

JEWISH VOICE FROM GERMANY



Special Report on Baden-Württemberg



SUPPLEMENT

SEPTEMBER 2013

GERMANY'S LAND OF OPPORTUNITY

Opposites attract, they say. Taken one step further: opposites working together make for a success story. When the Land of Baden-Württemberg, the state in the very southwest corner of Germany, was founded in 1952, it took some persuasion for the people of the historic Baden and Württemberg regions to join hands. Traditionally, the Württembergers, especially the Swabians, are considered to be a hard-working, industrious people, economically thrifty to the point of tight-fistedness. The people of Baden, on the other hand, are proud to be liberals, free thinkers, with a penchant for the good life, for fine food and wine, counting generosity as one of their virtues. Both, Württembergers and Badeners, were said to be strong of will.

Their respective – and with time joint – stubbornness turned out to be a blessing. Poor soil, long hard winters meant that people had to be resourceful and innovative. That's why Baden-Württemberg is the land of tinkerers and inventors: Be it the cuckoo clock, binoculars, the pretzel, the automobile, the dowel or the perm – they all came into being in what is



Germany's most famous poet Johann Wolfgang Goethe felt that Heidelberg had something "quite ideal". The city is known for its picturesque castle ruin situated on a hill above the river Neckar, overlooking the historic center which brims with university life. For those who want to leave the bustle of its little markets, a walk along the Philosphefweg offers great views of Heidelberg's old town – views that have inspired painters and poets time and again.

Makers of Tomorrow

Baden-Württemberg is diverse, successful and charming

The people of Baden-Württemberg certainly know how to work hard. A strong industry with internationally renowned giants

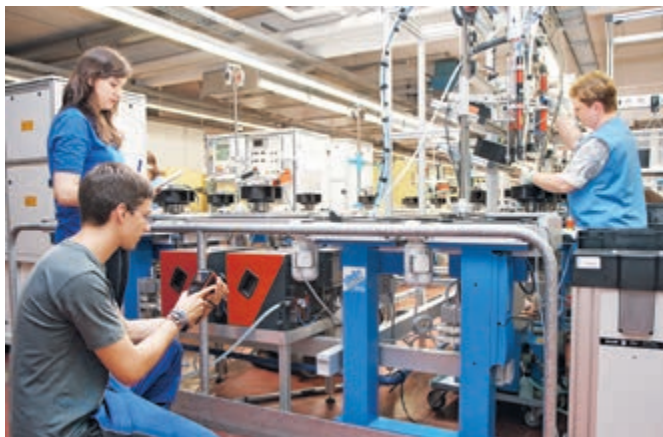
ing beyond the giants into the details: many of the state-of-the-art technologies and products coming out of the region are made by medium-sized companies, traditionally the backbone of German economy and especially of Baden-Württemberg. Moreover, an even closer look reveals a typical Baden-Württemberg phenomenon: the "hidden champions", companies tucked away far from urban centers, just bursting with good ideas, fine craftsmanship and top engineering. Many of them are worldwide market leaders in their field.

Traditional industry and ecological sustainability are not competing ideas in Baden-Württemberg. Often said to be conservative, Baden-Württemberg is the first German state to be governed by a prime minister belonging to the Green party: "Where, if not here in this economically strong country, can we demonstrate that ecology and economy are not only not mutually exclusive, not as opposites must be, but that they are mutu-

ally dependent and stimulate each other," said Winfried Kretschmann on taking office in 2011. Nonetheless, "going green" will be a big challenge for the area's industry – but one which will be taken on and mastered with the vigor, ingenuity and work ethic that the region is known for.

All work and no play? Certainly not in Baden-Württemberg. Work-life balance is something the people here have worked hard for – and achieved. They are a friendly bunch with a long tradition of hospitality. The fact that more than three million French cross the border to wine and dine in this great land each year, says it all. And given the diverse landscape on offer: from the peaks and dark forests which gave the Black Forest its name, the gentle rolling hills of the Tauber valley, the shores of the "Swabian Sea", Lake Constance, and the mountain range of the Swabian Alb, to dreamy university towns like Tübingen and Heidelberg, the modern metropolis Stuttgart with its fine art galleries and international trade fairs, and the luxurious spa town of Baden-Baden with its famous casino and horse racecourse – is it any wonder that Baden-Württemberg is one of Germany's favorite holiday destinations.

