

MBSA honours women employed on production lines

Between June and September 1994, Mercedes-Benz South Africa (MBSA) for the first time recruited just over 50 woman assemblers to work in the plant's commercial vehicles facility on the trimline. The women were employed on exactly the same basis as their male counterparts, and took up their positions on the production lines on an equal basis.



Mercedes-Benz

Today, women can be found in numerous areas of the plant's production environment, performing tasks which were previously male dominated.

The majority of this first intake of women can still be found in the plant today. They were honoured at a special Women's Month event, and treated to a High Tea along with the rest of the more than 500 female workers. "We are very happy with the exceptional input that these ladies have made in our plant," says vice president for Human Resources at MBSA, Johann Evertse.

A leader in diversity management

The active and targeted development of diversity has been a key priority for the global Daimler AG group since 2005. Due to the uniqueness of the South African context, which has prioritised the empowerment of previously disadvantaged groups since democracy, MBSA is a leader in the element of diversity management in the Daimler group.

"If we always approach tasks using the same mindset, with the same people and in the same way, we can't talk about innovation or progress," Evertse says. "We require a range of methods and different perspectives. Our people give us the power to drive innovation and shape the future of our company. Today at this Women's Month event, we are demonstrating the value that we place on the unique outlook that women bring to both strategic and operational issues."