. The Würth trade fair stands offer a variety of opportunities to take a look at its products, and of course to test them extensively.

The "automechanika" fair, held in Frankfurt from September 12 to 17, 2006, was a particular highlight, where visitors were able to experience Würth on two floors and 500 m² of floor space. The centerpiece of the Würth stand was a presentation of various vehicle maintenance

and body processing products, as well as vehicle diagnosis equipment from Würth Online World (WoW!). The "Innovation Award 2006" went to "Varioprimer safe + easy" in the "Systems" category. This user-friendly pre-treatment for gluing car windows combines the properties of three predecessor products. This saves time and prevents mix-ups, which had been common.



The Würth stand at the "automechanika" fair

In touch with the market

100% quality - Würth's products meet the highest quality standards

Würth sales representatives are in close touch with the market on a day-to-day basis – customer contact thousands of times a day ensures that new trends and suggestions for improvement can be very quickly translated into practical measures. We want to create real innovations and solutions for and with our customers. This is why Würth maintains its own research and development department, with more than 200 product management employees around the world. We also work together intensively with various institutions and colleges.

Alongside the products, services also play a decisive role. Würth's objective is to lighten its customers' workload in their daily business, and to provide them with all-round support. The trailblazer for this service concept was the introduction of the ORSY® case system in 1987. Almost every tradesperson knows the situation: disorganized and messy shelves result in time wasted searching for things.

One innovation developed by this successful think tank has been the patented decking screw, for example, that was launched onto the market in 2006 as a fully internally developed product. For the first time, this screw enabled the processing of hardwoods such as Bangkirai without predrilling.

Quality is the decisive factor for all Würth products. Würth's in-house quality assurance, which fulfills all of the requirements of a certified test laboratory, also ensures that the strict quality criteria are consistently met.

Exactly 30 years ago, Würth brought out products under the ZEBRA® brand that embodied specialized solutions at top quality. The first ZEBRA® products were hose clamps. From there, the ZEBRA® brand was systematically developed and expanded to include other products.

Because you can't see what you've got, you build up large inventories, and consequently tie up funds unnecessarily. ORSY® – Order and System – is here to help: all items are clearly organized, and long times spent searching are a thing of the past. Available stock can be viewed at a glance, making reordering simple and saving money.

The ORSY® case system is supplemented by the ORSY®scan easy scanner system. Simply by scanning the barcode on the empty packaging, an item can be effortlessly reordered from Würth's internet catalog (WÜKO). More and more customers are seeing the benefits of this simple system. This is why 20,000 scanners are already being used by Würth customers throughout Germany in 2006.

Apprentice Rally 2006

– In the fast lane: Würth apprentices take the lead!



Report by Doreen Ewert and Bastian Müller, commercial apprentices at Adolf Würth GmbH & Co. KG



We're there! Brief confab with my sales rep – who will do what? – and off we go!

The Apprentice Rally, initiated by Prof. Dr. h. c. Reinhold Würth in 2001, is a highlight of every apprentice's career at Würth.

>>Apprentice Rally, what's that?<<

This is the question I was asking myself before the day of the kick-off event.

More than 80 commercial apprentices came to the Würth Academy to get information from the training department and two sales representatives about the objectives of the Apprentice Rally. This project is intended to show us apprentices that direct selling is Würth's core competence. Each participating apprentice accompanies and supports three colleagues from the sales organization over the course of a year. Each sales employee is accompanied for a total of ten days.

The training department gave every apprentice a rally folder containing the most important information: the names of the three sales organization employees, their locations and their industries. We were also given a box full of sample products to take with us on the Apprentice Rally in order to offer them to the customers.

At this point I was not yet aware of the positive impact the whole thing would have on my independence and self-confidence. Initiative, motivation and planning were called for. Everything was now up to me, from the planning of the accompaniment through to implementation.

Immediately after this first event I took my rally folder and decided to arrange the first date. I tried to make it easier by compiling a "to do" list:

- ▶ Coordinating the dates for the accompaniment by the end of the week
- ▶ Obtaining permission from my current department
- ▶ Arranging an appointment with the sales representative
- ▶ Hiring a car
- ▶ Booking a hotel room
- ▶ Returning in good time for vocational school!

Then the planning could begin!