What lies ahead? For the past 60 years, past Nobel Prize laureates congregate each summer on the island Mainau in Lake Constance. On board the ship taking them there they meet young aspiring scientists and researchers from Baden-Württemberg. New ideas are born here – a solid foundation for the future. ■



Learning the trade: Trainees building electric motors

known today as Baden-Württemberg. Currently, the Land tops the list of German states with its number of annual applications for patents. In 2012 alone, 14,225 brilliant ideas were submitted. This makes Baden-Württemberg the No. 1 region for innovation in the European Union.

like Bosch, Daimler and Porsche – for many the synonym for German engineering – operate from Baden-Württemberg. The engine of the German economy, car manufacturing, is located in and around Stuttgart. The factories have given a whole region its identity. But it's also worth look-

Baden-Württemberg

Founded in 1952
Surface area: 35.751 km²
Third largest German state
Population: 10.5 million
11 % of population hold a foreign passport
41 % of population perform voluntary work
Highest life expectancy in Germany (male: 79.2; female: 83.6 years)
Capital: Stuttgart (586.000 inhabitants)
Urban centers: Mannheim, Karlsruhe, Freiburg
Smallest town: Böllen (91 inhabitants)
First German state to be governed by a Green Prime Minister



Baden Württemberg's coat of arms depicts three black lions with red tongues on a gold background. Six smaller coats of arms sit at the top of the shield. They represent the historic origins/regions of the Land. Flanking the coat on each side are the shield bearers: to the left is a stag – the symbol for Württemberg; and to the right is a griffin – the symbol for Baden.

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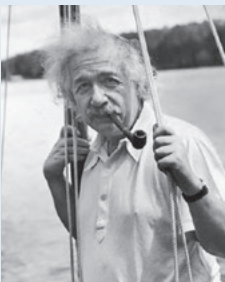
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FACTS & FIGURES

THINGS TO KNOW BEFORE YOU GO

Past and present come together in daily life

Albert Einstein (1879–1955) theoretical physicist. Awarded the Nobel Prize in 1921
Johannes Kepler (1571–1630) mathematician and astronomer
Caroline Kaulla (1739–1809) Jewish entrepreneur, once Germany’s richest woman
Georg Wilhelm Friedrich Hegel (1770–1831) philosopher
Gottlieb Wilhelm Daimler (1834–1900) invented the high-speed petrol engine
Hermann Hesse (1877–1962) author of *Steppenwolf*. Received the Nobel Prize in 1946
Georg Elser (1903–1945) came close to assassinating Hitler in 1939
Sophie Scholl (1921–1943 executed) Member of the anti-Nazi movement White Rose
Roland Emmerich (*1955) highest grossing German director in Hollywood



People



Freiburg university

Education

9 universities, including 3 Universities of Excellence, among them Germany’s oldest in Heidelberg (founded 1386), Germany’s first Pop-Academy in Mannheim
44 polytechnics, 5 private universities, 9 state approved
335,000 students



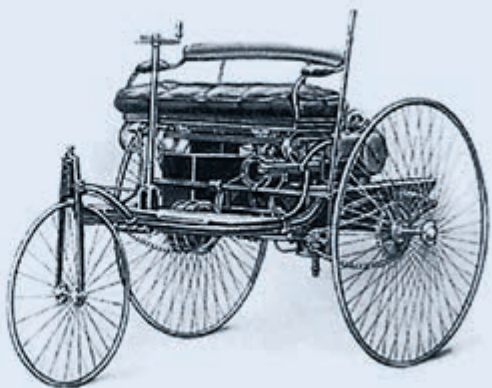
Hockenheimring motor racing circuit hosts Formula One German Grand Prix
Home to sports legends: **Steffi Graf** and **Boris Becker**, tennis champions
Jürgen Klinsmann, U.S. Men’s National Soccer Team Head Coach
Joachim Löw, Coach and Manager of the German National Football Team
Eberhard Gienger, gymnastics champion
Christian Streich, Coach of Soccer Club SC Freiburg
Regina Hallmich, World Champion Women’s Boxing

Sports

GDP: € 36,020 p.c.
Exports (2011): € 172 billion
Three out of four people in BW are in gainful employment:
5.8 m (age: 15–65)
Employment rate: 76% (among the highest in Germany)
Unemployment: 3.9% (lowest among EU-countries)
Youth unemployment under 4%
¼ of industrial revenue generated by automotive engineering, mechanical and plant engineering (20%), metal and electrical industries (7% each)

Economy

No 1 in European Union innovation index (72,1%)
4.8% of GDP invested in innovation
No 1 in research and development
Famous inventions:
Carl-Benz motorcar No 1 (1886)
Black Forest gateau (1915)
Plastic dowel (Fischer, 1958)
Electric chainsaw (Stihl, 1926)
Ignition plug (Bosch, 1902)
Bionic Handling Assistant
Handcar (Karl Drais, 1817)



Innovation

Arts



1300 museums
Baden-Baden Opera: Europe’s largest opera and concert house – and the only one that is self-funded
4 UNESCO World Heritage sights
Famous castles and gardens (**Hohenzollern Castle**, Ludwigsburg Castle, Schwetzingen Castle and Gardens, Heidelberg Castle, Mannheim Castle)



The Federal Constitutional Court is located in Karlsruhe. Since 1951, the supreme constitutional court ensures that all state institutions obey the Basic Law, the constitution of the Federal Republic of Germany.

