

29 March 2011

News Release

Siemens scoops anniversary award at Traffex 2011

Siemens Mobility, Traffic Solutions will collect the award for the most innovative company in the traffic industry over the past 25 years at a special award ceremony today. The award is to be presented by the organisers of Traffex 2011 on behalf of *TEC* magazine and its sister publication *Surveyor* to celebrate the 25th anniversary event.

On behalf of the expert judging panel, Bill Butler, Event Director, said: 'There's no doubt that Siemens has consistently led the way since the early 1980s with the introduction of proven innovation, from the early introduction of microprocessors into their controllers to the launch of Extra Low Voltage roadside equipment which has rapidly become the industry benchmark solution.'

Managing Director, Gordon Wakeford, commented: 'This award is testimony to many loyal and committed employees who constantly strive to meet the demands of our customers and explore new approaches to addressing traffic and transport challenges. The award is further recognition of our continued commitment to the traffic Industry and our drive to deliver quality traffic solutions and service.'

Last year, the company triumphed at the Best Factory Awards organised by Cranfield School of Management in partnership with the magazine *Works Management*. The Poole-based facility was recognised as the Toyota Material Handling Factory of the Year out of hundreds of UK manufacturing plants. The company also collected the award for Best Electronics and Electrical Plant, and received a highly commended award in the category for People Management and Skills Development.

Employing over 120 full-time staff, the company's manufacturing site in Poole builds over 300 live-line products ranging from traffic controllers to variable message signs. It also manufactures printed circuit boards for export across the world, competing with countries including China and South America.

Notes to editors:

About Siemens in the UK

Siemens was established in the United Kingdom 168 years ago and now employs around 16,000 people in the UK. Last year's revenues were £4.1 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 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

For more information, contact: Siemens Mobility, Traffic Solutions,

Head of Communications

Peter Preston
Tel: +44 (0) 1202 782390
Email: peter.preston@siemens.com

PR Account Manager

Julian Gollogly
Tel: 07770 924441
Email: julian.gollogly@ntlworld.com

This press release can be found on the web at: www.siemens.co.uk/traffic



www.twitter.com/Siemens_Traffic