**Press Release**

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**Schmitz Cargobull AG**   
**Schmitz Cargobull once again recognised for its training quality**

**Schmitz Cargobull receives 2025 VR Innovation Award in the category of “Training and Future Talent” for its outstanding work with younger generations of employees**

March 2025 – **The Munich-based trade magazine, VerkehrsRundschau, has selected Schmitz Cargobull as this year’s winner of the VR Innovation Award in the jury-voted category of “Training and Future Talent”. Europe’s market leader for commercial vehicle trailers is not only focused on its product and service expertise, but is now also leading the way with innovative measures in the area of training and future talent – something which impressed the jury of experts.**

“We are delighted to be recognised for the quality of our training and have the spotlight put on our efforts in this area. We place a great deal of trust in our apprentices and give them the chance to work independently and try things out for themselves. And we also cultivate a working environment where we are open about our mistakes, empowering our apprentices to take responsibility,” explains Andreas Schmitz, CEO of Schmitz Cargobull AG, who **accepted the award at the official ceremony, in Munich, on 27 March.**

“Particularly in this era of skills shortages, it is important to be recognised as an excellent training provider who is able to attract motivated members of the next generation and promote their talents.”

In its training and apprenticeships, Schmitz Cargobull places a great deal of emphasis on independent project work where apprentices are able to apply their skills to real project activities and find solutions to optimise production processes and workflows. This covers the entire development process, from generating ideas, planning and budgeting through to producing and installing the finished product. Apprentices from different vocational roles apply their specific expertise to enable the overall result to be implemented into the production process.

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Every product developed by apprentices then receives the special “Made by Schmitz Cargobull Apprentices” seal of approval. As such, everyone at the factory can immediately see which systems, components and designs have been created by apprentices. This seal of approval increases awareness of the quality and value of apprentices’ work and enhances their motivation and pride in their achievements.

The quality of training and apprenticeships is also reflected in the excellent exam results: Last year, ten apprentices received the top grade of “very good” in their final exams. Two of them even received the highest marks in the whole state of North Rhine-Westphalia in their final exams to become mechatronics engineers.

Schmitz Cargobull has also been awarded the “Great Start!” certification from the Great Place To Work institute. This certification is based on positive feedback from apprentices and students completing dual study programmes, who highlight the quality of their training and the support from their teachers in particular.

VerkehrsRundschau award its jury-voted VR Innovation Awards in three categories in 2025. The awards are open to companies in the area of Transport & Logistics, who are using innovative projects and measures to make a significant contribution to reducing carbon emissions, who have made an important step towards the digitalisation of their business, or who apply innovative measures when promoting the next generation of employees.

Caption: Andreas Schmitz with the VR Innovation Award for first place in the category of “Training and Future Talent”

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**About Schmitz Cargobull**

Schmitz Cargobull is the leading manufacturer of semi-trailers for temperature-controlled freight, general cargo and bulk goods in Europe, and a pioneer in digital solutions for trailer services and improved connectivity. The company also manufactures transport cooling units for refrigerated box body semi-trailers for temperature-controlled freight transport. With a comprehensive range of services from financing, spare parts supply, service contracts and telematics solutions to used vehicle trading, Schmitz Cargobull supports its customers in optimising their total cost of ownership (TCO) and digital transformation.

Schmitz Cargobull was founded in 1892 in Münsterland, Germany. The family-run company produces around 60,000 vehicles per year with over 6,000 employees, and generated a turnover of around €2.4 billion in the 2023/24 financial year. The international production network currently comprises ten plants in Germany, Lithuania, Spain, England, Turkey, Slovakia and Australia.

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