# **Convincingly innovative: MEYLE honored with TOP 100 Innovation Award**

* **Germany based automotive spare parts manufacturer MEYLE convinces jury**
* **TOP 100 seal honors special innovative strength and extraordinary innovation successes of German medium-sized companies**
* **Innovation: an integral part of the company DNA at MEYLE**

# Hamburg, 4 March 2021. Award-winning innovation: MEYLE AG belongs once again to the most innovative companies and has been awarded the coveted TOP 100 seal 2021. On behalf of compamedia, the organizer of the TOP 100 innovation competition, innovation researcher Prof. Dr. Nikolaus Franke and his team examined the innovative strength of the nearly 400 participating companies. The researchers used around 120 test criteria from five categories as a basis: *Innovation-promoting top management, innovation climate, innovative processes and organization, external orientation/open innovation and innovation success.* In addition, measures relating to the corporate response to the Corona crisis were examined and evaluated.

MEYLE was particularly convincing in the categories "Innovation-promoting top management" and "Innovative processes and organization" at TOP 100. Among other things, the company was able to score points with measures and processes related to digitalization and demonstrate innovative strength, especially under exceptional circumstances regarding corona: MEYLE reacted extremely quickly and ensured to successfully accompany customers with individual offers such as MEYLExperience, as a digital alternative to the Automechanika industry trade fair, also with online trainings and customer visits. The rapid corporate response to the Corona pandemic also underscores the high level of digitalization at MEYLE: For example, flexible mobile working time arrangements were implemented for employees and converted to almost exclusively digitized processes within a very short time - including comprehensive technical set-up in relation to MS Teams as well as SharePoint. "Corona has also shown us: Digitalization goes a long way!", summarizes Dr. Karl-J. Gaertner, CEO of MEYLE AG. "We were able to implement ways of working and digital processes and maintain our daily work routine at almost 100% despite contact restrictions - and all thanks to the great commitment of our employees to switch to the digital way of working from one second to the other. Therefore, a very big thank you also goes to all employees at MEYLE."

Results of the excellent innovative strength are also the product lines MEYLE‑HD, MEYLE‑PD as well as the MEYLE‑KITS. "Especially with our MEYLE‑HD product line, we show how innovative we are and what added value there is for our customers and independent workshops," affirms André Sobottka, Board Member Sales - Marketing and Communications. Already in 2018, MEYLE convinced the jury of Automechanika Frankfurt with the MEYLE‑HD slotted bushing kit and was pleased to receive the Innovation Award in the category Repair and Maintenance. "The TOP 100 Award is also a strong signal that absolutely corresponds to our claim for better parts, solutions as well as services. A great motivation encouraging us to continue doing exactly that," Sobottka is pleased to say.

Prof. Dr. Nikolaus Franke, the scientific director of TOP 100, is impressed by the award-winning medium-sized companies. "The TOP 100 companies have consistently focused on being as innovative as possible," he notes. The official awards ceremony will take place on November 26, 2021. The winners of the current TOP 100 year will receive congratulations from Ranga Yogeshwar, who has been mentoring the innovation competition for ten years, at the 7th German SME Summit in Ludwigsburg.

**TOP 100: the competition**Since 1993, compamedia has been awarding the TOP 100 seal of approval to medium-sized companies for special innovative strength and above-average innovation success. Since 2002, scientific management has been in the hands of Prof. Dr. Nikolaus Franke. Franke is the founder and director of the Institute for Entrepreneurship and Innovation at the Vienna University of Economics and Business. With 25 research awards and over 200 publications, he is one of the leading innovation researchers internationally. The mentor of TOP 100 is science journalist Ranga Yogeshwar. Project partners are the Fraunhofer Society for the Promotion of Applied Research and the BVMW association of small and medium-sized enterprises.   
  
The magazines manager magazine and impulse accompany the company comparison as media partners. More information and registration at [www.top100.de](http://www.top100.de).

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**About the company**

MEYLE AG develops, produces and sells high-quality spare parts for passenger cars, vans and trucks for the independent aftermarket under the MEYLE brand. With its three product ranges – MEYLE-ORIGINAL, MEYLE-PD and MEYLE-HD – MEYLE offers precise solutions and parts for every situation and every driver, from competent workshop employee and ambitious rally driver to classic car enthusiast and every driver around the world who needs to be able to rely on their own car. MEYLE offers its customers over 24,000 reliable and durable spare parts manufactured in their own plants and at the facilities of select production partners. The MEYLE product portfolio is correspondingly sophisticated.   
  
**The complete portfolio with which the Hamburg-based manufacturer caters for the vast majority of general requirements comprises the following product lines:**

* **MEYLE-ORIGINAL: True to OE.   
  Customers are always on the safe side in terms of quality with this comprehensive product range.**
* **MEYLE-PD: Advanced design and technology.   
  With MEYLE-PD it is all about Performance Design: MEYLE-PD parts fit like OE parts, but stand out due to their significantly high performance and sophisticated design. MEYLE offers around 1,200 high-quality MEYLE-PD solutions in the areas of brakes and filters.**
* **MEYLE-HD: Better than OE.   
  MEYLE-HD stands for High Durability: MEYLE engineers have already developed more than 1,250 MEYLE-HD parts for thousands of different vehicle models:** they are **technically advanced in comparison to OEM quality** and **are especially resilient and long-lasting.** There’s a four-year guarantee on the unique characteristic of the technically optimised MEYLE-HD parts.

The company network has some 1,000 employees worldwide, including nearly 500 in Hamburg, at the logistics centre and our company headquarters. We work with our partners, workshops and car mechanics in 120 countries to ensure that drivers can rely on our superior parts and solutions – that’s how MEYLE helps workshops to become the DRIVER’S BEST FRIEND.