

BMW Brilliance Team Awarded "National Worker Pioneer" Title

Beijing/Shenyang, May 7, 2026 – The Press Shop Die Maintenance Team at BMW Brilliance Automotive (BBA) has been honored with the prestigious "National Worker Pioneer" title. Conferred by the All-China Federation of Trade Unions, this recognition is among the highest collective honors for industrial workers in China. The recognition reflects not a single breakthrough, but the team's commitment to craftsmanship and its leadership in driving manufacturing excellence through continuous innovation.

Digital Intelligence: Redefining Quality Control

Stamping is the first step in vehicle production, and its precision and stability are fundamental to overall vehicle quality. To safeguard this, the award-winning team developed a **comprehensive "AI + Die O&M (operation and maintenance)" solution**. Built on AI visual recognition and digital twin technology, its self-developed intelligent quality inspection system functions as a "smart eye," capable of perceiving even the most minute surface defects or dimensional deviations.

The system establishes robust quality safeguards characterized by **"zero manual intervention, real-time alerts, and precise defect interception"**. Key advancements include:

Real-Time Inspection: Unlike traditional manual sampling checks, the system enables real-time, continuous inspection of stamped parts, significantly enhancing detection efficiency.

Data-Driven Accuracy: Leveraging high-quality data from the BMW Group's global production network, combined with continuous local data accumulation, the accuracy rate is steadily approaching 100 percent, delivering both speed and precision.

Digital Transparency: Real-time synchronization with a digital twin platform provides full visibility of part quality and precise defect traceability.

Notably, aside from standard hardware sourcing, the entire solution – from concept design and algorithm development to installation and commissioning – was independently developed and implemented by frontline employees. The initiative has been selected as **key national-level research project by the Chinese Workers' Technical Association**, placing it among the first batch of such technical innovation projects led directly by frontline workers.

Looking ahead, the team will further integrate process parameter simulation and optimization. This will create a fully integrated intelligent system spanning image acquisition, AI inspection, and digital twin-based management. This continued development will support consistent craftsmanship in the era of intelligent manufacturing and safeguard the premium quality of every BMW vehicle.

Innovation Culture: Empowering the Frontline

This achievement is rooted in BBA's innovation for all philosophy. Supported by its model worker innovation studio, the team has **resolved over 400 technical challenges and secured 13 national patents**. Every innovation stems from real-world production pain points, and every outcome undergoes rigorous on-site validation before implementation.

This approach extends across the entire Shenyang production base, which now hosts 18 model worker innovation studios. These studios cover Press, Body, Paint and Assembly Shops, as well as vehicle quality, process planning, and R&D functions, continuously generating highly practical and targeted results.

BBA's innovation vitality is fueled by a corporate culture of empowerment. Through structured training programs, diverse internal competitions and open innovation platforms, **the company enables broad participation and contribution, ensuring that innovation is open to all and shaped by all.**

As BBA prepares for the series production of the BMW Neue Klasse models in Shenyang, these shopfloor-driven innovations are evolving into sophisticated intelligent manufacturing capabilities. By blending traditional craftsmanship with AI-driven intelligence, BMW ensures its hallmark Sheer Driving Pleasure remains inherently reliable and consistent for every customer.