



**BREMEN  
BREMERHAVEN  
HOME OF INNOVATION**



**BREMEN:  
A TOP-CLASS LOCATION  
THE AUTOMOTIVE INDUSTRY  
UNDER A LUCKY STAR**

Ministry of Economic Affairs,  
Labour and Europe



**Free  
Hanseatic City  
of Bremen**





# TWO CITIES, ONE STATE

## BREMEN: A TOP TEN LOCATION FOR INDUSTRY

The Seaside City of Bremerhaven and the Hanseatic city of Bremen form the federal state of Bremen. With approx. 670,000 inhabitants, it is one of the top ten industrial locations in Germany.

Bremen is the economic center of a region with two million inhabitants. It presents itself as a powerful, dynamic motor for northwestern Germany. The research and development activities of the local universities, with more than 37,000 students, make significant contributions to the region.

### Science and technology

In addition to the exceptionally high concentration of scientific institutions, highly renowned international tech companies contribute to Bremen's good reputation.

### Key facts for the federal state of Bremen



- 670,000 inhabitants
- hub for northwestern Germany
- highest export ratio of all German federal states
- eight universities with approx. 37,000 students
- University of Bremen has been ranked one of the best universities in Germany since 2012
- second-largest production and development location of the Airbus Group in Germany
- Mercedes-Benz's Bremen factory is one of Daimler AG's largest production facilities
- international airport 4 km from the Bremen city center
- second-largest seaport in Germany
- fourth-largest container terminal in Europe, and one of the 25 largest terminals in the world
- Europe's largest port in terms of the transshipment of automobiles

Sources: Statistical Office of Bremen, Annual Statistical Report of the Bremen Chamber of Commerce, Bremeninvest

Bremerhaven

Bremen

**Top left:** A panoramic view of Bremen.

**Bottom left:** The Havenwelten district of Bremerhaven: a symbol of the maritime tradition and future of the city by the sea.



# A TOP-CLASS LOCATION FOR THE AUTOMOTIVE INDUSTRY

## TRADITION SINCE 1906, INFINITE PROSPECTS

The Hanseatic city's history as a location of the automotive industry is steeped in tradition. The first automobile factory was established in Bremen in 1906. The first paying celebrity customer was none other than the German Emperor Wilhelm II.

Since then, Bremen has become a well-established location for the automotive industry. The Mercedes-Benz factory, the largest privately owned employer in Bremen, produces approximately 400,000 vehicles per year, and it is the world's leading factory for the production of the C-Class.

Thanks to the Autoterminal Bremerhaven and the excellent research activities at the universities, Bremen is a top-class location for the automotive industry.



### The automotive industry is buzzing

- one of the world's largest production locations
- top supply of skilled workforce
- strong suppliers
- Automotive Northwest e.V., industry platform
- attractive business parks for the automotive industry
- highest logistics competence
- automotive research
- excellent technology competence, including innovative materials, lightweight design, Industry 4.0

**Bottom:** Continuous quality control. Here: at Mercedes-Benz's Bremen factory.

**Right:** The assembly line at Mercedes-Benz's Bremen factory.









# MERCEDES-BENZ FACTORY CHRONOLOGY

- 2019** the first fully electric EQC leaves the Bremen factory
- 2016** production of more than 400,000 vehicles p.a. for the first time
- 2014** global competence center for the C-Class; launch of the new C-Class
- 2013** millionth roadster produced in Bremen
- 2012** millionth C-Class delivered
- 2011** named “the best passenger car production facility in Europe”
- 2007** the new C-Class leaves the factory
- 1978** start of the production of Mercedes-Benz passenger cars
- 1971** Daimler-Benz AG takes over the factory
- 1938** opening of the Carl F. W. Borgward Automobil- und Motorenwerke factory



Mercedes-Benz

**Bottom:** An aerial view of Mercedes-Benz's Bremen factory.





# PRODUCTION AT THE MERCEDES-BENZ FACTORY GUIDING STAR OF WORLD RENOWN

The Hanseatic city has gasoline running through its veins: Where Carl Borgward once built his legendary models, today the cars with the Mercedes star are being assembled, and standards are being set for the automobile production of the future. Regardless of the model and equipment, cars move along the assembly line.

