

GENERATE IDEAS

We improve your competence

Wolfsburg AG helps you to improve by providing its Age Simulation Suit MAX for use in:

- Presentations, workshops and seminars
- Awareness events and qualification programmes for employees and management staff
- Workplace and work routine assessments
- Events and demonstrations (e.g. adventure course)
- Product tests (customer suitability and acceptance)

The Age Simulation Suit MAX was developed by Chemnitz University of Technology based on an initiative by the Volkswagen AutoUni, Audi AG and Volkswagen Group Research. The suit was developed using knowledge from over 200 scientific studies in the domains of medicine, gerontology, sports science and psychology. Based on background information about the various developments experienced by individuals in the ageing process, the suit simulates physical changes in three different stages, the so-called levels of impairment:

- Visual impairment
- Motor impairment
- Loss of muscular strength
- Reduced hearing ability
- Reduced haptics (sensitivity/sense of touch)



Wolfsburg AG is a public-private partnership between the City of Wolfsburg and Volkswagen AG.

HealthBusiness is one of our key competence areas. Alongside the increased awareness of private and corporate health promotion, this key area also places a particular focus on aspects of living together and working in an ageing society.

We follow innovative trends, develop generation-specific products and services and act as a driving force behind the establishment and maintenance of supply structures. We combine our skills and expertise with those of strong partners from the worlds of business and research and actors from the health industry.

HEALTH



MAX AGE SIMULATION SUIT

Experience, Understand, Generate Ideas

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AGE SIMULATION SUIT MAX

Glasses

Loss of colour vision and visual acuity, reduced field of vision



Vest

Restricted shoulder flexibility, loss of muscular strength



Ear Protector

Reduced hearing ability



Neck Collar

Restricted cervical spine movement



Arm Joint Splints

Loss of strength, restricted joint movement



Hand Sleeves

Loss of strength, restricted wrist movement



Leg/Knee Joint Splints

Loss of strength, restricted joint movement



Overshoes

Ankle stiffness



Gloves

Loss of finger sensitivity

Trousers

Restricted knee and hip flexibility

Levels of Simulated Impairment:

- minor impairment (20%)
- medium impairment (40%)
- major impairment (60%)

Wolfsburg AG has been kindly permitted to use the MAX brand by the brand owner Volkswagen AG.

POTENTIAL FOR THE FUTURE

Maintain working capacity

Demographic change requires companies to develop new strategies in dealing with changing customer groups and an ageing workforce. Over the next few years the average age of staff will continuously increase. In addition, the number of older staff is rising as a result of employment and socio-political measures, for example increasing the retirement age. Ergonomically designed workstations, optimised work routines and operating processes, appropriate management behaviour are among the age-appropriate integration and qualification measures available to employers to ensure that older staff are able to make full use of their potential, even in the future.

Realise and understand needs

With the Age Simulation Suit from Wolfsburg AG you will not only gain an understanding of the needs of older people, but also be able to develop new ideas to maintain and improve the working capacity of your staff.

“Most of what we learn, we learn from our customers.”

*Charles Lazarus (*1923)
American entrepreneur, founder of Toys ‘R’ Us*