Justice

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Credit: Library of Congress, Benedikt, Andreas Fink, A. Kniesel, unknown (Benz motorcar), dpa, Margarethe Steiff GmbH, Deutsches Uhrenmuseum, Furwangen, Roberto Verzo, Mikelo



With shores in three countries, Lake Constance, or Bodensee, boasts Bronze Age dwellings, Germany’s oldest castle, Meersburg, the UNESCO listed monastic island of Reichenau as well as the Flower Island of Mainau. The region is also the home of the Zeppelin. More than half of the shoreline of the “Swabian Sea”, one of Europe’s largest lakes, is in Germany, with stunning views of the Swiss Alps.

TRAVEL & CULTURE

On the Sunny Side

Discover the Southwest’s unspoilt appeal

by Hartmut Bomhoff

It was the Romans who first fell in love with the sunny side of Germany. Today, Baden-Württemberg is one of the Federal Republic’s most famous holiday destinations. Whatever you are looking for, you are likely to find it here: Vivid history and a wide variety of

carnival for example with its ancient masks and costumes is renowned for its attractive Fastnacht processions.

After soaking up history, nothing is more soothing than spending a leisurely day in one of the country’s natural mineral spas, with Baden-Baden being the grandest of the many thermal baths. Enjoying the great out-



If you’re a true design fiend, you must not miss out on the Vitra Design Museum. Situated in Weil am Rhein, close to the city of Basel, the museum presents one of the world’s largest collections of design objects, with a focus on industrial furniture design and lighting, as well as temporary exhibitions. Frank O. Gehry’s museum building is an architectural attraction in its own right.

cultural events, gourmet delights and award-winning local wines, the healing powers of spas and health resorts as well as an unspoiled countryside perfect for hiking and biking.

Historic cities and picturesque villages boast local charm. The remnants of the Limes, the Roman border wall, medieval monasteries and baroque churches, castles large and small are testament to Baden-Württemberg’s diverse regional identities and its rich past. The locals cherish this heritage. The Swabian Alemannic

doors proves to be as beneficial as the hot springs. A walk through the narrow valleys of the Black Forest (with a stop at a tavern for a glass of wine, or a Kirsch schnapps, amid the chirps of a locally made cuckoo clock in the background), in the hills of the Kaiserstuhl or along the shores of Lake Constance can have a tremendously relaxing effect on both mind and body.

Looking for the buzz of the city? Stuttgart, the region’s capital, boasts two of the best car museums as well as the world-

class Stuttgart Ballet and art museums, including the State Gallery, famous for its collection of modern art. Of course, one also finds contemporary culture outside of the major city. There is much to see and do in the university towns Freiburg, Heidelberg and Tübingen; Baden-Baden is not only known for spas but also for festivals; while Europa-Park at Rust is one of the world’s top theme parks. It is this perfect fusion of different, sometimes contrasting, characteristics that makes southwest Germany a fascinating and unique holiday destination. Welcome to Baden-Württemberg! ■

Right: “Founded in 1147, the Cistercian Maulbronn Monastery is considered the best-preserved medieval monastery complex north of the Alps,” reads the UNESCO’s World Heritage List. Maulbronn’s unity and overall completeness provide a rare and perfect snapshot in to claustral life.



One cannot describe those noble woods, nor the feeling with which they inspire him, wrote Mark Twain in *The Black Forest and Its Treasures*. Even though fairy tales suggest that the Black Forest is no place for the faint-hearted, the valleys with lakes and farms nestled in hollows between thickly forested areas have become one of the most popular family travel destinations in all of Germany. To take in the natural beauty of the region, you could ride on horseback through the hills, hike to the top of Germany’s highest waterfalls, or wander along dark tree-laden trails off the beaten path. Explore local shops selling cuckoo clocks, wood carvings, music boxes and other crafts, and enjoy the hospitality of hosts who have managed to preserve their cultural traditions.



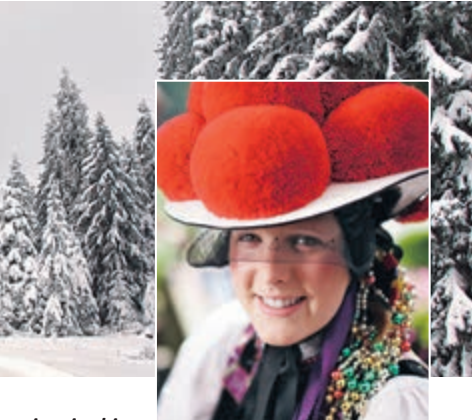
Lively traditions: The Swabian Alemannic carnival, celebrated since the Middle Ages



Above: In Baden-Württemberg, there are wines from a volcano that are fit for a king. Studies have shown that Kaiserstuhl, a volcano massif between the Vosges and the Upper Rhine valley, boasts the most hours of sunshine and the warmest climate in all of Germany. Wine growing on the Kaiserstuhl was introduced by the Romans. Today it is, with more than 4,000 hectares of vineyards, of vital ecological and economic importance. The hills of the region have become a habitat for a variety of plants as well as for rare species, such as praying mantises and green lizards.