With more than 12,500 employees, the car factory in Sebaldsbrück is the largest privately owned employer in the region. One of the largest Mercedes-Benz factories in the world, it is the competence center for the new C-Class. As such, it also manages the start-up and production of this line – which has the highest production volume of all Mercedes-Benz lines – at the three factories abroad in Tuscaloosa (USA), Peking (China), and East London (South Africa).



**Top:** The fully electric EQC is manufactured in Bremen.

**Bottom:** The paint shop at Mercedes-Benz's Bremen factory.



# AUTOMOTIVE SUPPLIERS INNOVATIVE AND IDEALLY POSITIONED

The flexibility, creativity and innovative power of the suppliers are a decisive factor in the manufacturers' success. Today, automotive suppliers account for approximately three quarters of the added value of an average passenger car. Several of them are established in Bremen, including:

**Hella Group:** leading international automotive supplier of lighting technology and electronics; the main factory in Bremen (approx. 600 employees), which received the "Automotive Lean Production Award" in 2012, primarily produces sensors, actuators and headlight cleaning systems.

**Lear Corporation:** one of the world's leading suppliers of car seating and electrical systems; established in Bremen since 1983 as the first just-in-time supplier in Europe, it currently employs 1,200 and supplies seat systems to Mercedes-Benz's Bremen factory.

**Brose Group:** family business and global automotive supplier; it develops and produces mechatronic systems for vehicle doors and seats and electric motors.

**Kuka Group:** leading system supplier of engineering services and automated manufacturing solutions; the Bremen branch of KUKA Systems develops and builds production systems for the assembly of axles and transmissions, for the assembly of engines and cylinder heads, and for test systems. The product portfolio also includes services such as process planning, simultaneous engineering, training courses for customers, and after-sales services.

**Schedl Automotive:** specialist in the assembly of mounted wheels and automotive service provider with plants in Germany, Belgium, Great Britain, Portugal, the Czech Republic, China, and the U.S.; it supplies Daimler, VW and BMW.



In total, more than 40 companies from the fields of automotive supply, parts logistics, engineering and plant engineering work in Bremen, employing more than 4,000 employees.