The destination was Würzburg. I called the number of the sales rep assigned to me with a strange feeling in my stomach. Fortunately, he already knew exactly who I was and what I wanted. We agreed on a date and place to meet.

One Sunday I then found myself setting off for Würzburg, road atlas in hand. Having arrived I found my way through the city to the hotel that my sales rep had recommended to me.

The next day I was at the branch office by 7.00 a.m. The colleague from the sales organization was already waiting there for me. After brief introductions we immediately set off to visit the first client. To be honest, I was pretty nervous!

He just said in a relaxed tone "Let's go, today we'll make double. Nothing can go wrong if we have an apprentice from Künzelsau there".

He introduced me to the client as a matter of course, and I felt like I had been doing this all my life. I was lucky, the client was glad about the support, and I had a great start to my Apprentice Rally.

The sales representative presented some of our current products to the customer. We discussed the last delivery, and asked the customer if he had been happy with it. He reordered the new decking screws and asked for them to be delivered through our 24-hour service in order to be able to use them on his building site the next day. "We have also brought some samples along. Do you have a few more minutes for us? I expect our colleague from headquarters can tell you something about them!" In this way, the sales rep brought me into the conversation. He was referring to me and my samples. Thankfully I had the product specifications in my folder, and was able to present and explain to him the advantages of the 12-bit set that I had brought with me. Impressed by my first sales pitch, our customer bought two sets, which made me very proud! But that wasn't all. I was unaware of how intense a sales pitch is. Next stop ORSY® rack: screws, nuts, clamps and cable ties had to be reordered. I was also able to test my own product knowledge, and made a few discreet inquiries. This put me at ease, and I knew that the next customer visit and the coming days would bring success.

Objectives of the Apprentice Rally

- ▶ Sales orientation
- ▶ Product familiarity
- ▶ Experiencing direct customer contact
- ▶ Developing sales skills
- ▶ Experiencing the profession
- ▶ Supporting the sales organization
- ▶ Getting to know the market and the competition

Training at Würth - Work your way to the top

Würth considers promoting young employees to be a fundamental duty, and therefore operates extensive and intensive training.

The numbers speak for themselves. In Germany alone, 768 young people are currently in training at one of the various Group companies.

The apprentices are offered a wide range of contents: seminars, workshops, projects, internships at Group companies in Germany and abroad, customer contact, social projects and other modules create the basis to help young people through practical experience to make a successful transition from school to working life in an individual and challenging, but fun way.

Request a copy of the Würth training

brochure at:

Phone: +49 7940 15-2624

E-mail: AWKG.Ausbildung@wuerth.com

Management's thoughts on the Apprentice Rally

The Apprentice Rally is one of the most important elements of our training. It enables colleagues to experience our customers "up close" and "on the job". Irrespective of the field in which the participants will work following their training, these experiences form the basis for understanding our perspective on excellent customer service, and doing justice to it in their daily work.

In addition, direct selling has been a decisive factor in the success of our company since the beginning. Each employee must not only be aware of but also experience at first hand our sales activities. We want to give our apprentices this opportunity as early as possible.

**Peter Zürn – Chairman of
Adolf Würth GmbH & Co. KG**



Determined to do our bit! Let's see what we can do. We're prepared.



Product innovations, offers – specially tailored to the customer. Can we increase the range?



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Würth Solar opens CISfab in Schwäbisch Hall



CISfab in Schwäbisch Hall

World's first mass production of CIS solar modules



Opening ceremony at CISfab with Baden-Württemberg's Minister President Günther H. Oettinger, Prof. Dr. h. c. Reinhold Würth, and Würth Solar Managing Director Karl-Heinz Groß (from left to right)

Almost exactly one year after the groundbreaking ceremony, Würth Solar in Schwäbisch Hall celebrated the opening of its new production facility for CIS solar modules: CISfab. This marks a new chapter in the history of photovoltaics – the world's first mass-produced CIS solar modules. In contrast to conventional modules, CIS solar modules make do without silicon and are considered a pioneering technology in the industry. "Würth Solar plans to

manufacture some 200,000 CIS solar modules in 2007, which is equivalent to an output of 14.8 megawatts of energy capacity. This makes us the forerunner in photovoltaics, the technology of the future, and marks a milestone in the booming solar industry," says Karl-Heinz Groß, Managing Director of Würth Solar.