Above: Ulm Minster’s tower, called the “Finger of God” because it has the highest church tower in the world, has watched over the city of Ulm for centuries. Much of Albert Einstein’s hometown, mentioned first in 854, was destroyed in World War II. Today, the cityscape blends lovingly restored historic buildings with breathtaking modernity, including a fine collection of major European and American post-war artwork at the Ulm Museum.



POLITICS

Building Bridges

Minister President Winfried Kretschmann deepens his personal and political connections in Israel



By Florian Ehrich

Winfried Kretschmann has a reputation for being a good listener – a talent that will surely stand any German politician visiting Israel in good stead. In his dual positions as both Minister President and President of the Bundesrat (chamber of the German Parliament in which the Länder, the federal states, are represented), he began his six-day tour through the Holy Land by visiting Kibbutz Hatzetim in the Negev desert. Having followed the Kibbutz movement with enthusiastic interest since his youth, Mr. Kretschmann was impressed by how the community's original ideals continued to thrive. He said: "In the Kibbutz, the basic values of communal living – such as mutual respect, community spirit, and solidarity – are being lived out in practice. The early Kibbutz settlements were places where Jewish life and aspirations were able to flourish despite all the persecution, often in entirely new social models." Kibbutz Hatzetim's success is attributable in part to its collectively owned and run Netafim company, which has become a global market leader in the field of water-saving droplet irrigation.

Cautious optimism

Mr. Kretschmann, who was traveling as an official representative of the Federal Republic of Germany, gained an overview of the country's complex political situation through a series of high-level discussions. At a meeting with Israel's President Shimon Peres, Mr. Kretschmann emphasized the close bond between Germany and Israel, and pledged his country's support for the peace process in the Middle East. "It is very important to us that Israel is able to live in safety. We want to do everything we can to help Israel in securing peace." He also heard about the demands put forth by the Palestinians, particularly their struggle for an independent state, during his discussions with representatives of the Palestinian Authority in Ramallah. Still, Mr. Kretschmann came away cautiously optimistic. "The examples we have seen, where

people have come together also at the grass-roots level, have been invaluable. I can sense a readiness for a new beginning here, one which makes me hopeful that the process will finally move into gear." A highly personal experience for Mr. Kretschmann was the opportunity to speak with four Holocaust survivors. After their meeting in a hotel in Tel Aviv, the German politician was visibly moved. "Meeting the victims who survived this horror face to face and to hear them tell their own, highly personal accounts – this is something different entirely. It puts a real face on what might otherwise be an anonymous destiny." No less affecting was Mr. Kretschmann's visit to the Yad Vashem memorial site. His entry into

the memorial's guestbook reads as follows: "The atrocious injustice of the Shoah and the memory of its victims must never be forgotten. They will forever serve to admonish us to practice tolerance, respect, and the protection of human rights."

Cooperation between Israel and Baden-Württemberg

As might be expected, Mr. Kretschmann also had a message from his home state of Baden-Württemberg where, as Minister-President from the Green Party, he is committed to realizing Germany's transition to renewable power. Speaking before the German-Israeli Chamber of Commerce, he

expressed the hope that Israel, too, would invest more intensively in green energies, pointing out that the energy transition will ultimately work only on a global level.

The export of good ideas from Germany was also on the agenda during Mr. Kretschmann's visit with Stef Wertheimer, an Israeli industrialist originally from Kippenheim in Baden-Württemberg. Mr. Wertheimer is currently working in partnership with the southwestern Land to make the Israeli educational system more practical, using Germany's proven two-track structure as a model. In a ceremony to honor trainees, Mr. Wertheimer and Mr. Kretschmann awarded Master Craftsman Certificates to eight graduates in the field of fine mechanics. Seven were Israeli citizens of Arab and orthodox Jewish origins, and one a German. Mr. Wertheimer hopes that the program will also be able to build bridges across these various communities: "If you work together, you won't fight against one another."

The trip was more than just an official duty for Winfried Kretschmann. He was able to meet people from differing religious communities and from all walks of life, each one with different experiences and circumstances. Yet they all had one wish in common: that they might enjoy peace and a prosperous future in their shared homeland of Israel. ■



Winfried Kretschmann and the German-born industrialist and philanthropist Stef Wertheimer awarded Master Craftsman Certificates to seven Israeli and one German vocational trainee in the field of fine mechanics.



As official representative of the Federal Republic of Germany, Mr. Kretschmann met with Israeli President Shimon Peres. The topics discussed included the Middle East peace process and Germany's shift to renewable energies.



By establishing the Netafim company, Kibbutz Hatzetim has been able to lessen its dependence on agriculture as a form of income. The politician has had an interest in the Kibbutz movement since his youth.



The German guests light a candle in Bethlehem's Church of the Nativity with his wife Gerlinde – surely a moving moment for the practicing Catholic, even if singing a Christmas-carol in the summer heat was a novelty for him.



Jerusalem: in the Hall of Names, Yad Vashem. "A visit to Yad Vashem really gets under your skin. Keeping alive the memory of the inequity that was perpetrated in those days shall remain our task and obligation."

