



Media Information
23 May 2017

BMW Group top automotive employer for young IT professionals

Industry increasingly attractive to young computer scientists

Munich. No other automobile manufacturer is more popular as an employer among young IT professionals than the BMW Group. In the “Information technology” category of the “trendence Graduate Barometer 2017” employer rankings just published, the BMW Group was the highest-rated automobile manufacturer in Germany, at number three, trailing only the big names in IT. In early May, graduating engineering and business students already named the BMW Group as their preferred employer in the “trendence Graduate Barometer”.

“The profound change in our industry presents a historic opportunity for young talents to shape the mobility of the future,” explains Milagros Caiña-Andree, member of the Board of Management of the BMW Group, responsible for Human Resources. “Following our successes among both engineering and business students, the positive response of computer scientists shows that young IT professionals are also looking for the kind of challenges we can offer.”

With a score of now ten per cent, the BMW Group moved up another 0.9 percentage points from the previous year and improved on its position two years in a row. This was the company’s best result in a decade and, together with Google and Microsoft, it is one of IT graduates’ three top employers. The BMW Group’s popularity as an employer also increased in Austria, where the company was the second most popular choice for young IT professionals, behind Google.

In a comparison between sectors, the automotive industry was the number-two field of activity for young computer scientists and – thanks in part to the performance of the BMW Group – was once again more popular than the previous year. Only IT service providers were ranked higher by their industry’s young talent.

The “trendence Graduate Barometer Germany” this year surveyed a total of 52,000 graduating students from 196 colleges and universities in Germany, including around 5,500 IT students.

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Another study published today by LinkedIn also confirmed the strong interest in the BMW Group as an employer. The BMW Group was the most popular automotive employer in the “LinkedIn Top Companies 2017” study.

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 employees.

The success of the BMW Group has always been based 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.

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