Around 400 members of staff and guests invited from politics and business attended the ceremony to mark the commissioning of the fully automated production line, among them Baden-Württemberg's Minister President Günther H. Oettinger and Prof. Dr. h. c. Reinhold Würth, Chairman of the Supervisory Board of the Würth Group's Family Trusts. "I am delighted that Würth Solar's CIS technology not only represents an excellent innovation which has been developed and brought to mass production stage here in Baden-Württemberg, but which will also be manufactured here," said Oettinger at the opening ceremony. He emphasized that climate protection was one of the main challenges for sustainable politics. He believes that the key lies in a responsible energy policy based on an energy mix: "We want Baden-Württemberg

to take the lead in research and use of renewable energies. And CISfab will make an important contribution in this respect."



Inspecting CIS modules at Würth Solar

From vision to reality

Würth Solar was founded in 1999 by Reinhold Würth with the aim of bringing the still young but highly promising solar technology to industrial mass production stage. Subsidies for basic research were received from the EU, the federal and state governments. The technology itself and the production technology were refined in close cooperation between Würth Solar and the Centre for Solar Energy and Hydrogen Research Baden-Württemberg (ZSW). Würth Solar has been operating pilot lines in Marbach/Neckar since 2000. The Würth Group spent EUR 55 million on the construction of the new production facility in Schwäbisch Hall, the largest single investment in the Group's history. Reinhold Würth comments on the reasons for the decision: "I have always been an inquisitive person, and photovoltaics fascinates me. Even before setting up Würth Solar, I was convinced that CIS technology has a great future."

Würth Solar offers CIS modules embedded in whole photovoltaic systems via Würth Solergy and its accredited trade partners.

Würth Solar/Würth Solergy
Alfred-Leikam-Straße 25
D-74523 Schwäbisch Hall
E-Mail: wuerth.solar@we-online.de

A bright outlook for CIS solar modules

With CIS technology, Würth Solar has chosen a promising development in the area of photovoltaics. A chemical compound containing copper (Cu), indium (In) and selenium (Se) replaces the semiconductor silicon previously used to generate energy from sunlight. CIS technology has great potential as its development possibilities in terms of product features and product technology are considerable compared to the virtually fully developed silicon technology.

Würth Solar's CIS modules have an average efficiency level of 12 percent, which places them on a par with silicon-based solar modules. In addition, they look good and can be cut to size. This opens up numerous possibilities for their application: For example, the modules can be integrated into façades either as semi-transparent or printed films.

Working hand in hand

Handicapped and non-handicapped people work together hand-in-hand at the Hotel-Restaurant Anne-Sophie in Künzelsau, which belongs to the Würth Group. The only one of its kind in Germany, this project was launched in 2003 with the aim of fostering the personal development of handicapped people and their integration in society by providing useful jobs for them.



Staff working at the Hotel-Restaurant Anne-Sophie

The Hotel-Restaurant Anne-Sophie in the old part of the town of Künzelsau has a hotel, a restaurant and café, a vaulted cellar for events and seminar rooms. It is a place where employees with a handicap are trained by catering professionals and staff with teaching qualifications to work unaided in the kitchen and service area as well as room service. At the same time, they are given the possibility to acquire further qualifications.

It did not take long for this future-oriented and exemplary model to become a success: After just three years the Hotel-Restaurant Anne-Sophie expanded, opening up the

"Würzburger Bau" annex in November 2006, another building in the old town of Künzelsau, just a few minutes walk from the main building. This new building offers 17 well-appointed double rooms, a large conference hall with a fireplace and a breakfast room.

For its innovative concept and the integrative collaboration of handicapped and non-handicapped people, the Hotel-Restaurant Anne-Sophie was selected as a "Landmark in the Land of Ideas 2007".



Double room in Würzburger Bau

Land of Ideas

The declared aim of the "Land of Ideas" initiative under the patronage of Federal President Horst Köhler is to present a positive image of Germany both at home and abroad. For 2006 and 2007, 365 landmarks were selected that have set themselves apart through their resourcefulness, creative passion and visionary thinking, and present Germany as a progressive, creative and cosmopolitan place.

