

# Vision & Values

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# Mutual respect is the foundation of a free society.

Dear colleagues,

As a family-managed company, visions and values are extremely important to us. For generations, the existing collective values have laid the foundation for trustful cooperation, and business success. First and foremost we have a responsibility to our employees but also to the society in which we engage in as entrepreneurs. As an example, our staff had been receiving social benefits long before it was regulated legally in the 19th century. And also today as a global player with over 30 locations on three continents, we stand firm knowing that our competitive advantage is dependent mostly on our committed and well-trained employees; whereas technology can be readily accessible.

But our values go further, they provide guidance and support for all of us. They describe how we want to live and work with each other. Our jointly developed Vision & Values Book, now released, gives us guidelines for respectful interactions.

As a priority we are committed to human rights, freedom of opinion, and tolerance. Every person is unique. Praise and appreciation for our employees give them a sense of strength, achievement and self-confidence. Let us approach together every kind of discrimination, racism, and prejudice within our company as well as within the society we live in. In interactions with others let us always remain con-



fidant in who we are so that we can remain credible, approachable and reliable. Let us never forget to remain accountable to ourselves by recognizing our own faults before indicating faults of others. Let us learn to better understand the reactions of others

towards our conduct – it is always helpful to view things from a different perspective.

Mutual respect is the foundation of a free society.

Dr. Johannes F. Kirchhoff

J. Wolfgang Kirchhoff

Arndt G. Kirchhoff

# Our Vision

— As an owner-managed company, we feel a connection to tradition and a commitment to the future.



# Our Vision

— In order for KIRCHHOFF Automotive to be successful, it is essential that all employees have a common understanding of our company's goal. A shared vision generates a feeling of unity and gives us direction in our aspirations. It defines our ambition to always be among the best in everything that we do. Every single one of us contributes to making our vision become a reality.

- KIRCHHOFF Automotive is a global leader in designing and supplying best-in-class-structures for body and chassis of vehicles. We make mobility safe.
- The corporation creates sustainable and profitable growth while committing to be financially independent and family owned.
- KIRCHHOFF Automotive is performance oriented and stands for the highest level of customer service.
- The company develops its employees and actively supports their health and satisfaction.



**“I like sharing my knowledge.”**

Stefan Jeziorski,  
for over 20 years he has been leading the apprentices' training  
program where he takes care of future generations.

# Our Values

— Our values give us direction and certainty. They form the basis of our daily actions.

# Our Values

— Honesty and reliability, trust and respect, social, environmental and cultural responsibility. These are the KIRCHHOFF Automotive values.

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## What do values mean to our society?

Values are what hold our society together. They have a direct impact on our daily interactions and create a framework that provides a sense of direction and certainty in an increasingly complex global environment.

## Why do we as a company place values at the heart of our day-to-day business?

The KIRCHHOFF Automotive values are deeply rooted in our company culture. They define what is important in terms of our daily interactions and what sets us apart from others. We consider them as the basis for our business success.

The KIRCHHOFF Automotive values provide clarity and create a sense of commitment towards our colleagues,

employees and supervisors, as well as with our customers, suppliers and partners.

Our values set a foundation for employee appreciation. Not only is it important to respect individual uniqueness but also to respect and understand cultural differences. These cultural differences add value to the company and serve as a source of innovation and continuous improvement.

**Our values reaffirm our responsibility towards the sustainable development of our society, the preservation of the environment and biodiversity for future generations. They are the bonds that unite all KIRCHHOFF Automotive employees as a strong team.**

Honesty  
&  
Reliability

Trust  
&  
Respect

Social,  
Environmental  
&  
Cultural  
Responsibility



## OUR VALUES

Read them,  
understand them,  
follow them,  
and encourage others  
to do the same!





**“Honest and reliable, that is KIRCHHOFF Automotive – and that is what we are – and have been for generations.”**

Hasan (left) and Nils Kaya (right), father and son, have been working together in the welding department for many years.

# Honesty and Reliability

- We are honest with each other and with our business partners.
- We provide information in an open and timely manner. We place great emphasis on truthful and transparent communications, using efficient communication channels and the information systems that are available to us. This provides a basis for efficient actions and effective decision-making.
- We are always honest and open with one another.
- We are reliable, accountable, and law abiding.