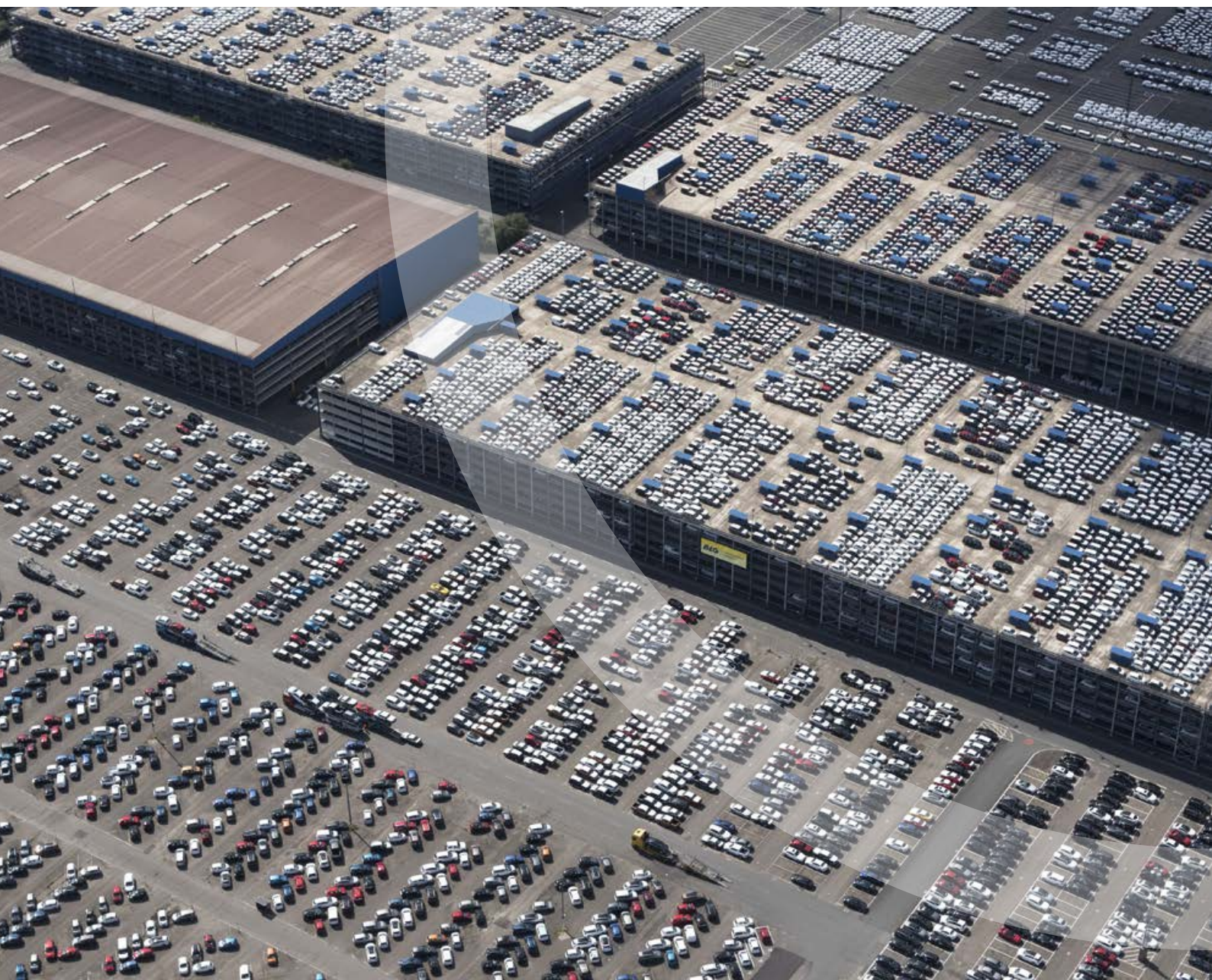


# AUTOTERMINAL IN BREMERHAVEN

## EUROPE'S TRANSSHIPMENT CENTER FOR CARS



- Europe's largest automobile transshipment port, independently owned and operated
- approx. 2.2 million vehicles p. a., approx. 80% thereof export = 1/3 of German automobile production
- 15 berths for car carriers along a 3 km quay





# AUTOMOBILE LOGISTICS

## TRANSSHIPMENT, TRANSPORT, AND MORE

Cars as far as the eye can see: The Autoterminal Bremerhaven comprises traffic areas and parking spaces for approx. 120,000 passenger cars, 45,000 of which are roofed. With a surface area of almost one million square meters, the Kaiserhafen ports and the northern and eastern port of the seaside city form the largest transshipment port for cars in Europe, with sophisticated logistics, ideal transport connections, and comprehensive services.

### Transport logistics: Fully capable of challenging tasks

Cars are not only unloaded at the Autoterminal. The technical center of the BLG Logistics Group is said to be the largest garage in Europe: Approx. 500,000 exported and imported vehicles are inspected, processed, converted or finished at the center every year, e.g. installing canopies, navigation systems, entertainment electronics, or leather seats.

Bremen's ports are a logistics hub for the entire automotive industry. Parts and construction kits leave these ports for assembly facilities all over the world. Besides BLG, Europe's leading automotive logistics provider, other heavyweights such as reimer logistics, Ipsen Logistics, PWL (Peter W. Lampke GmbH & Co. KG), Stute, and Weserport work here as well.

### Production logistics: Spot-on efficiency

Car parts and components often come from various continents. Nevertheless, efficient logistics providers deliver precisely as required, directly to the assembly line, and in some cases even in sync with production: just in time, just in sequence.

Bremen has several logistics centers offering this level of efficiency, such as DB Schenker and the PCC (Plant Consolidation Center Bremen) of Lorel GmbH on the Hansalinie route.

**Left and bottom:** Autoterminal Bremerhaven – Each year, about 1.8 million vehicles leave Europe's largest car transshipment port for destinations all over the globe.





# HANSALINIE BUSINESS PARK

## THE CREAM OF THE CROP FOR SUPPLIERS

### **Hansalinie Business Park: Space available!**

The Hansalinie Business Park is a particularly dynamic business area: Located in the southeast of the Hanseatic city, just a few kilometers from the automobile factory of Daimler AG, it is strongly characterized by the automotive industry. And it offers enormous potential for further development.

**unten:** Clearly visible from above:  
The Hansalinie Business Park still has  
a lot of space for further development.