Credit: dpa (6)

INDUSTRY AND SCIENCE

Germany's Powerhouse

Economic successes of the past help to forge the future

By Klaus Dieter Oehler

Lake Constance, the wooded hills of the Black Forest, rolling vineyards and proximity to Alsace and Switzerland make Baden-Württemberg, or the "Ländle," as the natives of this area affectionately call it, a uniquely attractive place.

But any assumption that the nickname ("le" is a German diminutive – so "Ländle" would translate as "little state") is a way of characterizing Baden-Württemberg as a cute, sleepy little place hidden away in the provinces is wide off the mark. "We can do everything except speak properly, high German," is what locals say, with a bit of irony and lots of self-assurance. In reality, the Swabians or Württembergians, as the inhabitants of the third-largest federal state of Germany (both in terms of area and population) call themselves, have a reputation as some of Germany's most industrious workers. This Land is among the strongest and most competitive economies throughout Europe.

More powerful than many EU-states

With a gross domestic product of 390 billion Euros, the economic power of Baden-Württemberg is greater than that of many EU member states. Greece, for example, has a GDP of all of 230 billion Euros. The same applies for the per capita GDP. Only the Länder of Hesse and Bavaria and the city-states Bremen and Hamburg have a higher GDP per capita than the Ländle. In the past year, its economic growth of 5 percent was significantly higher than the German national average of 3.6 percent. And this has served the region well – with an unemployment rate of currently around 4 percent, Baden-Württemberg has the highest employment figures in the country next to Bavaria.

It was here in Baden-Württemberg that the automobile was invented in 1886 by Gottlieb Daimler and Carl Friedrich Benz; it is the home of luxury sports car maker Porsche; Robert Bosch set



Stihl: With headquarters in Waiblingen, the company boasts the world's best-selling chainsaws

This Land is among the strongest and most competitive economies throughout Europe

Region of innovation

Moreover, statistics cite one record after another. Baden-Württemberg has the highest ratio of employees in the industrial sector, and the highest share of industrial production in the gross domestic product compared to Germany's other Länder. The region has also earned a reputation as one of the most innovative within the European Union due to its performance in technology and research and development.

Despite its numerous accolades, this region is not resting on its laurels. A country like Germany, with its high labor costs and orientation towards exports, can continue its success in the global market only if it is able to foster a close collaboration between economy and science. Besides expanding universities and research institutions, the policies pursued in Baden-Württemberg concerning research and technology focus on the so-called "centers of technology". This commitment to developing a sustainable future has made this Land the federal state in Germany with the most closely knit network of research institutions. Among them are those run by the Fraunhofer Gesellschaft, university research foundations, and the scientific mega-academies in Stuttgart and Karlsruhe. All of these institutions, with their close ties to the economy, serve as a bridge



Tognum diesel engine factory in Friedrichshafen

between the basic research done at university level and the higher, technical development of new products and procedures in businesses. Small and medium-sized enterprises, in particular, benefit from the more than 300 transfer centers operated by the Steinbeis Foundation at universities in Baden-Württemberg that focus on specific technical aspects. These provide consultancy services and training opportunities, while also implementing development contracts. In addition, there are around 30 technology centers and business incubators in the Land that have made it their task to promote the establishment of technology-oriented enterprises.



High level research: Cultivating cells and tissues – the Fraunhofer Gesellschaft is Europe's largest innovation center

Ecological responsibility

Its two leading sectors, agriculture – specifically wine-growing – and industry, make the region

along the Neckar River unique. People have always been pursuing new and bold ventures here, and they will certainly continue going down that path in the future. The Land intends to establish itself in the coming years as a global model region, where economic success and prosperity are joined by ecological responsibility, social justice, and conservation and sustainable practices for future generations.

For many managers and owners of family-owned firms, it will have come as a bit of a shock when in 2011, the Christian Democratic Union lost the state par-

liamentary elections (for the first time in 58 years!) and a member of the Green party became Minister-President of the Land. But Winfried Kretschmann soon proved that he intended to pursue a policy of realpolitik. The new head of the Land government lauded his predecessors at a panel discussion before an audience of entrepreneurs in Stuttgart. He said: "The way our economy is doing today, they can't have made that many mistakes." As a full-blooded Green politician, it is obvious that Mr. Kretschmann intends to focus more strongly on sustainable mobility, environmental technologies, renewable energies, Green IT, and intelligent products in future. But Swabian entrepreneurs have already recognized that these matters are not just challenges – they are opportunities waiting to be seized. ■

Klaus Dieter Oehler has worked for more than 20 years as a financial editor for the daily Stuttgarter Zeitung



Toys with tradition: Märklin was founded in 1859, today it is best known for model railways

Credit: Stihl.de/urfer/Dave Young dpa, Fraunhofer (GB), Basit 103

By Siegfried Guterman

Mercedes-Benz, the world's oldest automotive brand, is of noble ancestry. The origins traces to the first ever petrol powered car, the famous Benz Patent Motorwagen, hitting the road in 1886. Pioneering spirit runs in the blood of Mercedes engineers and designers. Producing under the brand name Mercedes-Benz since 1926, the Stuttgart headquartered manufacturer is a synonym for high-class automobiles which provide brilliant performance. Therefore, the presentation of a new Mercedes-Benz is always something special.



