Jérôme Boateng at Audi: ambassador for tolerance

Ingolstadt, May 14, 2019 – Change old ways of thinking, open up for new encounters and consciously live diversity as a success factor: That’s the goal of an interactive Audi Diversity Course, which, after Neckarsulm, will now visit the company’s headquarters. In cooperation with the Schwabach Institute for Diversity Management and under the motto “100% Me,” the automobile manufacturer will be sensitizing several thousand apprentices, employees and managers, partially in a playful way, until the end of May. On Monday, professional soccer player Jérôme Boateng from FC Bayern Munich attended the course. For many years, the 30-year-old sportsman has been committed to a diverse and equal society. Boateng reported frankly to Audi employees about his experience of prejudice and stereotypes. On and off the playing field, he believes there is only one way to break down such barriers: “Approach each other and take time to gain a second impression,” says Boateng. Denise Mathieu, Head of Diversity Management at AUDI AG, said in a joint discussion with the employees: “Many employees at Audi are committed to diversity and act accordingly. We want to firmly anchor this attitude in our corporate culture and to create a working environment in which everyone can contribute one hundred percent of his or her unique abilities.”

Audi will be presenting further examples and ideas for diversity on Tuesday, May 28: For the third time, the company will participate in the nationwide “Diversity Day”. In its role as a signatory to the “Charter for Diversity,” Audi plans, among other things, to hold workshops, networking events and a joint social-media campaign under the heading #FlagforDiversity.

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