

Miele's reputation is second to none

Miele's outstanding reputation among Germany's management personnel is unmatched by any other company. It outstrips its competitors by quite some way, with chainsaw manufacturer Stihl, machine manufacturer Trumpf and SAP next in the rankings, followed by Porsche and Bosch in joint fifth place.

These are the results of a study carried out by Professor Joachim Schwalbach from Humboldt University of Berlin for "manager magazin", examining the "150 most important companies in Germany". Around 2200 board members, managing directors and second-level managers took part in the extensive survey.

This excellent result is all the more impressive for Miele because the survey compared the best-known companies across all industries, ranging from publicly traded groups to large family companies. This extract is taken from the survey results, which will be published in detail in the February edition of manager magazin:

"For the first time in three decades – that is, for the first time since manager magazin began analysing the reputation of the major German companies – the top spot in the country's most important image ranking is taken not by a vehicle manufacturer, but by Miele, a producer of domestic appliances."

In fact, when the survey was last carried out in 2014, Miele took fourth place behind Porsche, BMW and Audi and ahead of Volkswagen – making it the only non-vehicle manufacturer in the top five even at that time.

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