MAN'S SECOND BEST FRIEND

A Passion for Technology and Luxury

Stuttgart-based car maker Mercedes introduces its new S-Class



Has the iconic 300SL of the 1950s finally met its match?

At the premiere of the latest Mercedes-Benz S-Class in Hamburg, superstar Alicia Keys was on hand to provide live musical entertainment. Not a bad choice, but maybe Tina Turner would have been more appropriate. For although Tina, unlike the S-Class, may be a bit long in the tooth, her song *Simply the Best* is surely a more apt description of this unique new offering from the luxury brand.

Vision accomplished

Almost as ambitious as JFK when he promised to land a man on the moon, Mercedes had set itself the goal of building the world's best automobile. But this grand undertaking seems to have unleashed so much creativity, engineering wizardry, and innovation that the automaker can rightly claim "vision accomplished". The new S-Class has become the gold standard in the luxury automobile segment. It is likely to maintain this exalted position for some time to come, given that rivals BMW and Audi still have long ways to go to develop an answer in the same league. And outside of Germany, the S-Class currently has no real competition.

In at least three key areas – safety, comfort, and design – the new Mercedes-Benz flagship pushes the envelope of the previous automotive tagline "state of the art". (Not to mention price of course.)

Electronic guardian angels

Once you get behind the wheel of the S-Class, you are effectively in the hands of a whole host of electronic "guardian angels" that carry out their protective tasks in an entirely unobtrusive, almost undetectable manner. If you have selected the S 500 model, moreover, you can probably rest assured of enjoying the most formidable technological arsenal to be purchased on the global auto market today.

For one thing, the S-Class is the first to blur the distinction between active and passive safety, between prevention and action. Rodolfo Schöneburg, the Stuttgart-based automaker's safety guru, modestly calls this an "integrated safety concept". Take the "Pre-Safe" system, for example: this was conceived to prepare the car's occupants for a possible crash and reduces the forces impacting the head and neck in an accident by 30 to 40 percent. Or the car's stereoscopic

camera, which works in concert with six radar sensors to generate a comprehensive overview of the vehicle's surroundings, so that all-out braking can be triggered the very instant a crash has been identified – in other words, in those instances in which a tenth of a second can mean the difference between life and death.

The S-Class was also designed with the weakest link on the road in mind: the pedestrian. Thus, the automobile senses that a driver has failed to see a pedestrian in his path, and warns him with a peep tone. If the driver still fails to react, the vehicle will hit the brakes automatically.

A flying carpet on four wheels

The word "comfort" is a crass understatement when it comes to the new Mercedes. "Pure luxury" would be more apropos to the feel of the passenger compartment, which is also designed to screen off any unwanted external distractions. In fact, the S-Class is a veritable paradise on wheels for the automotive enthusiast. Just one outstanding feature is the vehicle's ability to scan the road ahead for bumps and potholes and send commands to the suspension so as to smooth out the ride. The resulting driving experience has been aptly compared to a "flying carpet" by the vehicle's engineers. Unlike a flying carpet, however, the S-Class' road scanners only work during daylight. Then again, one has to leave a few challenges for the future. It goes without saying that such a car has an immaculate suspension which touches the limits of the physically possible. It is the optimum of contemporary technology.

In terms of design, the new S-Class is intended to achieve the magical trifecta of status,

elegance, and sportiness, while also bridging continuity and innovation. By all appearances, this Herculean task has been fulfilled. The sedan feels light and nimble, yet still packs enough heft to give former Maybach drivers the status consciousness they are accustomed to. While cutting-edge, the car still has a streamlined feel thanks to the elimination of trendy but unnecessary bells and whistles. Gone are the days when Mercedes frightened off sensitive souls with massiveness.



Perfection in the making

Dynamics and smooth performance

A description of the power under the hood is almost superfluous. This new series starts out of the gate with three powerful engines – one diesel and two gasoline – and it goes without saying that the S 500 probably boasts the most well-balanced engine anywhere in terms of dynamics and smooth performance. The



Through the generations: S-Class parade

fact that all this was achieved while also cutting back on fuel consumption is praiseworthy.

S-Class emissions are 242–146 g/km. S-Class prices start at \$93,000. For a mere \$107k the S 500 could be yours. Well aware that the S-Class will occupy the top of the luxury sedan market, Mercedes plans to showcase this new model in purpose-built lounges at its dealerships – an added sweetener to give high-end customers an even greater feeling of exclusivity. It is safe to assume, however, that a significant number of these vehicles will be driven and maintained by drivers or employees working for DAX-listed companies, that is, the largest German corporations. Perhaps Mercedes would be well advised to try other innovative distribution channels as well. After all, there

PEOPLE

Old World Ingenuity

How Baden-Württembergers touch the world

Schaffe, schaffe, Häusle baue", to work tirelessly to secure one's own home, is said to be the core motto of the Swabians. Considered the penny pinchers of Germany, this particular breed of people from Baden-Württemberg don't mind living up to the stereotype that they are a hard working and frugal bunch.

