

Siemens voted a leading UK Business Superbrand

- influential Superbrands ranking reveals the strongest UK brands for 2012

Siemens has been officially named a Business Superbrand, in the influential annual ranking to identify the UK's strongest brands. For more than a decade Superbrands has brought together a panel of industry experts and over 1,600 business professionals to choose the UK's strongest business-to-business brands, based on three key factors: quality, reliability and distinction.

Siemens beat tough competition to retain its place as Industrial Engineering category leader for the third year in a row and was placed 21st overall out of the top 500 business brands.

Roland Aurich, CEO Siemens plc and North West Europe, said: "I am delighted to see Siemens recognised as a leading UK business brand. I hope the Superbrands initiative helps young people, deciding on their careers, to consider working for global engineering companies that operate here in the UK."

Brand	Overall Rank	Category Rank	Category
Siemens	21	1	Industrial Engineering – General
JCB	28	2	Industrial Engineering – General
CATERPILLAR	32	3	Industrial Engineering - General
GE	65	4	Industrial Engineering – General
3M	78	5	Industrial Engineering – General
TETRA PAK	98	6	Industrial Engineering – General
MASSEY FERGUSON	111	7	Industrial Engineering – General
HONEYWELL	117	8	Industrial Engineering – General

MITSUBISHI ELECTRICS	128	9	Industrial Engineering – General
GKN	168	10	Industrial Engineering – General
PHILIPS HEALTHCARE	179	11	Industrial Engineering – General
THYSSENKRUPP	187	12	Industrial Engineering – General
COSWORTH	272	13	Industrial Engineering – General
VOLVO CONSTRUCTION	286	14	Industrial Engineering – General
HAWKER SIDDELEY SWITCHGEAR	300	15	Industrial Engineering – General
SMITHS	309	16	Industrial Engineering – General
ABB	350	17	Industrial Engineering – General
VENT-AXIA	361	18	Industrial Engineering – General
INVENSYS	372	19	Industrial Engineering – General
ALSTOM	377	20	Industrial Engineering – General
HOWDEN	413	21	Industrial Engineering – General
BAXI	453	22	Industrial Engineering – General
KOMATSU UK	484	23	Industrial Engineering – General
SMURFIT KAPPA	490	24	Industrial Engineering – General
WEIR	499	25	Industrial Engineering – General

As Industrial Engineering category leader, Siemens has a strong and long-established UK manufacturing and engineering presence. Today, Siemens has 13 UK factories and 13,000 UK employees, with plans for further growth. The company has operated in the UK since 1843 shortly before its global corporation was established in Germany. The UK founder, William Siemens, was knighted by Queen Victoria.

Engineering is vital to the UK economy and represents 20% of the country's GDP, employing more than 4.5 million people. All our lives are touched by the products and services provided by engineering companies, from the electricity required for heating and light, the transport and city infrastructure many of us use every day, to the sophisticated medical technology we rely on.

Co-ordinated by The Centre for Brand Analysis, the prestigious Business Superbrands list is drawn from over 10,000 independently identified brands,

before being whittled down to a shortlist of just under 1,500, that are then judged by the expert panel and UK business professionals.

- Ends -

Notes to Editors:

About Siemens in the UK

Siemens was established in the United Kingdom 169 years ago and now employs 12,972 people in the UK. Last year's revenues were £4.4 billion*. As a leading global engineering and technology services company, Siemens provides innovative solutions to help tackle the world's major challenges, across the key sectors of energy, industry, infrastructure & cities and healthcare. Siemens has offices and factories throughout the UK, with its headquarters in Frimley, Surrey. The company's global headquarters is in Munich, Germany. For more information, visit www.siemens.co.uk

** Data includes intercompany revenue. Data may not be comparable with revenue reported in annual or interim reports.*

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What is Superbrands®?

