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Rheinmetall Electronic Solutions: A new structure for new challenges

The Electronic Solutions division of Rheinmetall's Defence arm entered 2014 with a new structure. With reorganization now complete, the division is in excellent shape to take on future challenges, including growing internationalization and new market opportunities.

Together with **Combat Systems** – primarily armoured vehicles, force protection technology, weapons and ammunition – and **Wheeled Vehicles** (both tactical and logistical), the **Electronic Solutions** division is one of the three components that make up Rheinmetall AG's Defence unit.

Under its new structure, the Electronic Solutions array of products and services has been reorganized and newly bundled, optimizing the division's market and customer orientation. In future the division's strategic focus will be geared more towards serving each market with the right products and solutions. The new structure makes it possible to systematically improve existing products while identifying potential for rationally expanding the product range. Acquisitions likewise form part of the division's growth concept. After 2015 it should achieve a level of annual sales that enables the division to continue to play a leading role in the global marketplace in future too.

The new structure divides the division, which is headed by Bodo Garbe, a member of the Rheinmetall Defence Executive Board, into three business units.

Newly created, **Mission Equipment** encompasses the following product areas: Vehicle Equipment, Infantry Equipment, Electro-optic Sensors and one new field, Public Security. Thus, among other things, the new business unit serves as the competence centre for turret control, electro-optical systems, weapon platforms on vehicles as well as multi-sensor platforms, C4I technology, soldier systems, security and surveillance systems, tripods and remote control weapon stations. Led by Jon Asbjørn Bø, the business unit has locations in Bremen, Ismaning and Stockach in Germany; in Biddeford, Maine, USA; Notteroy and Oslo, Norway; and Urdorf, Switzerland.

Just as before, the **Simulation and Training** business unit includes the product units Maritime & Process Simulation, Fight Simulation, Land Simulation and Live

Simulation. It thus brings together the division's competencies in the design, development, manufacture and integration of simulation and training systems, together with associated services.

Furthermore, in the field of IT communications, this unit develops and supplies specific IT analysis systems, principally for satellite communications. With Ulrich Sasse at the helm, it has locations in Altmark, Bremen, Jena and Rostock, Germany; Adelaide, Australia; and Thun, Switzerland.

The **Air Defence and Naval Systems (ADNS)** business unit succeeds the previous Air Defence business unit, which now comprises the product units Ground-Based Air Defence (GBAD), Services, Surveillance and Navy. GBAD is responsible for the design, development, manufacture and integration of systems covering the complete spectrum of air defence and airspace surveillance. The Navy product unit brings together all of the Electronic Solutions division's naval products and solutions, creating a highly effective organization that presents a single face to the market. The ADNS business unit is also the division's competence centre for radar systems and air defence-related services. Skippered by Kurt Rossner, it has locations in Bremen, Rome, Singapore and Zürich.

Furthermore, the **Rheinmetall Technical Publications** group remains part of the **Electronic Systems division**, with locations in Bremen, Donauwörth, Gera and Rostock in Germany and in Bristol, England. It is headed by Jörg Daniel, who continues to report directly to Bodo Garbe.

With regard to market and customer orientation, the newly reorganized division is predicated on clear principles. In future each business unit will pursue its own distinct market strategy. Thanks to well-defined customer and product portfolios in the business units, and by delegating responsibility to this level, the Rheinmetall Electronic Solutions division has laid the groundwork for optimum market development and customer support. At the same time, this is also the domain offering the best-possible prospects for internationalization and growth at Rheinmetall Defence.

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