**Size:** approx. 670 acres: 380 acres of developed land, almost entirely sold, and 170 acres in the development planning stage

**Companies:** 80, with approx. 3,600 employees

**Infrastructure:** hotels, catering, truck stop, connection to public transport, railway connection

### **Transport connections:**

Highway hub (A1)

Four-way interchange Bremer Kreuz (A 27) – 6 km

Three-way interchange Dreieck Stuhr (A 28) – 30 km

City Airport Bremen – 5 km

Main Station – 7 km

Inland port Hemelinger Hafen – 2 km





# AUTOMOBILE MANUFACTURERS, SUPPLIERS AND LOGISTICS PROVIDERS IN BREMEN

- |   |  |
|---|--|
| 1   BLG Automotive Logistics GmbH & Co. KG          | 11   SCHEDL Automotive System Service GmbH                         |
| 2   Daimler AG Bremen –Mercedes-Benz factory Bremen | 12   I-Park Daimler (Schenker DB Logistics)                        |
| 2a   Mercedes-Benz factory Bremen, Funkschneise     | 13   ThyssenKrupp System Engineering GmbH                          |
| 2b   Mercedes-Benz factory Bremen, GG Hansalinie    | 14   Trecolan GmbH   |
| 2c   Mercedes-Benz factory Bremen, Hemelinger Hafen | 15   Werner Egerland Automobillogistik GmbH & Co. KG               |
| 3   Brose Fahrzeugteile GmbH & Co. KG               | 16   Robert Bosch Automotive Steering Nacam GmbH                   |
| 4   Hella Fahrzeugkomponenten GmbH                  | 17   MA Automotive Deutschland GmbH                                |
| 5   CON-Cover by friedola TECH GmbH                 | 18   ArcelorMittal Bremen GmbH                                     |
| 6   KUKA Systems GmbH GB Assembly & Test            | 19   Dräxlmaier GmbH   |
| 7   Lear Corporation GmbH & Co. KG                  | 20   O. Friedrich & D. Cobovic<br>Produktionstechnik GmbH & Co. KG |
| 8   Lorel GmbH                                      | 21   wagon Automotive Bremen GmbH                                  |
| 9   Magna Car Top Systems GmbH                      | 22   Syncreon Deutschland GmbH                                     |
| 9a   Adient Ltd.                                    |  |
| 10   Preymesser GmbH & Co. KG                       |  |





# SUPPLIERS AND LOGISTICS PROVIDERS IN BREMERHAVEN

## LogInPort Industrial Park


In Bremerhaven, manufacturers, suppliers and logistics providers can find attractive commercial spaces in the immediate vicinity of the container terminals and autoterminals.

- size: approx. 890 acres
- infrastructure: connection to public transport, truck stop, railway connection; distance to the A27 – 5 km, to the seaport – 1 km

## Lune Delta, a sustainable business park

In the south of Bremerhaven, a sustainable business park is being developed for small and large companies that want to design their establishment according to ecological, economic and social aspects.

- size: approx. 380 acres (in the development planning stage)
- infrastructure: connection to public transport, sustainable development and supply concept; distance to the A27 – 5 km, to the seaport – 1.5 km

- 
- ASI Auto Shipment GmbH
  - ATI – Autotransport International Vermittlung GmbH
  - BHC GmbH
  - BLG Autotechnikzentrum
  - BLG AutoTerminal Bremerhaven
  - Boatsman Logistic GmbH
  - Global Logistic Group
  - „K“ Line (Deutschland) GmbH
  - LPL Automotive GmbH

**Bottom:** LogInPort Bremerhaven – a location with a good outlook.





# AUTOMOTIVE NORTHWEST E.V.

## A PLATFORM FOR THE INDUSTRY

As a center of the automotive industry, Bremen is connected to the northwestern region and the northwestern metropolitan region. In order to commercialize the region as an automotive competence center on a transregional level, promote economic relations, and create a common communication platform, the Chambers of Industry and Commerce in Bremen and Oldenburg and the automotive industry of northwestern Germany founded the association Automotive Northwest e.V. in September 2008. This is where manufacturers and suppliers, service providers and researchers network.

[www.automotive-nordwest.de](http://www.automotive-nordwest.de)

### Successfully shaping the future together

- about 70 member companies
- exchange of experience at events
- workshops with knowledge transfer across industries
- establishment of collaborations



# THE FUTURE OF THE AUTOMOTIVE INDUSTRY HAS BEGUN IN THE FEDERAL STATE OF BREMEN

### Research: an institutionalized force creating knowledge

Bremen is a center of scientific excellence in northwestern Germany, also including automotive research. In and around the universities, internationally renowned

institutes and research facilities are working on groundbreaking projects in the fields of technology and process engineering.