Superbrands is an annual initiative to identify and celebrate the UK's strongest consumer and B2B brands in Britain. Brands do not apply or pay to be considered for Superbrand status; rather the accolade of Superbrand is awarded after a rigorous and independent selection process (please see below for details). The top 500 results are published every February and a selection of the strongest brands are featured in a luxurious, hardback format book, available from all good bookshops (RRP £50), Superbrands.uk.com or by contacting 020 7079 3310. You can also stay up-to-date on Superbrands news at the [Superbrands Facebook page](#) and [Twitter.com/SuperbrandsUK](https://twitter.com/SuperbrandsUK)

Business Superbrands Selection Process – Summary

The UK's Business Superbrands are chosen by a panel of Experts and 1,600 individual business professionals from across the UK. Brands do not apply or pay to be considered. The business professionals' vote is the culmination of an independent selection process managed by The Centre for Brand Analysis, which considers thousands of brands from over 50 sectors.

Business Superbrands Selection Process – Detail

The entire selection process is administered by The Centre for Brand Analysis (TCBA). The key stages of the selection process are as follows:

TCBA researchers compile a list of the UK's leading business to business brands, drawing on a wide range of sources from sector reports to blogs. From the thousands of brands initially considered, a list of just under 1,500 brands was created.

These brands are scored by the independent and voluntary Expert Council, which is assembled and chaired by TCBA's chief executive. Bearing in mind the given definition of a Business

Superbrand (see below), the council members individually award each brand a rating from 1-10. Council members are not allowed to score brands with which they have a direct association or are in competition to. The lowest-scoring brands (approximately 40 per cent) are eliminated at this stage.

The remaining brands are voted on by 1,600 individual business professionals – defined as those who have either purchasing or managerial responsibilities. These individuals are accessed via a YouGov panel. Taking the views of the experts and the business professionals into equal account, a combined score is produced for each brand. This score determines its position in the official league table; only the top 500 brands in that table are deemed to be Business Superbrands.

Business Superbrands Definition

When voting on the brands, both the Expert Council and the business professionals consider the following definition of a Business Superbrand: 'A Business Superbrand has established the finest reputation in its field. It offers customers significant emotional and/or tangible advantages over its competitors, which customers want and recognise.' In addition, experts and professionals are asked to judge the brands against the following three factors:

- **Quality.** Does the brand represent quality products and services?
- **Reliability.** Can the brand be trusted to deliver consistently against its promises and maintain product and service standards at all customer touch points?
- **Distinction.** Is the brand not only well known in its sector but suitably differentiated from its competitors? Does it have a personality and values that make it unique within its market place?

Who is on the Business Superbrands Expert Council 2012?

- **Stephen Cheliotis**, Chairman, Expert Councils & Chief Executive, TCBA
- **Jaakko Alanko**, Founder, Alanko Consulting
- **Richard Bush**, Founder & CEO, Base One Group
- **Steve Dyer**, Managing Director, Clockwork IMC
- **James Farmer**, Publisher, B2B Marketing
- **Pamela Fieldhouse** Senior Managing Director, International Corporate Communications, FTI Consulting
- **Clamor Gieske**, Founder, Zeitgeist 365 London
- **Andrew Gorman**, Creative Director, Radley Yeldar
- **Steve Kemish**, Director, Cyance
- **Vikki Mitchell**, Director, BPRI Group
- **Rob Morrice**, Managing Director, IAS B2B Marketing
- **Ruth Mortimer**, Associate Editor, Marketing Week
- **Andrew Pinkess**, Director of Strategy & Insight, Lost Boys International (LBI)
- **Rebecca Price**, Managing Director, Lloyd Northover
- **Shane Redding**, Managing Director, Think Direct
- **Elizabeth Renski**, Business Journalist, Editor, CLIMATE CHANGE The New Economy
- **Gareth Richards**, CEO, Ogilvy Primary Contact
- **Ian Ryder**, Deputy Chief Executive, BCS, The Chartered Institute for IT
- **Matthew Stibbe**, CEO, Articulate Marketing
- **Terry Tyrrell**, Worldwide Chairman, The Brand Union
- **David Willan**, Chairman, Circle Research
- **Professor Alan Wilson**, Professor of Marketing, University of Strathclyde Business School
- **Chris Wilson**, Managing Director, Earnest
- **Peter Young**, Marketing & Brand Development Specialist

Superbrands:

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