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Siemens staff compete in rowing challenge

Poole-based Siemens Traffic hosted the latest heat of the company's first ever UK-wide indoor rowing regatta. Over 60 employees from various Siemens businesses across the south west region competed with their colleagues on specially designed rowing simulators for the chance to win a luxury weekend break in London.

Siemens employees were invited to test their fitness by taking part in a rowing challenge which will unite the whole business around the company's official sport. The Regatta was open to both complete beginners (who receive instruction from qualified Amateur Rowing Association coaches) as well as more experienced rowers. For Siemens staff, the Regatta offered the different Siemens business units a chance to take part in a unique event which is both healthy and which is also effective in enhancing team-working skills at all levels.

Commenting on winning a place in the finals, Deputy Sales and Marketing Director, Matthew Vincent, said:

'The whole event created a lot of friendly rivalry and certainly brought out the 'competitor' in most who took part. I haven't rowed in years – so I was very pleased to win one of the heats. Looking ahead to the finals, all I can say is that I am now frantically looking for my gym membership card!'

Siemens is the £3.2 million sponsor of the Great Britain Rowing team, and has committed to support the Olympic sport of rowing up to the end of 2012. As the High Performance Partner of the GB Rowing team, Siemens is the biggest sponsor of rowing in the UK. The Siemens indoor rowing regatta aims to spread the message that rowing is a great, healthy activity. Rowing has been identified as an ideal form of exercise for busy, stressed executives.

Siemens recently conducted a survey amongst UK business people into how much exercise they took. The results found that 29% of female executives did no exercise at all, while less than a third (31%) did the recommended levels of three sessions a week. The results were not much better for men, with 32% admitting that they fail to take any exercise at all.

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The Siemens employees may not row as fast as GB Rowing team athletes, who last month romped home with nine medals from the World Rowing Championships that took place in Munich: two gold and five bronze in Olympic class boats and one gold and one silver in Paralympic class boats.

The Siemens indoor rowing regatta, backed by the Amateur Rowing Association, is being taken around the country and will culminate in a London final where heat winners will be entertained in London for the weekend.

With heats separated into nine different categories, the event has been created to be accessible for all levels of ability including adaptive rowers, and is designed to ensure that employees gain as much enjoyment from the event as possible.

About Siemens in the UK:

Siemens was established in the United Kingdom 164 years ago. The company employs 20,314 people in the UK, including about 6,500 in the manufacturing sector. Last year's revenues were £3.5 billion, including exports of £580 million, and it spent almost £75 million on research and development. As a leading global engineering company, Siemens provides innovative solutions to help tackle the world's major challenges, including the shortage of natural resources, increasing environmental care, and a growing demand for healthcare, mobility and security. 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

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