In 2006, the title of "Landmark in the Land of Ideas" was conferred on the Würth Group's CISfab. For 2007, the Hotel-Restaurant Anne-Sophie belonging to the Würth Group is one of the prizewinners.

Germany
Land of Ideas



Living together, learning from one another and being there for each other

First day at school at the Freie Schule Anne-Sophie in Künzelsau

At the start of the new school year 2006/2007, the opening ceremony on September 18, 2006 also marked the start of school for the first pupils of the Freie Schule Anne-Sophie in Künzelsau. Under the motto for the new school year "living together, learning from one another and being there for each other", the 48 elementary school children entered the new "learning rooms" which are temporarily housed in the former agricultural school in Künzelsau. The move to the new school complex in Künzelsau-Talacker is scheduled for the fall of 2008.

The supporting organization of Freie Schule Anne-Sophie is the charitable Würth Trust. The school is largely financed from the funds of the trust, endowments and donations as well as state subsidies. "The financial situation of the parents should not stop any child registering for the school," explains the Chairwoman of the Advisory Board of the Würth Group, Bettina Würth, who initiated the foundation of the school and under whose auspices the new school complex is being built. Up to 15 percent of the places at the school are awarded as scholarships.

The Freie Schule Anne-Sophie, whose teaching methods are based on the Montessori concept, focuses on holistic learning. "Every child is curious from the day it is born – chil-



Bettina Würth, Chairwoman of the Advisory Board of the Würth Group and initiator of the Freie Schule Anne-Sophie

Children are little explorers who claim the world for themselves. Children launch into this life-task with an incredible amount of energy and a great thirst for knowledge – provided we give them the space they need and provide inspiring learning aids which support this independent explorer's spirit", says Bettina Würth.

The basic educational concept

Professor Richard Meier, one of Germany's most prominent educational experts, was asked to elaborate an educational concept. Learning at the Freie Schule Anne-Sophie has been modeled on the Bodensee-Schule St. Martin

in Friedrichshafen. Maria Montessori's idea "help me to do it myself" is at the center of education and teaching and inevitably changes the way teachers and pupils see their roles.

This type of learning is aimed at fostering every single pupil based on his or her individual starting point. It is Bettina Würth's wish that "every child that embarks upon the path of learning should leave the Freie Schule Anne-Sophie as a winner".

Ulrike von Klitzing, former principal of the state-run school Reinhold-Würth-Grundschule in Künzelsau-Gaisbach and well-versed in the educational and teaching methods of the elementary school, will be the principal of the Freie Schule Anne-Sophie.

Differences to conventional teaching methods

The basic difference to conventional teaching methods is the pupil's individual learning. The pupils learn alone or in groups. More than two thirds of the entire time spent learning is set aside for this. There is no rigid timetable with fixed units of 45 minutes. A new weekly schedule is prepared each week. It is not divided into subjects, but instead defines the requisite learning priorities for the individual students and the groups.



There is a certain rhythm to the various learning phases: independent work in silence, networked classes and project work.

Concentration, quietness, joint learning and physical activities alternate with one another, offering a healthy balance. Another clear difference to the traditional school system lies in the assessment of the pupils. There are no conventional "grades". The school system whose teaching methods are based on the Montessori concept is about seeing the child's development as a whole, rather than conveying standardized knowledge.

The Freie Schule Anne-Sophie started with two groups of elementary schoolchildren consisting of the first three years, and there are plans to include the fourth year the year after.

It is also planned to add the classes up to university entrance. The pupils of the Freie Schule Anne-Sophie can thus graduate with state-approved school-leaving certificates after the ninth grade or tenth grade or the university-entrance qualification after 13 years.

The race for the "Oscar-Fasty" is on!

In the fall of 2007, the Würth Trust's Competence Center for Economic Education will grant the Würth Education Award for future-oriented economic projects at schools for the first time.

The Competence Center for Economic Education first invited entries for the Würth Education Award in the spring of 2006. All general secondary schools in the state of Baden-Württemberg were eligible to enter the competition with innovative projects that they plan to implement during the following school year. The projects are designed to encourage entrepreneurial and business-minded action at school.

16 secondary schools from all corners of Baden-Württemberg followed the invitation and have submitted their project proposals. A nine-member jury selected the six most inventive and



imaginative applications.

During the one-year project phase, each of these six schools will receive a budget of EUR 5,000 and professional advice and support with the projects.

