

## Magirus Sets Off On a Trip to the Future with New Youth Competition

*Winners will fly to the “Consumer Electronics Show” in Las Vegas / The competition is open to creative minds aged 14 to 21*

Ulm, June 8, 2015

Magirus is breaking new ground to shape the world of fire departments – under the slogan “Magirus Legacy. Journey to the Unknown,” the company is looking for creative minds between 14 and 21 years of age who want to contribute to modern firefighting with their ideas. “Young people think differently than older people. They set different priorities and see things that we don’t see. But they often aren’t allowed to make the decisions. That’s why we want to motivate them to play a role in making decisions – what should the future that the older generation is creating for you look like?,” says Gerhard Großberger from Magirus, the host the competition.

The participants have the chance to win some awesome prizes including, among other things, a trip to Las Vegas. Interested young people can submit their ideas, thoughts, and solutions from June 8 to September 27, 2015, by visiting [www.magirusgroup.com](http://www.magirusgroup.com).

The competition is not only focused specifically on firefighting. Young people that know which innovations could help their fire department or have ideas about how firefighters could better communicate with one another or get important information more quickly can also participate. The participants should let their imagination run wild: “The suggestions can focus on collaboration, communication, the digital environment, the interaction between man and machine, or something completely different – the only criteria is that the idea needs to be new and surprise us,” explains Großberger.

A jury will evaluate the submissions and declare a winner in two age groups. The grand prize in the 14 to 18-year-old age group is an Apple iPhone 6 Plus 128 GB and an Apple Watch. Places 2 through 10 will also be rewarded with attractive electronics prizes. The top three participants in the 18 to 21-year-old age group will win a trip for two to Las Vegas to attend the “Consumer Electronics Show” (from January 6-9, 2016) – flight and accommodations for a week included. In addition, Magirus will invite ten participants to the “Fire Protection Center of Excellence” in Ulm for a workshop. Here they can learn about the company up close and personal.



PRESS RELEASE

**About Magirus**

*Passion and precision, high-tech and craftsmanship: since 1864, Magirus has stood for innovation and tradition - for firefighters around the world. Providing a comprehensive range of state-of-the-art fire trucks, ladders, rescue and equipment vehicles as well as special solutions, pumps and portable pumps, Magirus is one of the largest technology leaders for firefighting technology in the world.*

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