

Press release

Summer commitment: targeted, visible, regional

SEW-EURODRIVE partners with the Karlsruhe cult festival DAS FEST for the first time

Bruchsal, July 23, 2025 – The Bruchsal-based drive and automation specialist SEW-EURODRIVE is becoming an official partner of DAS FEST, one of Germany's largest open-air festivals, for the first time in 2025. The family-owned company is also sponsoring other summer events around the company headquarters in Bruchsal.

With over 250,000 visitors, DAS FEST in Karlsruhe is one of the cultural highlights of the summer in the region and offers a diverse, especially musical program for all age groups – this year, Max Giesinger & Friends, Faithless, 01099, Clueso and Amy Macdonald will be among the performers. In 2025, the spectacle organized by KME Karlsruhe Marketing und Event GmbH will celebrate its 40th anniversary in the Günther-Klotz-Anlage and will take place from 24 to 27 July. As a "screen partner", SEW-EURODRIVE presents itself with a film contribution on the main stage and brings its brand to life for a wide audience.

In addition to DAS FEST, SEW-EURODRIVE 2025 supports other cultural and scientific events in the region:

- **Schlosslichtspiele Karlsruhe (August 14 to September 14):** As a business partner, the company presents a specially developed animation on the palace façade – a visual statement in the corporate color red, which stands for power, energy and passion.
- **200 years of KIT:** As a silver sponsor for the anniversary of the Karlsruhe Institute of Technology (KIT), SEW-EURODRIVE demonstrates its close connection to research and science throughout the year with various communication measures.
- **Cultural Summer Bruchsal (August 12 to 17):** For the second time, SEW-EURODRIVE is sponsoring the open-air festival in Bürgerpark Bruchsal, bringing that festival feeling right on the doorstep.

"Our involvement in DAS FEST, the Schlosslichtspiele Karlsruhe and the KIT anniversary are an expression of our commitment to the region, where our company has been at home for more than 90 years", explains Torben Halama, Head of Corporate Communications at SEW-EURODRIVE. "Our aim is not to support as many events as possible, but to specifically promote projects that suit us and the region and that make our company more visible – both externally and internally. Sponsorship is therefore a building block that allows us to bring our brand to life outside the industry."

Image
DAS FEST

Photo credit
Casper Franke

Keyword
DAS FEST

Link
www.sew-eurodrive.de/press

Contact person
SEW-EURODRIVE GmbH & Co KG
Corporate Communications
Ernst-Blickle-Straße 42
76646 Bruchsal
www.sew-eurodrive.de

Mr. Moritz Tzschaschel
Press and Public Relations Officer
T +49 7251 75-25519
moritz.tzschaschel@sew-eurodrive.de

Reader inquiries
SEW-EURODRIVE GmbH & Co KG
Press and Public Relations
Ernst-Blickle-Strasse 42
76646 Bruchsal
Germany
T +49 7251 75-0

press@sew-eurodrive.de
www.sew-eurodrive.de

About SEW-EURODRIVE

Founded in 1931, SEW-EURODRIVE GmbH & Co KG is a family business headquartered in Bruchsal, near Karlsruhe, in the Baden-Württemberg region of Germany. Today, SEW-EURODRIVE is one of the world's leading specialists in drive and automation technology, with more than 22,000 employees, 18 production plants, and 92 Drive Technology Centers in 57 countries.

As a market leader in its field, SEW-EURODRIVE keeps applications, processes, systems, and machinery moving in countless sectors – from airport logistics to industrial processes. With around 800 employees working in research and development, the company is making an innovative contribution to shaping the future of drive technology.

Proximity to customers is one of SEW-EURODRIVE's top priorities. An extensive sales and service network provides professional advice on site and ensures the rapid availability of spare parts and repairs – anywhere in the world. Alongside its headquarters and production facilities in Bruchsal and its plant in Graben-Neudorf, the company operates 30 other sites across Germany.