Action for prevention of bowel cancer: Audi receives Felix Burda Award

- First place in the “Workplace health checks” category
- Increased awareness through “Actively tackling cancer” screening concept
- Dr. Joachim Stork, Head of Audi’s Health Care department: “We want to maintain and improve the good health of our employees”

Ingolstadt, April 18, 2016 – A successful approach to a sensitive topic: AUDI AG has won this year’s Felix Burda Award with its “Actively tackling cancer” screening concept. Representatives of Audi’s Health Care department accepted the award in the “Workplace health checks” category at a gala in Munich moderated by Thomas Hermanns on Sunday evening.

For 14 years now, the Felix Burda Foundation has recognized the most sustainable and committed projects aimed at preventing bowel cancer. Audi’s Health Care department convinced the jury with a well-thought-out combination of action, individual screening and the application of the latest diagnostic methods. In 2015 under the motto of “Actively tackling cancer,” two large-scale days of action took place at the company’s plants in Ingolstadt and Neckarsulm: Grouped around an oversize walk-in model of human bowels, employees were able to discuss the topic with scientists and with experts from the German Cancer Aid association and the cancer advisory bureaus, allowing them to pick up advice on sport and nutrition and on cancer screening.

The company also encourages its employees to undergo screening for bowel cancer in the context of the Audi checkup. This far-reaching health-screening has taken place at Audi since 2006 and has now been carried out 80,000 times. It includes immunological tests that have proven to be especially reliable in the early recognition of bowel cancer. “The good health of our employees is important to us,” stated Dr. Joachim Stork, Head of Audi’s Health Care department. “With the “Actively tackling cancer” screening concept, we have succeeded in raising awareness of prevention amongst the Audi workforce.” Stork and his team make sure this continues. The days of action for 2016 are already being planned.

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