Press Releases

DAIMLER "SPECIAL AWARD" FOR PREH

Bad Neustadt a. d. Saale. Preh GmbH was honoured by Daimler with a „Special Award" for the development and manufacture of a new type of multifunction switch. The Touch Control Buttons integrated into the steering wheel switches permit drivers of the current generation of the Mercedes-Benz E-Class to operate all functions of the combined instrument and central display without taking their hands from the steering wheel. Christoph Hummel, Preh president and CEO and Chief Technology Officer Jochen Ehrenberg received the award in Stuttgart.

With Daimler Supplier Award, the company honours top quality, innovation and partnership cooperation of its suppliers once a year. Ten awards were granted this year to cooperation partners in the presence of CEO Dieter Zetsche and 450 high-ranking representatives of the automotive industry.

Prof. Dr. Thomas Weber, Chairman Group Research and Mercedes-Benz Car Development, awarded the "Special Award" to Christoph Hummel and Jochen Ehrenberg. "With the integration of the innovative touch-button operation in the spokes of the steering wheel, we have set new standards in the new E-Class," Weber said when awarding the trophy designed by the Daimler design team. "To continue bringing innovations that can be experienced by the customers in the vehicles in the future, we need creative and reliable partners like Preh GmbH."

Christoph Hummel: „We understand the 'Special Award' not just as praise for our innovation but also as an incentive for future projects."

Dieter Zetsche was enthused by the close cooperation of Daimler and its suppliers: "In the digital era we need a culture that consistently promotes innovation. This is the only way we can make optimal use of the opportunities offered by digitalization."

The outstanding development from Preh is a multifunction switch for steering wheels. The integrated Touch Control Buttons are touch-sensitive. They react with precision to horizontal and vertical wiping motion of the thumb. The driver can thereby control all functions relevant to the vehicle with just one switch and with the other all functions of the central display – such as navigation and infotainment – while both hands remain on the steering wheel.