At the kick-off meeting at the Kunsthalle Würth gallery in Schwäbisch Hall in November 2006, the schools presented their different pro-



The St. Bernhard secondary school for girls in Bad Mergentheim present their idea to found a musical company as part of their "Cultural management at school" project

jects for the first time, displaying a potpourri of ideas: Some want to found a musical company, while others plan to manage a solar energy corporation as an independent business. A very nature-loving initiative came from a group that is going to cultivate its own vineyard and sell the harvest.

The big goal that they are now all working towards is the prize that will be awarded at the end of the 2006/2007 school year. The Competence Center for Economic Education will then choose the best projects for the Würth Education Award and award the "Oscar-Fasty" trophy. The prize money totals EUR 12,000. Günther H. Oettinger, Minister President of Baden-Württemberg, has agreed to become the patron of the prize and will bestow the "Oscar-Fasty" on the proud winners in November 2007.

Invitations to take part in the competition will be sent out again this year to allow another six schools to implement innovative projects with the support of the Competence Center for Economic Education.

The Würth Education Award is one of many activities of the Competence Center. For more information, go to www.oekonomische-bildung-bw.de or feel free to contact the Head of the Competence Center, Hannelore Gloger, by phone (+49 7940 15-2092) or e-mail (kompetenzzentrum@stiftung-wuerth.de).

Competence Center for Economic Education

The Competence Center for Economic Education was originally initiated by Prof. Dr. h. c. Reinhold Würth. He established it in October 2005 with the aim of introducing business topics at schools and enhancing pupils' and teachers' knowledge of business processes and entrepreneurship.

The Competence Center for Economic Education is part of the Würth Trust and works in close cooperation with the Ministry for Education, Youth and Sports in Baden-Württemberg.

The Würth Academy – lifelong learning

The Würth Academy was founded in 1990 as a training center for employees. Apart from company knowledge transfer, the program initially covered general knowledge as well as business management and economics. Over the years, the program offered by the Würth Academy has been extended continually. By offering suitable courses, the academy aims to improve the competencies of our employees, while also offering customers an appropriate program. This is achieved in the form of various competence centers that are tailored

to the individual needs of each target group. However, the Würth Academy does not focus on imparting knowledge alone. Cultural and athletic stimuli are also central to character building. "Keeping fit with Würth" is a health program initiated by the company for all employees and their families. The Würth Academy also offers a cultural program every year: Kremerata Baltica, Justus Frantz and Christoph Sonntag were just some of the highlights in 2006.

10 years of Würth Open Air Festival – 10 years of international top acts

On a weekend in June each year, Würth organizes a huge party in the loading yard of Adolf Würth GmbH & Co. KG in Künzelsau starring a changing lineup of distinguished artists. Close to 11,000 visitors attended the 10th Würth Open Air Festival to see Peter Maffay, BAP, the Leningrad Cowboys, Fools Garden and Justus Frantz. The Würth Open Air Festival has become one of the dates not to be missed on the events calendar of the region and beyond.

In line with tradition, the festival opened on Friday evening with an atmospheric night of Mozart performed by the celebrated conductor and pianist Justus Frantz and his Philharmonia of the Nations.

On Saturday evening, 5,000 guests in party spirits attended the open air concert opened by

Fools Garden and followed by the top act – Peter Maffay. The singer was extremely approachable, stopping to chat with his fans on various occasions during the two-hour performance.

The Leningrad Cowboys kick-started the Sunday evening concert. They performed a parody of the rock star cult in their typical, eccentric manner. Sporting XXXL shoes and fringes to match, the band's selection of well-known rock and pop songs met with an enthusiastic audience. Wolfgang Niedecken and his band BAP then took to the stage and captivated the audience with their rock performance in Cologne dialect. Together they celebrated the 30th anniversary of BAP.

For more information about the Würth Open Air Festival visit: www.wuerth-open-air.de



A crowd-pleaser – comedy, jazz, classical music and special events



Würth Academy's cultural program

In 2006, the curtain went up as many as 17 times at the company's own Alma-Würth Hall for high-profile artists from classical music, comedy, and jazz. More than 4,000 guests attended the various events.