However, the Brothers Grimm did these southern Germans a disservice with their story *Die sieben Schwaben* (The Seven Swabians) in which they were depicted as simpletons. In fact, the people of this region are some of the most

industrious, inventive and entrepreneurial of all of Germany. Not only did they invent some of the world's most essential products and devices including the car, both the gas and diesel engines and the jet aircraft, but 20 of the country's largest businesses are based here. Swabian industry is key to the German economy.

Their diligence epitomizes the character of the 10.5 million people of Baden-Württemberg in the popular imagination but Germany's third-largest state has a diverse population. It not only consists of Swabians but also

Upper Swabians, Palatines, Francophones, Alemannics and Baden natives as well as many newcomers.

Quality, experience and innovation are values that Baden-Württemberg stands for in the production of regional goods from traditional Bollen hats and cuckoo clocks, which originated in the Black Forest region, to modern solar modules and wind generators. These are people with a vision that are both mindful of the past while looking to the future. ■

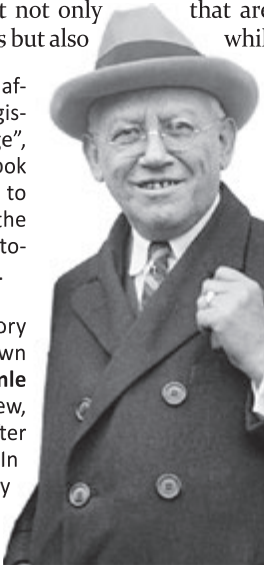


"I wasn't just born in Baden-Württemberg, I love to keep coming back for so many different reasons," says Anne-Sophie Mutter, who for over three decades has been one of the most

acclaimed violin virtuosi of our time. Mutter not only performs classical works but often treats her audiences to new and creative repertoires. Very much in tune with her home country's spirit, she wants to continue to "bring anything new, anything important, anything different to music."



In August 1888, two years after her husband Karl had registered his "horseless carriage", Bertha Benz (1849–1944), took the car for a surprise visit to her mother and became the first person to drive an automobile over a long distance.



A Hollywood success story has its origins in smalltown Württemberg. Carl Laemmle (1867–1939), a Swabian Jew, left his native Laupheim after a business apprenticeship. In 1912, he built Universal City Studios, launching the motion picture industry.



Paralyzed by polio, Magarete Steiff (1847–1909) had apparently no future prospects but overcame her limitations. A skilled seamstress, she once made life-size felt elephants. Her workshop in Giengen became a renowned "factory for felt articles and toys" which is still going strong.

Johann Jacob Astor (1763–1848), an epitome of immigrant entrepreneurship and patron of culture, was a salesman from Waldorf. America's first multimillionaire is still remembered in his hometown near Heidelberg.



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BADEN-BADEN AND BADENWEILER

A Source of Inspiration

Russian literati relished Germany's renowned spa towns



Faites votre jeu – Baden-Baden Casino

by Elisabeth Neu

Roulette until six in the evening. Lost everything", notes Leo Tolstoy on July 14, 1857. He did not pen these words in Moscow or St Petersburg. It was in Baden-Baden that Tolstoy closed his diary with a sigh that night.

In the 19th and early 20th century, two places tucked away deep in the southwest of Germany attracted the rich and famous from all over Europe like magnets. Crowned heads and musicians, philosophers and writers – among them the crème de la crème of Russian literati: Baden-Baden, the famous spa and gambling capital, and Badenweiler, its little sister.



Fyodor Dostoyevsky

Europe's summer capital

The mild climate and the salutary benefits of the hot springs which had already been enjoyed by Romans suffering from rheumatism, the gentle air, and lush green forests all made Baden-Baden the place to be. The elegant exclusivity, the town's opulence, its cosmopolitan feel, the hub of the upper crust, was unequalled by any other German city. To this day, Baden-Baden attracts large numbers of visitors. When wandering along the Corinthian columns of the Trinkhalle, the pump room, or strolling through the lush gardens and parks of Lichentaler Allee you can sense it – that very special Baden-Baden feeling, making you yearn for a time when clothes were sumptuous, manners polished, architecture a feat for the senses. In short,

when Baden-Baden had been declared "The Summer Capital of Europe". Ever since the Tsar married a princess from Baden in the late 18th century, her former home be-

means. Turgenjev had been living in Baden-Baden since 1863: "I no longer see myself as a Russian but as a German and I am proud of it!"

