

Made In Germany -- The Power Of German Brands

Made In Germany — A title with which Germany is home to some of the world's most popular brands. From **Lufthansa** airlines to **Ultrasone** all the way down to Knoff and the infamous **Jägermeister** beverage, Germany has contributed a lot of products to the international scene.

On this page, I will focus on and discuss brands specifically Made In Germany — brands that have stood the test of time to become recognized as pioneers in their respective industries. These breakthrough companies include Hugo Boss, BMW, and Siemens.

To many, Siemens is a virtually unknown company with the only recognition seen is through its sponsorship of the Real Madrid soccer team. However, this Berlin and Munich headquartered company is one of the world's biggest engineering and electronic companies. With almost 500,000 employees worldwide, the company specializes in lighting, medicine, transportation, and power as well.

Its ultrasound technology innovations like the CPS systems that detect molecules and Siemen's position as the first company to develop a desktop phone with Bluetooth capabilities has made it one of the most renowned companies in the world — **a true Made In Germany brand**.

Another one is the **Hugo Boss** fashion line. It first started right after [World War I](#) and began designing uniforms for Nazi troops before going into suit design for menswear in the 1950s. Today, the company has close to 5000 employees with sales of close to 1 billion in 2001. It remains Germany's largest manufacturer of men and women's wear.

In the area of cars, Germany has led the pack with its dazzling array of auto brands including BMW, Porsche, and Mercedes Benz. Dubbed "the Ultimate Driving Machine" in the United States, BMW comes out with sporty roadsters and coupes every year which are anticipated by every car enthusiast. They regularly compete with another German manufacturer, Mercedes Benz, "car for car" (i.e., the BMW 3 series competing with Mercedes Benz' B-Class.)

Porsche is also another fine line of German automobiles, **made by the same engineer that created the first Volkswagen vehicle**. The company has raked in numerous awards for virtually every qualifier, from nameplates to prestige. If you have any questions over how it's pronounced, it's "por-scha" instead of "porsh," which is how most English natives pronounce it.

All in all, the idea of "Made In Germany" has a strong and loyal following introducing many world-class products to the international scene. From electronics companies to top class cars, Germany is nothing short of a world power in this respect.