“Quality is a mindset”

Leoni turning 100: Contemporary witness Siham Touriz on video about “Quality”

Nuremberg, 25 April 2017 – The quality of its products and services is so important to Leoni that the term is even central to its corporate slogan: “The quality connection”. Yet what exactly is key to the goods being of outstanding calibre? Siham Touriz, quality manager with Leoni, answers this question in the context of the Company’s 100-year anniversary. She is one of five people who quite subjectively commented before the camera on the principal topics involving Leoni. The video with her testimony is accessible from today on our website at [100.leoni.com](http://100.leoni.com)as well as several social media channels.

“Quality is at the core of everything we do in the Company,” Siham Touriz says. The 39-year old heads the quality management of Leoni’s Wiring Systems Division in Morocco. “So when we are talking about quality we mean not just the end product, but the entire value creation process. This means we are speaking about technology, materials, processes, methods and services.”

It is important to Touriz that the perfectionist aspiration required is not a matter for the quality department or individual facilities alone. “At Leoni, we have a common definition of quality,” she emphasizes, “and that is: Quality is the fulfilment of the requirements of our customers as well as other stakeholders. These include governments, society and our colleagues.” From the Moroccan’s perspective, Leoni stands out by working in comparable ways around the world: whether at a plant in the Americas, Asia, Africa or Europe – identical standards prevail, resulting in the same level of quality.

Particularly the staff members who are the focal point of production in the labour-intensive manufacture of wiring systems are of key significance to Siham Touriz. “You have to change employees’ mindset for quality to ensue. Quality has to be created and produced,” the manager, who has been with Leoni for almost 10 years, emphasizes. She says that, in return, staff at her Morrocan locations receive recognition for excellent performance: “When an assembly worker has done something especially well, we encourage him or her. I thank them for everything about them. The whole management team will go to the staff member and say: “Well done; great job."

Preview: The third contemporary witness interview will be published in June. Jerry Cummins, Head of Asia Region in the Wire & Cable Solutions Division, addresses Leoni’s globalisation, in which he has played a key role.

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☞ *Related illustration material can be downloaded next to this release at* [*www.leoni.com/en/press/releases/details/quality-is-a-mindset/*](http://www.leoni.com/en/press/releases/details/quality-is-a-mindset/)

☞ *The video is accessible on the special* [*100.leoni.com*](http://100.leoni.com) *website as well as on Leoni’s social media channels and can there be shared and embedded in other websites. Journalists will also receive an mp4 file on request.*

About the Leoni Group

Leoni is a global supplier of wires, optical fibers, cables and cable systems as well as related services for the automotive sector and further industries. Leoni develops and produces technically sophisticated products from single-core automotive cables through to complete wiring systems. Leoni’s product range also comprises wires and strands, standardised cables, special cables and cable system assemblies for various industrial markets. The group of companies, which is listed on the German MDAX, employs more than 79,000 people in 32 countries and generated consolidated sales of EUR 4.4 billion in 2016. In 2017, Leoni celebrates its 100 years anniversary.

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