

Media Information
24 January 2020

**Think global, act local.
The BMW Group is committed to improving education
worldwide.**

- **To mark the United Nations International Day of Education on 24 January 2020, the BMW Group announced that it will support one million children and young people worldwide through targeted educational projects and programmes by 2025.**
- **The BMW Group is already developing impactful educational projects to provide young people with a leg-up into the labour market and offer them better prospects in life.**

Munich, 24 January 2020 – According to UNESCO information, more than 260 million children worldwide still do not have access to education. Many have never attended school. As a result, these children and young people have no prospects for the future or chance for a better life. Conscious of its role in society, the BMW Group has set itself the goal of supporting one million children and young people through targeted educational projects by 2025.

“Education is the motor that drives our society and prepares the economy for the future,” said Ilka Horstmeier, member of the Board of Management of BMW AG responsible for Human Resources. The company has therefore been developing impactful educational projects worldwide for many years to give young people a leg-up into the labour market and offer them better prospects in life. The BMW Group already reaches around 400,000 children through projects at its German and international locations.

BMW Group relies on strong local partners.

“It is important to us that our commitment really has an impact. At our international locations, we concentrate on initiatives where we can leverage our core expertise to achieve the greatest long-term impact and take advantage of our employees’ know-how, as well as financial resources,” explains Horstmeier.

In keeping with the motto “think global, act local”, the BMW Group is exploiting its sites’ proximity to communities to develop sustainable solutions to promote equal opportunities together with local partners.

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With know-how and commitment.

With the support of its employees, the BMW Group participates in independent non-school forums focused on promoting education in STEM subjects (Science, Technology, Engineering and Mathematics) and helping children and young people discover the sciences and embark upon a promising career.

A brief video released by the BMW Group to coincide with the International Day of Education, featuring Ilka Horstmeier, member of the Board of Management responsible for Human Resources, can be found [here](#). Further information on the BMW Group's commitment to society as a whole can be found [here](#), as well as through the following social media channels:

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

Instagram: <https://www.instagram.com/bmwgroup>

LinkedIn: <https://www.linkedin.com/company/bmwgroup/>

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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. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2019, the BMW Group sold over 2,520,000 passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 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.