



SENNHEISER SETS AN EXAMPLE FOR DIVERSITY AND INCLUSION

German family businesses once again join the 'Made in Germany – Made by Diversity' initiative

Wedemark, August 19, 2024 – Sennheiser is taking part in the 'Made in Germany – Made by Diversity' initiative to set an example for more tolerance and against xenophobia. The audio specialist from Wedemark is joining the initiative of German family-owned companies for the second time. Together with more than 40 other family-owned businesses, Sennheiser is speaking out in favor of diversity in our society as part of a nationwide advertising campaign.

Under the motto 'Made in Germany – Made by Diversity', family businesses are coming together to advocate for more tolerance in society. "We are participating in the 'Made in Germany – Made by Diversity' initiative for the second time to once again stand as a positive example for diversity and openness in Germany," says Daniel Sennheiser, Co-CEO at Sennheiser. The initiative will be powered by a strong, attention-grabbing advertising campaign in regional and national media, running from August 19.

Additionally, the family businesses want to use the initiative to show that diversity is a success factor from a business perspective. The label 'Made in Germany' stands internationally for quality and excellence in global competition. Every day, people in companies give their best to fulfil this promise – regardless of their origin, gender, religion, age, or sexual orientation. The campaign aims to make it clear: We are all part of 'Made in Germany – Made by Diversity'.

"At Sennheiser, we are international by conviction. Music brings people together, and as a company that thrives on innovation and creativity, we appreciate the immense value that diversity brings," says Andreas Sennheiser, Co-CEO of Sennheiser. "Our team is a colorful mix of people with different backgrounds, cultures, and experiences – just like our customers, who are at home all over the world. We have employees in over 100 countries, and at our headquarters in Wedemark, people from over 50 countries work together."

The Sennheiser Group actively promotes diversity and has firmly anchored it in the corporate culture – for example, the family business has its own diversity network and has signed the Diversity Charter.



[Here](#) you can find more information about the initiative 'Made in Germany – Made by Diversity'.
[Click here](#) for the statement from Daniel and Andreas Sennheiser on why the future of the audio world is colorful.

About the Sennheiser Group

Building the future of audio and creating unique sound experiences for our customers - this is the aspiration that unites the employees of the Sennheiser Group worldwide. The independent family-owned company Sennheiser was founded in 1945. Today, it is managed in the third generation by Dr. Andreas Sennheiser and Daniel Sennheiser and is one of the leading manufacturers in the field of professional audio technology.

[sennheiser.com](https://www.sennheiser.com) | [neumann.com](https://www.neumann.com) | [dear-reality.com](https://www.dear-reality.com) | [merging.com](https://www.merging.com)

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