<b>BIAS</b>	Bremen Institute for Applied Beam Technology
<b>BIBA</b>	Bremer Institut für Produktion und Logistik
<b>BIME</b>	Bremen Institute for Mechanical Engineering
<b>DFKI</b>	German Research Center for Artificial Intelligence
<b>EcoMaT</b>	Center for Eco-efficient Materials & Technologies
<b>FIBRE</b>	Faserinstitut Bremen
<b>IFAM</b>	Fraunhofer Institute for Manufacturing Technology and Advanced Materials

<b>IWT</b>	Leibniz Institute for Materials Engineering
<b>ZeTeM</b>	Center for Industrial Mathematics

### Key research areas:

- materials sciences, innovative materials, lightweight design, surface finishing
- smart and automated production systems and logistics networks
- electromobility
- automated and autonomous driving





# UNASSUMING BEAUTY

## A FINE PLACE TO LIVE

### **Bremen**

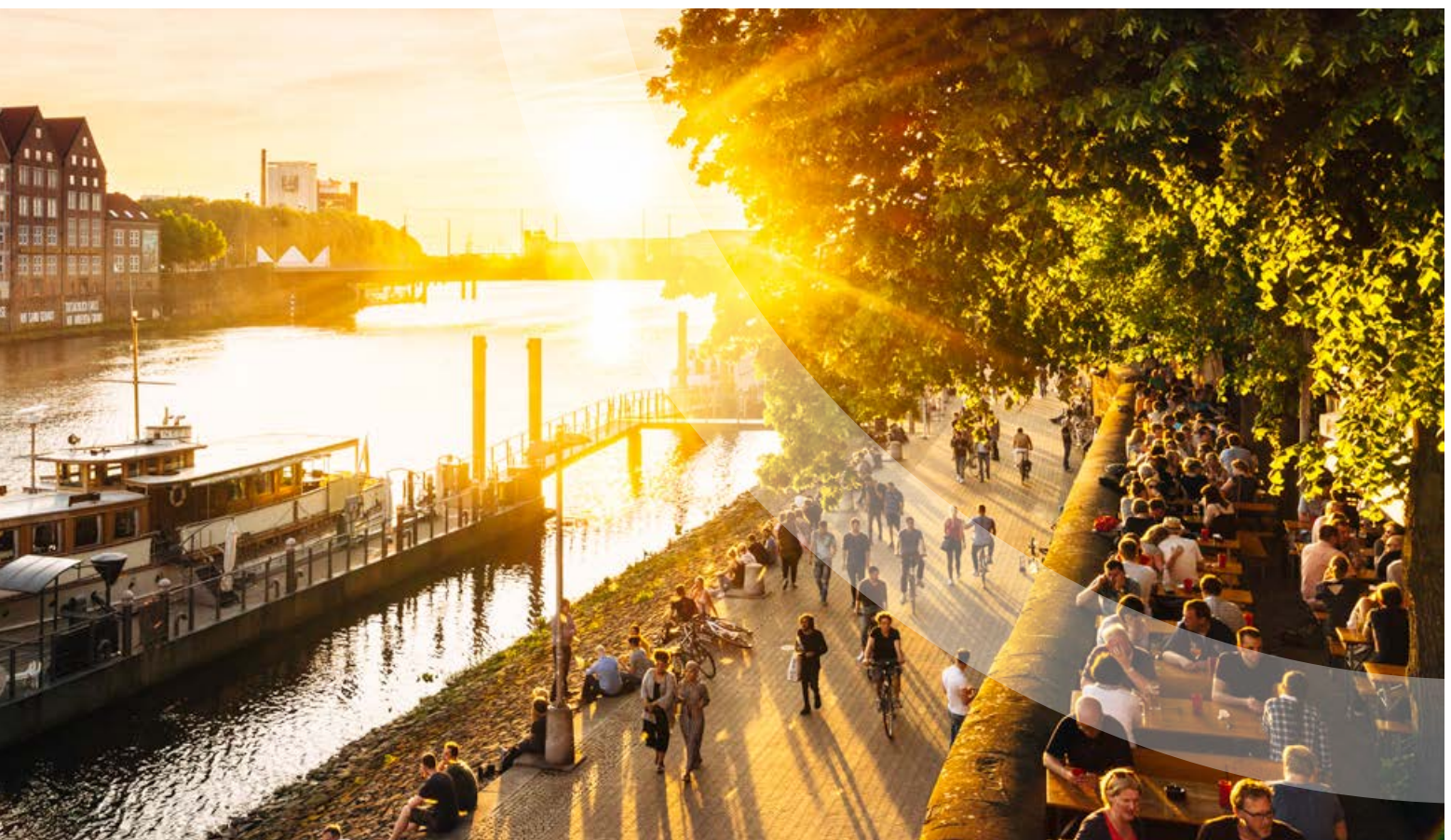
Life in the city of Bremen is characterized by tradition and innovation. Once a trading town and port, and now a modern city filled with the quality of life an urban center has to offer, its residents appreciate the city of short distances. And it's the residents who shape it. The Hanseatic city presents itself like the mentality of its residents: cosmopolitan and welcoming. People here are open to all things new, in the historic districts and in the Überseestadt district alike. Here, in one of the largest urban development projects in Europe, the old port districts are being revitalized with new residential and office properties. Lively new opportunities are being created in this city, on which the aerospace and automotive industries, trade and logistics, and maritime services have left and continue to leave their mark, and where the automotive industry has established a sound identity for itself.

