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Siemens Canada Internet
General interest press release

Siemens Canada launches new brand claim: Ingenuity for life

Oakville, ON., November 2, 2016



Brand stands for engineering excellence, responsibility and creating value for society
Canadian campaign tells customer stories that are shaping country's future

Siemens Canada officially launched the company's new global brand claim Ingenuity for life today, reinforcing the company's commitment to engineering the future of

Canada ahead of the country's 150th birthday next year. Ingenuity for life highlights how Siemens' vast engineering know-how and leading technology combine to create lasting value for customers, citizens and society - something Siemens has been doing in Canada for more than 100 years.

"Ingenuity for life is about how technology connects Siemens to society. We understand Canada's current and future challenges and see them as opportunities to make life better for Canadians," said Siemens Canada CEO Robert Hardt. "Whether it is securing our energy future, building smarter cities or inspiring our future workforce, together with our customers we positively impact people's lives and that commitment to powerful innovation is the purpose that drives us."

Ingenuity for life will be promoted via numerous channels including online, advertising and social media. Supporting the launch are various creative assets including a new corporate video and a partner success story featuring New Brunswick utility NB Power. Additional customer stories will be published throughout 2017 and beyond.

"As a b-to-b company our strategy in Canada is to showcase what Ingenuity for life means through the eyes of our customers, telling the narrative of how we're helping them shape the future and next 150 years for Canada. Our claim enables us to express the impact that Siemens makes on what matters to society in concrete terms," said Ann Adair, Vice President Corporate Communications for Siemens Canada.

Siemens in Germany, the US and the UK among others have also unveiled the brand in 2016 to coincide with the 200th birthday of founder Werner von Siemens and celebrating what Siemens has stood for since its beginnings: engineering expertise, genius, innovation and a sense of responsibility.

Fittingly, Ingenuity for life in Canada will be formally introduced at the opening reception for the 2016 Ontario Economic Summit, sponsored by Siemens. The theme of the 2016 conference is Building Prosperity by Strengthening the Innovation Ecosystem.

For more information on Ingenuity for life please click [HERE](#)

About Siemens Canada

For more than 100 years Siemens Canada has stood for engineering excellence, innovation, quality and reliability. Siemens technology in the fields of electrification, automation and digitalization helps make real what matters to Canadians. From the Atlantic to Pacific oceans, more than 4,800 employees in Canada work together to deliver solutions for sustainable energy, intelligent infrastructure, healthcare, and the future of manufacturing. One of the world's largest producers of energy-efficient, resource-saving technologies, Siemens is a leading supplier of gas and steam turbines for power generation, a major provider of power transmission solutions and a pioneer in infrastructure solutions and automation, drive and software solutions for industry. The company is also a foremost provider of medical imaging equipment and a leader in laboratory diagnostics. Sales for Siemens Canada in fiscal 2015 (ended September 30), were \$3.0 billion CAD.

Multimedia:

Siemens Canada video
NB Power video

For more information or to arrange an interview, please contact Ann Adair, Vice President, Communications and Government Affairs

ann.adair@siemens.com

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