With cabaret artists Christoph Sonntag and Reiner Kröhnert, the Pasadena Roof Orchestra and a ballet matinee performed by the Birgit Keil Dance Foundation, the 2006 program was guaranteed to be original, amusing, charming and inspired. "Wolfgang Niedecken reads and sings Bob Dylan" was among the highlights.



Wolfgang Niedecken

Bob Dylan: "Chronicles" and songs

Part one of Bob Dylan's autobiography, "Chronicles Volume One", met with tremendous interest around the world when it was published in 2004. In it, Bob Dylan puts an end to the myths and legends and tells the story of his life and work personally. In 2005, Wolfgang Niedecken, frontman of the popular German band BAP and an admirer of Dylan, read for the German audio book version of the biography. As part of the cultural program of Würth Academy, Niedecken read excerpts of Dylan's autobiography and played some of Dylan's songs accompanied by his guitar.

Thursday evening at a sold-out Alma-Würth Hall: Everybody is waiting in excited anticipation of the evening's artist – Wolfgang Niedecken. Alone, in an intimate atmosphere, he reads from the book "Chronicles" about the life of Bob Dylan. Almost 250 guests listen closely to the stories. "Without Bob Dylan's songs, there would not have been any BAP songs, or very few," says Niedecken. In between, he reaches for his guitar and harmonica, and plays a few Dylan songs. A great mix, enthusiastic guests – all in all a perfect evening.

We spoke to Wolfgang Niedecken before the event:

Mr. Niedecken, what is it that fascinates you so much about Bob Dylan?

It was through Bob Dylan that I seriously started making music. I used to play base guitar in a school band, and one day our singer turned up with the text to "Like a rolling stone". That really made an impact on my life. It was as if someone had opened a window in a stuffy room and let some air and light in.

What was it that captivated you exactly?

I didn't really think about it at the time. But through Bob Dylan's songs I began to take an

interest in other things, things I had never known existed before. For instance, I would listen to some lyrics and want to know exactly what they meant. That is how I began to read the work of writers such as John Steinbeck or became interested in various painters.

In other words, music can change people, each individually?

Yes, sure. At the time, I felt I didn't need any of those popular singers anyway. Bob Dylan was different: He didn't do things to please, he didn't step in line. And that is what made me take a closer look at his music.

Opinions vary: Some see Bob Dylan as a do-gooder that caused turmoil in society with his music. Others – including yourself in the "Chronicles" program – see him as an artist that did not want to be appointed ambassador by political and social movements.

I believe that Bob Dylan – like many other artists – noticed things that others don't notice. He also served as a kind of catalyst: he brought two things together that may not have otherwise come together, politics and art, and created something new – his songs. Dylan did this more instinctively than consciously. In my opinion, you don't become a part of a social movement by listening to a type of music. You are a part of it when you become active and show initiative.

Are there parallels between you and Bob Dylan?

I believe that a lot of what I do musically is also instinctive. When I stand on stage, I enjoy it, I am aware of the audience's reaction, I reflect my program and change it too.

Information on the changing program is available in a brochure published annually. Further details: www.wuerth.com or e-mail: akademie@wuerth.com

»When we started in 1997, we never thought we'd still be doing it ten years later.«

Michael Kübler, organizer of Würth Open Air Festival

Not just for representation purposes: Art and culture at Würth



Terminological changes that have crept into the language used in art and business circles show just how closely intertwined business and art are becoming. While no annual report can afford to do without terms like "philosophy" or "creativity" any more, art circles speak of the "Dow Jones" of cultural events when referring critically to the omnipresent requirement to record a high number of visitors as an index of the success of an exhibition.

At Würth, too, we attach great importance to art and culture, for we do not see the company just as the sum of operating results. On the

contrary, a commitment to culture and society, expressed in many different ways, has for years been just as much part of the corporate culture of Würth as the combination of visionary ideas and concrete action. That is why, initiated by Professor Dr. h. c. Reinhold Würth, a museum and hall for speeches, conferences, concerts, readings and many other events was integrated into the office building at the headquarters in Künzelsau in 1991. These venues have become a real attraction both for company employees and the general public since their inauguration in 1991. In May 2001, the company's museum was supplemented by the "Kunsthalle Würth" gallery which opened in Schwäbisch Hall. The art displayed at the exhibitions staged by both the museum and the gallery reflects central aspects of the Würth company such as modernism, international outlook and quality. The basis for all these activities is the international Würth Collection.

