

## **Libero, Playmaker & Striker wanted: BFFT opens transfer window with German Bundesliga Derby**

Since yesterday's second Bundesliga game of Ingolstadt 04 against Munich TSV 1860, the transfer window has re-opened. While the exchange period in the German Bundesliga has been terminated some time ago, the Ingolstadt automotive engineering developer BFFT, continues looking to boost its team. In order to achieve this goal, BFFT is using the sponsoring cooperation with Schanzer for the first time.

*Ingolstadt (March 3rd, 2015) – Libero, Playmaker and Striker wanted:* With regard to the partnership with FC Ingolstadt, the BFFT has come up with a special campaign to win new employees for the second half of season 2014/2015. On March 2nd at the Bavarian Derby in the Audi Sportpark, where the Schanzer played against the Lions, the BFFT for the first time used advertising via LED display boards to pass messages aimed at potential candidates.

BFFT strongly advertises for the three team positions of Libero, Playmaker and Striker. The reason is that BFFT has a significant shortage of employees, up to 100 open positions at this point. The call for these three Football-related positions will be placed also at the company's website as well as on Facebook and XING. Additional incentives for potential candidates are the lotteries connected to the positions: Whoever applies, takes part automatically in the draw for exclusive prizes. There are places on the "BFFT fan sofa" standing at the sideline of the game as well as business tickets for a home match of the Schanzer to win. BFFT can offer unique football experiences due to its longstanding cooperation with the FCI.

Preconditions for this Football campaign, planned by the BFFT marketing and recruiting department, are promising: The Schanzer on top of the Second League, the sold out Bavarian Derby as well as the many open positions at BFFT and the special activities at FCI provide an ideal starting point for this campaign.

At season's end, the success of the campaign will be valued by the page views and length of time spent at the BFFT communication channels as well as by number of applications to the football positions. The results will determine whether the BFFT transfer window will be opened in the next season too.

## About BFFT

The *BFFT Gesellschaft für Fahrzeugtechnik mbH* is an automotive engineering developer focussing on electronics (BFFT= Behr Fichtner Fahrzeugtechnik). Established in 1998, the company has enjoyed continual growth and currently employs about 700 staff at its headquarters in Gaimersheim near Ingolstadt (Bavaria) and in other offices in Germany, China, England, Italy, Hungary and the USA. The range of products and services focussing on electronics extends from initial concepts, prototype and series-ready system developments to assuring and safeguarding these systems. Examples for development areas are infotainment, energy and driver assistance systems as well as connectivity. For the past few years, BFFT has also been involved in transferring automotive technologies to the aviation industry. Contractors and partners are international automotive and aviation industry companies and their suppliers.

Further information on BFFT can be found on the website [www.bfft.de/en](http://www.bfft.de/en) or gladly provided upon request from the following contact details. Additional images and past BFFT press releases can be found at [www.bfft.de/en/press](http://www.bfft.de/en/press).

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## Images

### Note

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If you need higher resolution versions of the images, please use the download at [www.bfft.de/en/press](http://www.bfft.de/en/press) or contact us directly.

### Image 1



BFFT Job offers are displayed on LED boards in Audi Sportpark to recruit new staff

(Quelle: BFFT)

### Image 2



The BFFT Fansofa as a special sponsorship measure at FC Ingolstadt 04

(Quelle: BFFT)

### Image 3



High spirits before and behind the BFFT Fansofa with sports commentator Laura Wontorra

(Quelle: BFFT)

### Image 4



Scoring chance for the Schanzer at the bavarian German Bundesliga Derby vs. the Lions

(Quelle: BFFT)