

# Press Release

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## **Persistent Continuation of Umbrella Brand Strategy Voith with New Internet Appearance**

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With the launch of its new internet appearance, Voith continues to reposition its brand. The focal point is the implementation of the umbrella brand strategy. With immediate effect, the company's four Group Divisions no longer have separate websites but are collectively listed under [voith.com](http://voith.com). The company is presented in the new, reduced corporate design introduced in 2011. "Despite Facebook & Co., the website is still the key starting point for all people who want to get an impression of a company. This applies especially to potential employees. Our aim is to fascinate our visitors for the world of Voith," says Lars A. Rosumek, Senior Vice President Corporate Communications.

In terms of contents, the new web appearance is even more customer oriented: in the foreground is the division by markets and industries and/or services and products. Over 4,000 products can be viewed directly without tiresome detours. The company's key markets, for example China or Brazil, have their own country sites that are updated locally with relevant contents.

You can find Voith on the Internet under: [www.voith.com](http://www.voith.com)

Voith sets standards in the markets energy, oil & gas, paper, raw materials and transport & automotive. Founded in 1867, Voith employs more than 40,000 people, generates € 5.6 billion in sales, operates in about 50 countries around the world and is today one of the biggest family-owned companies in Europe.

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