All this must have incensed his visitor. Fjodor Dostoyevsky had spent four years in Siberia, in chains. Hot-tempered, he cultivated the rough, unkempt, passionate genius that he was. Penniless he was too. Down on his luck again and again at the roulette wheel. "He pawned his wedding ring ... but won nothing ... later he went to play roulette taking my wedding ring to pawn as well ...," writes Madame Anna Dostoyevskaya in her diary. As if their marriage had not already been stormy enough...

Money was not the only issue Turgenjev and Dostoyevsky argued about. They disagreed over principles. Turgenjev was in favor

be different and that he is lost. Dostoyevsky was no theoretician – he had sat at gambling tables all over Europe – especially those of Baden-Baden which may well have served as the town "Roulettenburg" in *The Gambler*.

Life's last page

When Anton Chekhov left Moscow in May 1904, he confided to a friend: "I am travelling to die." The great author and humanist, probably the acutest psychologist of Classic Russian literature, had been suffering from tuberculosis since the age of 24. Chekhov and



An oasis of calm: Baden-Baden Trinkhalle (pump house) where visitors can "take the water" as a cure for ailments

came all the craze in Russia. "The skies are high here and the Tsar is far away..." was a popular saying amongst Russians in Baden-Baden. And then there was the casino ...

Tolstoy was not the only literary genius to have travelled thousands of miles from Russia to take the waters and enjoy the thrill at the roulette tables... and to leave with empty pockets. They all flocked here: the great realist Ivan Goncharov and the enthusiastic young ballad rhymers Vasili Zhukovsky. Nikolai Gogol came too and observed that "nobody here is seriously ill. They only come to amuse themselves."

Matters of principle

Then, on July 10, 1867, two giants of Russian literature met in the now famed city: Fjodor Dostoyevsky and Ivan Turgenjev. They took an instant dislike to one another. Both as artists and as individuals. Here was Turgenjev, polished, well-mannered, a man of

of Russia orienting itself towards Western Europe, while Dostoyevsky maintained that only the true Slavic spirit would bring the desired renewal. They parted as enemies – henceforth harbouring nothing but bitterness and ill-feeling for each other.

Human nature

To be sure, both men knew of the darker sides of human nature. Even in the wonderful city of Baden-Baden. Turgenjev's novella *Smoke* is set here, describing the stifling ennui, the avarice and scheming of the wealthy good-for-nothings hanging out there, whilst Dostoyevsky created in a slim volume the most haunting description of an addiction to this day. *The Gambler* is a powerful rendering of man's self deception, deceit of others, greed, and unscrupulousness: "Tomorrow, tomorrow – all will be different," exclaims the gambler at the end of the story – knowing full well that nothing will

his wife, the famous actress Olga Knipper – "the last page of my life", as Chekhov called her – decided to set up house in Badenweiler. "It is a very original place, to be sure," the skeptic Chekhov reports in a



Anton Chekhov

letter. "Quite what makes its originality I have not yet been able to fathom." He liked Badenweiler nonetheless. "If only you knew what the sun here is like. It doesn't



Tranquility: view of Badenweiler

burn, it caresses you," he reports to his sister Masha. As a physician, Chekhov knew that his end was nigh. Nonetheless, as always, he took it upon himself to entertain his wife with his fine and good natured humor.

Good humor was precisely what the Chekhovs needed. They had booked into the famous Hotel Römerbad only to discover their hosts did not want a guest on their books suffering from consumption – however discreetly Chekhov used his spittoon, as an eyewitness reported. The Chekhovs in turn declared that the hotel was too crowded and too pompous for their taste anyway.

Eventually they settled at Hotel Sommer. When Chekhov felt his last hour was near, in a final futile act of defiance against death, he and his wife indulged in a glass of champagne. Chekhov died on July 15, 1904. Four years later a bust in his honor – the first worldwide – was unveiled in the presence of Olga Knipper. On July 15, 1914 a service commemorating the 10th anniversary of Chekhov's death was held. Once more his widow was present. Only a fortnight later, tragedy struck – WWI begun. Chekhov's bust was melted down for arms.

Memory and departure

It took a while for the good people of Badenweiler to make peace with the fact that the great writer had come there to die. But once they had accepted it, they began to appreciate and celebrate their great guest. After all, Chekhov is still among the most frequently performed dramatists in German theaters. In Badenweiler, a Chekhov archive was founded. The local Chekhov society is doing remarkable work to this day. And, in the middle of the Cold War, Badenweiler became the meeting place for East and West. Then German chancellor Ludwig Erhard (1963–1966) invited journalists from the Soviet Union for the first time to present the "new" Germany. And, when the Iron Curtain finally fell, Badenweiler received a new Chekhov memorial, too. It had travelled a long way – from the island of Sakhalin in the Pacific to Badenweiler. After a visit to Sakhalin in 1890, Chekhov, the doctor and philanthropist, forever seeking to better the lot of his fellow men, pleaded for a reform of the inhuman Russian prison system. A hundred years later, the people of Sakhalin found a way to pay their respect to Chekhov. In Badenweiler, of course.