It reflects the development of art from the late 19th century through to present-day art. Significant groups of works from earlier periods of the history of art were recently added to the collection. The idea of integrated cultural forums has spread throughout the Group: The Group companies in Norway, the Netherlands, Italy, Switzerland, Denmark and Austria have now also taken on board the extraordinary concept of 'art in the workplace'. Spain and Belgium will follow this year, and France and Portugal next year.

Our motivation when founding the Group's own museums and cultural forums was by no means simply to offer a representative and appropriate setting for the Würth Collection,

>>The art is intended to enhance quality of life and work for our employees and the general public beyond the walls of the art forums.<<



Heinrich von Zügel
Hirte mit Schafen
(shepherd with sheep), 1904
Oil on canvas
60 x 80 cm
Würth Collection, Inv. 8224

which now includes some 10,500 works of art. Rather, we want to place the collection in an appealing setting to attract employees as well as the general public with a range of impressive educational and informative events. At Würth, art is not supposed to be locked away in an ivory tower, but to be part of real life, as an experience at work. Therefore, our definition of target groups is very comprehensive and our exhibitions are intended to provide all parts of the population and all generations with an opportunity to get to know the art forum. In order to cater for all interests, requests and expectations of our audience at different levels, we have established a growing area of educational and pedagogical activities over the years. Both visitors interested in learning more about art and the concept of a museum as an experience, especially for children and young people, are catered for. We also see our art forums as a kind of experimental field, in

which we do not offer stereotypical reception concepts, but seek to enter into an open and creative dialog with our visitors, which helps us continuously to develop our programs. This task is accomplished by an established group of freelance employees consisting of experienced teaching professionals, artists and art historians.

The sophisticated, yet always inviting architecture of Würth's art forums is a highly visible and readily accessible measure of the quality standards Würth applies and nurtures with its corporate culture.

Together with various other cultural and social offerings, the work with our art forums complements our employees' daily work in the spirit of 'lifelong learning'. They encourage tolerance, imagination and interpretation and provoke new ways of seeing things without which the technical, economic and social future would be hard to imagine.

>>Cultural and social offerings complement our employees' daily work in the spirit of a living corporate culture.<<



Hans Hemmert
Unterwegs (driving), 1996
Latex balloon, air, artist, car
Würth Collection, Inv. 9344

Würth – neighbor and citizen in Germany and in Europe

Würth Haus Berlin and Würth Office Brussels



The Würth Haus Berlin on the Schwanenwerder Island

Business enterprises are increasingly facing expectations of the general public, either in their role as corporate citizen, as a social partner or, last but not least, as neighbor. Terms such as corporate responsibility, corporate governance or public affairs are in common use, stressing their relevance as a firm contribution to society within the framework of corporate culture.

» Würth knows that the liberal development of a citizens' society is very precious. «

Würth has decided to meet its obligation as a corporate citizen in a special way. This is exemplified by its commitment to art, culture and sport. Indeed, it is as a patron of the arts and sponsor of sports activities that Würth is perceived in public. With around 60,000 employees in 83 countries around the world, intercultural communication is an integral part of the corporate culture.

The company Würth has a decentralized organization; reflecting this principle, some of the corporate responsibility initiatives are realized by the subsidiaries at a local level.

Each location is defined by the company domiciled there, its political and cultural understanding as well as the economic situation. Clearly, neighborhood projects are best initiated and can be supported most effectively at a local level.

The Würth philosophy that bundles all these topics is represented and put into practice at the two political offices in the German capital of Berlin and at the heart of the European Union in Brussels: Würth Haus Berlin and Würth Office Brussels. Especially considered against the backdrop of an enlargement and greater integration of the European Union, multinational businesses are increasingly playing a guiding role. Würth has embraced this role, and its representative offices ensure ongoing political communication with the political representatives. Würth Haus Berlin and Würth Office Brussels are venues where debates can be held, away from day-to-day politics, unburdened, without party politics or dogmatic restrictions, and strategies can be developed as a result, the sole purpose being to make a sustainable contribution to the continued

prosperity of our society. The political representative offices in Berlin and Brussels assume a facilitating and at the same time a guiding role, based on the ethics of the company and the commitment to the welfare of society. They are international representative offices of businesspeople and Württemberg liberals who speak out in favor of the independence of the civil society from the state. Würth knows that the liberal development of a citizens' society is very precious.

