

## Media release

# New, modern and customer-oriented – a complete new look for the RUAG website

**Berne, 1 February 2017. RUAG's website has been completely revamped and was launched at the end of January. The new-look website [www.ruag.com](http://www.ruag.com) focuses upon the space, air and land market segments, incorporating all the services and products provided by the five RUAG divisions; Space, Aerostructures, Aviation, Ammotec and Defence. The totally redesigned navigation concept focuses on the customer and potential employees, making it easier than ever to contact the company.**

As an international technology group, RUAG offers outstanding technological expertise in the space, air and land sectors. The navigation on the new RUAG website is based around this product-oriented structure. The home page features large, alternating images for space, air and land, each accompanied by a text box, as well as various links to the corresponding product groups. This allows customers to view information about the relevant product group with just one click of the mouse. Greater emphasis has also been given to the contact information as a means of making the site more customer friendly: On the right hand side of each page is an icon linking to specific contact information.

## Jobs, news and locations – all on the home page

In order to further emphasise RUAG's position as an attractive employer, the home page now also links directly to the Careers pages. Candidates can simply scroll down and click to on the corresponding link to find all current vacancies as well as further information about RUAG as an employer. If site visitors scroll down a little further, the company's core messages are displayed along with useful information on the international group's products and services. Visitors can also gain a practical overview of all the company's locations and the respective addresses.

The use of large images gives the website a contemporary feel, piques interest and focuses upon the products and services offered by RUAG. The website [www.ruag.com](http://www.ruag.com) also incorporates the company fonts and colours thereby remaining consistent with the Corporate Design. The website is programmed as a responsive design, which means that the site contents are displayed clearly on mobile devices.

The new website was developed in close collaboration with the digital communication agency Namics – from the initial strategic stage all the way to the go-live. In order to keep pace with developments in digital communication, all of the content and options on the website will be continually updated.

## Contact for information:

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RUAG develops and markets internationally sought-after technology applications in the fields of aerospace and defence for use on land, in the air and in space. 55% of RUAG's products and services are destined for

the civil market and 45% for the military market. The Group is headquartered in Berne, Switzerland. It has production sites in Switzerland, Germany, Austria, France, Sweden, Finland, Hungary, Australia and the USA. Around 8,200 employees – of whom 410 are trainees – generate sales of some CHF 1.75 billion.