### **Bremerhaven**

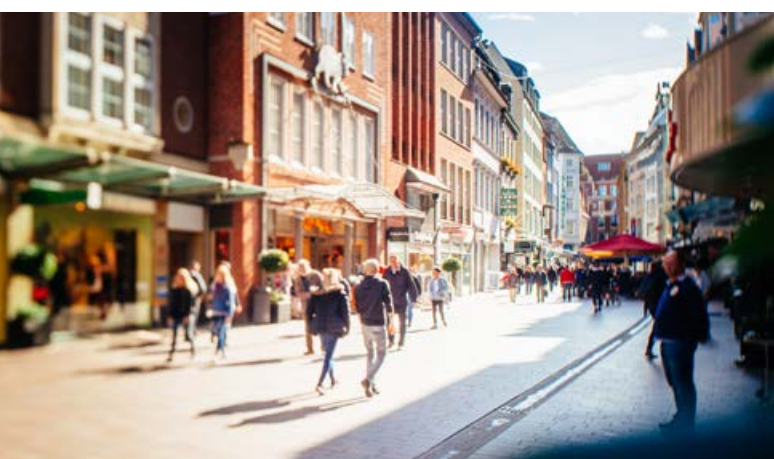
Bremerhaven is a maritime city through and through. Large ships, harbor ambience, a breath of sea air on the levee of the Weser River, delicious fish... This is what the residents of Bremerhaven and their guests associate most with the largest city on the German coast of the North Sea.

The residents of Bremerhaven appreciate the short distances of their city, the regional center that provides all the essentials of a major city. A wide range of retail businesses and a variety of culinary offers draw both locals and guests from the region to the Weser River.

Living in Bremerhaven offers added value: Real estate prices are attractive, and the quality of life is high. The housing market in Bremerhaven has a lot to offer.







**Bottom left:** The "Schlachte" Weser Promenade in Bremen.  
**Top:** Bremen market square – an UNESCO World Heritage site.  
**Middle:** Sögestraße Bremen: Gateway to the city center.  
**Top right:** Hundreds of thousands of visitors are impressed by the maritime events in the Seaside City.  
**Middle right:** The German Emigration Center was named the European Museum of the Year in 2007.  
**Bottom:** The skyline of Bremerhaven as viewed from the water.





# STRONG LOCAL PARTNERS



Ministry of Economic Affairs,  
Labour and Europe



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**bis**

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## Our services

- Advice on all industrial location issues
- Assistance with all approval procedures
- Development of commercial premises, estate brokerage
- Investment support, promotion of SMEs, promotion of start-ups
- Funding programs offered by the development bank of Bremen and Bremerhaven (BAB)
- Procurement of useful contacts
- Bremeninvest offices located in China, Turkey and Vietnam
- Cooperation with the German Chambers of Commerce Abroad

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This brochure does not claim to be exhaustive, but reflects the diversity of the automotive industry in the federal state of Bremen.

We thank all the companies and institutions involved for their kind support with this project.

**Gender notice**

Where the text refers to persons, the masculine form is used for reasons of readability.





European Union  
Investing in Bremen's Future  
European Regional  
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