Aside from the world of politics, innovative business enterprises are best-positioned to influence questions of the future; business and politics are well-advised to keep talking to one another. As a neighbor in Germany and in Europe, Würth wants to take part in the debate about where we want to go in our society over the next twenty or thirty decisive years. The company magazine specifically designed for this purpose – "present" – provides information on activities at our representative offices. You can browse through "present" on the internet or obtain a copy from our two representative offices.

As two examples of the many events and activities throughout 2006, we would like to mention the jour fixe with Marianne Birthler, the Federal Commissioner for the Records of the National Security Service of the Former German Democratic Republic, and the event with Wolfgang Niedecken, singer of the

German rock band BAP, in Brussels where he interpreted Bob Dylan's "Chronicles".

Furthermore, colloquiums were held with Israel's ambassador Shimon Stein on the relationship between Israel and its neighbors in what is becoming an increasingly threatening situation, on the inexhaustible topic of 'liberty' with politician and professor for political science, Prof. Dr. Gesine Schwan, and on the fundamental issue of protection of intellectual property with politician and lawyer Prof. Dr. Kurt Biedenkopf.

Because Würth feels particularly committed to German middle market companies, Würth Haus Berlin was chosen to host the award ceremony for the SME Award of the German Union of Small and Medium-Sized Companies (UMU), which was conferred on the Minister

» Aside from the world of politics, innovative business enterprises are best positioned to influence questions of the future. «

President of the German state of Thuringia, Dieter Althaus; Federal Chancellor Dr. Angela Merkel gave the speech for this year's prizewinner.



Centrally located in good company - the Würth Office Brussels in the permanent representation of the state of Baden-Württemberg at the EU

Würth and sport



Würth advertising boards:
At over 140 matches
of the European Cup
qualifying round.

Würth supports a number of sports in a bid to increase awareness of the Würth brand. The image components of sports, including dynamism, performance, precision or aesthetics, but also technique and courage, are perfectly suited to a dynamic and enthusiastic company with a passion to deliver outstanding performance – in short, a company like Würth.

The football world cup was the main event of 2006. Few sports events since have captivated people around the globe in the same way. Millions came together in peaceful celebration at the public viewing events, cheered their teams on, fell into each other's arms and celebrated the greatest football party of all time. Self-proclaimed non-football fans could not resist the momentous occasion and took part in car and street parades in small and major cities around the world.

The football summer naturally also played

start of June. The Brazilian team were not deterred by the 14-hour flight and were intent on participating in the event despite having to travel the greatest distance. The winners of the competition, the Austrian team, were invited to watch the opening match of the football world cup live in Munich.

This enthusiasm for football prompted the decision to expand this area of sports sponsorship: Würth is official brand partner of the European Cup 2008 qualifying round. The Würth logo will be displayed at some 140 international matches until the end of the qualifying round in November 2007.

The second sponsorship campaign also recorded tremendous success in the 2006 season: the athletes of the Nordic disciplines of the German Ski Association (Deutscher Skiverband – DSV) delivered a solid performance. The Olympic Games in Turin were the highlight of the season: the athletes won six gold, eight silver and four bronze medals. In recognition of their outstanding performance, the biathletes Kati Wilhelm and Michael Greis were awarded the coveted prize "Athlete of the



Kati Wilhelm and Michael Greis named "Athletes of the Year 2006"

Year 2006". It was the first time in the history of the event that two biathletes received the award. With this successful end, there was no reason not to prolong the partnership in October 2006 for a further three years.

» Millions came together in peaceful celebration and fired their teams on. «

a major role at Würth. It was also possible to experience the world cup feeling live in the Hohenlohe region: The "Socceroos" – the Australian national team – took up residence at "Wald- und Schlosshotel Friedrichsruhe", which has been part of the Würth Group since 2005. For a few weeks, the charming Australians were the center of public attention in the region. But that was not enough: Würth held an international Würth Soccer Cup. Our customers around the world selected their own teams and traveled to Künzelsau to crown the champion among Würth customers. Seven nations met for the competition at the



Biathlete Magdalena Neuner

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