

Media Information
29 September 2011

BMW Group increases number of training places **Strategic expansion of future talents programmes**

Munich. The BMW Group will be employing more apprentices in the future. At the moment, around 1,080 young people start their professional education with the BMW Group in Germany each year. From 2012, around 1,200 apprentice places a year will be available. In parallel with the increase in training places, it has also been decided to expand the BMW Group graduate programmes.

BMW Group vocational training

The training of young, hard-working people is of crucial significance in the BMW Group and reflects the highest quality. At the same time, by expanding both the quantity and quality of its training and the development of junior management, the BMW Group is ensuring its own competitiveness, especially in the face of the challenges of demographic change.

Frank-Peter Arndt, Production Director at BMW AG, states: "In a time that is marked by a high level of uncertainty, we think we are giving out a strong signal by considerably increasing the number of apprentices in all our German production locations." "And a good training is almost always followed by a good job", adds Manfred Schoch, General Works Council Chairman at the BMW Group.

Not only will around 120 more apprentices start in 2012, it will also be the first training year to offer the new BMW Group vocational training scheme. Harald Krüger, Member of the Board of Management of BMW AG for Human Resources, states: "By concentrating more on strengths and talents, focussing more on needs, increasing flexibility and enhancing quality, we will be able to bring the apprentices and the company even closer together. The newly structured vocational training scheme will offer new talents the best possible start in the professional world".

Expansion of future talents programmes

The BMW Group offers university graduates and students a broad spectrum of attractive future talents programmes. These programmes include the practically based "SpeedUp" scholarship programme, the "Fastlane" scholarship programme for master students, the doctoral study programme "ProMotion" or the Group Graduate Programme aimed at ensuring a flow of young managers.

Media Information

Date 29 September 2011

Subject BMW Group increases number of training places

Page 2

The future talents programmes are being expanded in terms of both quality and quantity, with an average of 200 places being added in the future. Harald Krüger says: "In times of demographic change, recruiting competent staff and retaining them in the company in the long term is a challenging task. Future talents programmes and entry-level and development programmes are the key here to increasing our attractiveness as an employer".

The fact that the measures and initiatives to optimise the BMW Group's training and continuing professional development are highly regarded is confirmed by current employer attractiveness rankings. "We are delighted that, in this year's ranking of 'The World's Most Attractive Employers' and in the ranking study carried out by the Trendence Institute on employer attractiveness amongst young professionals, the BMW Group was voted both best automobile company and best German company", says Krüger. In the competition for specialists and managers, the BMW Group has maintained a very good position for years and is constantly expanding its attractiveness as an employer. "Only with the best and most committed employees can we remain the leading supplier of premium products and premium services for individual mobility", adds Krüger.

3,500 new employees in 2011

This year, the BMW Group is taking on 3,500 new employees worldwide. Of these, around 1,800 new employees will be joining the Group in Germany by the end of the year, mainly at Head Office and in Development, and also in Purchasing and Sales. In addition to the jobs created in the BMW Group, the German BMW dealerships will also be recruiting a further 1,000 employees by 2013, around 200 of which will be in the Group's own branches.

Media Information

Date 29 September 2011

Subject BMW Group increases number of training places

Page 3

An overview of the BMW Group's future talents programmes**SpeedUp**

With the SpeedUp programme, the BMW Group is offering a practically based scholarship programme for Bachelor students who are aiming to graduate in the field of engineering or as IT specialists. During the 3½-year programme, participants study at one of three cooperating universities and are supported financially throughout this period by the BMW Group. Periods of work experience in various parts of the BMW Group and the possibility of spending time working abroad mean that it is possible to add practical professional experience to the students' theoretical knowledge. In addition, programme participants receive specifically targeted training modules.

Fastlane

The new structure of the existing scholarship programme for master students "Fastlane" will allow the BMW Group to stand out very clearly in the competition for the best Master students, especially in the automobile industry. In addition to receiving an attractive scholarship remuneration, participants are offered an extended training programme and can also exercise their social responsibility in volunteering projects. Several practical deployments in various different areas along with a practically based Master's thesis enable the programme participants to gain a well-founded insight into the work of the BMW Group and to build up a network for themselves. The new Fastlane programme will be launched in 2012.

ProMotion

The BMW Group doctoral study programme "ProMotion" offers those studying for a doctorate the opportunity to write a doctoral thesis based in practice whilst gathering valuable professional experience at the same time. Alongside interdisciplinary and specialist information and training events, programme participants will get to know the company through orientation periods in a number of areas. The programme, which has a maximum duration of three years, has been offered since the beginning of 2011.

Group Graduate Programme

The Group Graduate Programme (trainee programme) successfully launched in 2010 for the development of up-and-coming managers will be extended in 2012 from 15 months to 18 months in total. The HR Director will still act as mentor to this trainee programme, which includes not only work experience periods in various parts of the company but also involvement in an interdisciplinary team project. Programme participants can gain valuable experience in two deployments abroad and are supported individually, with an experienced manager alongside them as their personal mentor.

Media Information

Date 29 September 2011

Subject BMW Group increases number of training places

Page 4

Management Associates Programme

The Management Associates Programme (MAP) is based to a large extent on the Group Graduate Programme in terms of its structure and content, but incorporates country-specific features of an international trainee programme. A major component of the MAP is the deployment of all programme participants at the same time in the company headquarters for five months. In this way, the participants become familiar with the work processes, procedures and corporate culture, whilst building up a diverse network for themselves in the specialist departments at head office. The world-wide deployment of the Management Associates strengthens the international network and ensures an intercultural exchange of knowledge and perspectives on a lasting basis. The first group of participants started the programme this year.

Drive

The revised Drive Programme creates a standardised framework for all employees joining the BMW Group for the first time, with modular programme elements. The core elements of the revised programme are a web-based communication platform which provides information on a specific basis and is used interactively even before the first day at work, introductory events which set out the corporate values of the BMW Group brands and products, and target group-specific elements for new employees, such as management courses and personality seminars for university graduates. Guided tours through the Museum and BMW Welt will be an integral part, so that employees can gain a better understanding of the company and its customers.

From 2012, the programme will be offered for all new company employees.

Further information is available from: <http://www.bmwgroup.com/career/> and www.bmwgroup.com/ausbildung

If you have any queries, please contact:
Corporate Communications

Micaela.Sandstede@bmw.de, Business Communications, HR, Financial Services
Telephone: +49 89 382-61611, Fax: +49 89 382-24418

Alexander.Bilgeri@bmw.de, Business and Finance Communications
Telephone: +49 89 382-24544, Fax: +49 89 382-24418

Media website: www.press.bmwgroup.com
Email: presse@bmwgroup.com

Media Information

Date 29 September 2011

Subject BMW Group increases number of training places

Page 5

The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.