# Trust and Respect

- We trust one another and our business partners. We trust in the honesty of each individual and in the validity and truthfulness of what he or she does, believes or says.
- We recognize, value, appreciate and respect each individual. We show attention, appreciation, and deference for each and every one and respect him, regardless of his national or ethnic background, sex, religion, age, or handicaps and also independent from private lifestyles. NOTE: A list of protected Human Rights might be different for each country.
- The diversity of our staff drives innovation and enriches our organization.



# Social, Environmental ...

## Social Responsibility

We understand that our actions must be compatible with the interests of society.

We, therefore make voluntary contributions to the sustainable development of society going above and beyond the legal requirements. We are committed to supporting and promoting charitable projects and supporting our employees' volunteer work where possible.

We create a necessary basis to train and educate all employees, regardless of their age and length of service. We also train them with regard to new developments. We are committed to the principle of lifelong learning.

## Environmental Responsibility

It is important to preserve nature and biodiversity for future generations. We protect the environment by using resources consciously and by meeting strict

# ... and Cultural Responsibility

environmental standards in all our production processes.

We train our employees regularly to help them act in an environmentally friendly manner and comply with safety regulations. We encourage our employees to act with intent to avert harm towards people and the environment.

## Cultural Responsibility

We are committed to supporting and promoting cultural values.

We acknowledge and promote the cultural distinctiveness and traditions of the countries in which we operate in.

We believe that art, music, literature, traditions and beliefs are important factors in our quality of life and therefore eagerly promote them.





TECHNICAL DEVELOPMENT - PROZESSE

GLOBALES NETZ

"We are a successful team. Precisely because we come from different countries."

# Our Behaviors

— The “KIRCHHOFF Automotive Behaviors” are the road map for our daily cooperation. Following these guidelines will ensure our long term success.

**“Standards make the job safer  
and easier.”**

Chunyu Tan, Welding Setter Supervisor



# Our Behaviors

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## I act with trust and respect

- I respect each person's individual personality and cultural diversity
- I create a trusting atmosphere which fosters creativity and improvements
- I respect different opinions and perspectives
- I support my team
- I do not have prejudice against my team
- I listen actively and wait for my turn to speak
- I value everyone's work

## I respect standards

- I always wear my PPE
- I respect meeting guidelines
- I follow internal policies and legal requirements
- I respect environmental protection regulations
- I follow the defined escalation process
- I respect the standards and the expectations of my customers and strive to provide the best service
- I encourage my team to respect standards

## I empower and develop my team

- I ask my colleagues for their opinions
- I delegate tasks and responsibilities, because I trust my team to do the right thing
- I support cooperation within my team as well as with other teams
- I promote continuous learning
- I spend more time asking "why" than telling "how to"
- I motivate my team
- I provide constructive feedback

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### I communicate clearly

- I express myself clearly
- I communicate openly and respectfully
- I am eloquent and use appropriate tone
- I speak in facts and figures
- I define responsibilities and deadlines
- I write legibly and understandably
- I support transparent communication using personal and internal communication tools

### I share my knowledge

- I don't keep knowledge to myself
- I acknowledge that all questions are valid
- I take the time to explain
- I make the right information accessible
- I communicate clearly and regularly
- I ensure there is proper information flow within the organization
- I encourage my colleagues to share their knowledge

### I promote continuous improvement

- I encourage the development of new ideas
- I establish a trusting atmosphere which allows mistakes to be used as opportunities for learning
- I am open to constructive criticism
- I appreciate every suggestion for improvement
- I give quick feedback to proposals
- I support the implementation of improvements
- I actively promote change as an opportunity rather than an obstacle

### I am a good example

- I am honest and reliable
- I always keep commitments
- I always do what I say
- I ensure my area of responsibility is well-managed
- I am aware that my team will reflect my behavior
- I balance the workload within my team
- I respect all KIRCHHOFF Automotive behaviors





**“Clear and open communication is the key to success.”**

Jaquelina Sierra,  
Human Resources Manager, Querétaro



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Vision & Values

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