

 Doppelmayr®


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Mit der 3S-Bahn
sanft um die
Kurve gleiten

Lange Schleppbügel in aller Welt

In Todehülse von 100 Jahren

Schnitlige Fenn
Jahre

Skispaß am Mt. Perisher

Tiroler Zugspitzbahn: tolles Fluggelü

41st
year

1976 saw the publication of the first-ever WIR – back then an employee magazine. In the meantime, WIR has developed into an international customer magazine and keeps readers up to date on the very latest ropeway technology, the Doppelmayr Group and innovative installations around the globe.



665
project reports

on innovative installations completed by Doppelmayr and its subsidiaries around the globe have appeared in WIR to date.

WIR Magazine is published in 13 languages

German, English, Italian, Spanish, French, Portuguese, Russian, Polish, Czech, Slovak, Slovenian, Turkish and Chinese

200
issues

A lot has happened since WIR Magazine first came into existence, both in the field of ropeway technology and in terms of the publication itself. WIR now ranks among the ropeway magazines with the biggest circulations worldwide.

WIR: THE ROPEWAY MAGAZINE IN FIGURES

3,220
pages

Over 1,000,000
words

about ropeway installations, innovations, business partners, employees and new developments relating to the company and Group subsidiaries have been written in the 200 issues of WIR.

3,000
articles

* The figures refer to the German source issue and have been rounded in some cases.

200 issues of WIR

What began as a company magazine for various companies in Vorarlberg is now – 40 years later – one of the world's biggest ropeway magazines. Read below how an internal communication medium for several companies became the Doppelmayr WIR Magazine, which is distributed and read worldwide and has a print run of 11,000 copies in 13 languages.



Representatives of Vorarlberg's business and media world come up with the idea of creating a joint company magazine for organizations in the local region. WIR Werkszeitungs Ges.m.bH. is founded. Each participating company has pages dedicated to its own news items, while the outer cover changes with each issue. The inside pages are reserved for economic and socio-political information. Initially, the various WIR company magazines all have the same logo, which is supplemented by the respective company name. They are used exclusively for internal communication. The individual issues are published ten times a year and are sent out to all company employees by post.



1976

Wolfgang Wagenleitner takes charge of implementing the individual company magazines. The first "Doppelmayr WIR" is published. Initially, the outer cover consists of four pages. Before Doppelmayr changes over to digital creation, all WIR magazines are produced using the paste-up method. The basic layout was done on paper, any corrections on film.



1981

The company Hilti in Thüringen leaves the WIR magazine network. The neutral inside section – which has been available as an independent issue for small firms since 1977 – is no longer commercially viable and is therefore stopped. The participating companies take the decision to publish their own entirely independent in-house magazines. The "Doppelmayr WIR Magazine" – which at this stage is purely for employees at the headquarter in Wolfurt – is no longer published ten but instead six times a year. At Doppelmayr, the prime responsibility for the magazine lies with Anton Fink and Ewald Böhler.

What began as a joint project, develops more and more into an independent medium in its own right.



1977

Wolfgang Wagenleitner sets up the WIR agency for employee magazines and independently pursues the idea of publishing in-house magazines for companies in Vorarlberg.



1987

The February issue – Number 89 – is published with a new cover design.



2004

With issue number 163, published in September, the Doppelmayr WIR Magazine is transformed from an in-house magazine to a medium of information for customers and partners as well as for employees and their families. The content now focuses on presenting completed installations and new technical developments. The complete WIR Magazine is now available in German, English, French and Italian. The ropeway magazine soon includes versions in Spanish, Slovenian, Czech, Slovak, Russian, Brazilian Portuguese, Polish, Chinese and Turkish.

WIR becomes an international medium highlighting the broad spectrum covered by the Doppelmayr/Garaventa Group.

1999

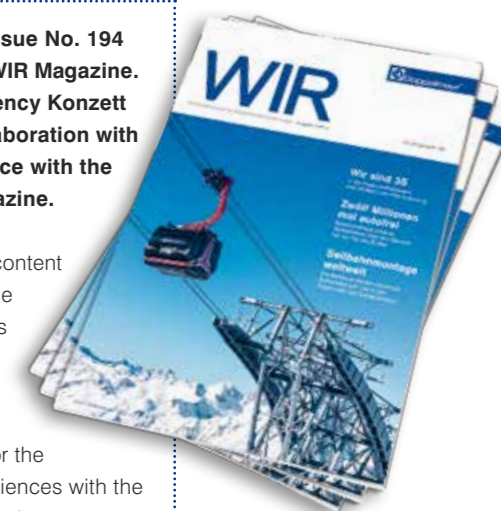
The October 1999 issue of WIR is restyled in a new look. Doppelmayr also now includes two pages with short versions of articles in English; these provide key information from the markets and production.



2014

Wolfgang Wagenleitner steps down; the September issue No. 194 marks the end of his involvement with the Doppelmayr WIR Magazine. The PR agency ikp Vorarlberg and the advertising agency Konzett & Brenndörfer develop a new concept for WIR in collaboration with the Doppelmayr marketing team and provide assistance with the graphic design, text and editing of the customer magazine.

The magazine takes on a new design, a broader range of content and new sections. Alongside a main feature dealing with the central theme of each issue, WIR now includes the subjects "Technology & Innovation", reports about the company and departments of the "Doppelmayr Group" and a mix of topics "In Brief". Descriptions of Doppelmayr innovations and installations around the globe center on the benefits for the reader; customers have their say and report on their experiences with the Doppelmayr/Garaventa Group. Since its relaunch, WIR also incorporates elements of the digital world: QR codes provide links to videos with background information to projects. All issues of WIR Magazine have also been available online since January 2006.



2016

September 2016 sees the publication of the 200th issue of WIR – a historic milestone. Now in its 41st year, WIR continues to enjoy a large readership. The magazine will continue to develop in the future, bringing the world of ropeways closer to its readers with new stories, topics and viewpoints.

DEAR READERS,

The latest issue of WIR Magazine marks a historic milestone and proudly bears the number 200. To coincide with this occasion, we would like to ask you for your views on the magazine since its relaunch in January 2015.

We always make every effort to ensure that the magazine is interesting, varied and attractive for you, the readers. You are the best judges of whether we have been successful in achieving that aim. We welcome your feedback, your suggestions – things that you always wanted to tell us. Perhaps you have a new idea for WIR?

With the aid of a short questionnaire that will take up barely five minutes of your time, we hope to find out how we can develop WIR Magazine in line with your wishes.

Please tell us what you think. The survey is entirely anonymous and does not identify the person completing the questionnaire in any way.



➔ Link to the questionnaire:
www.doppelmayr.com/en/survey

In token of our thanks for your participation, we are offering five Doppelmayr packages as part of a prize draw.

Many thanks for taking part in our survey!

The WIR Team



Your Doppelmayr package