



Press information
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BMW Plant Leipzig is the “Best Factory in Europe 2013”

Successful comparison with national winners from France and Spain

Consistent involvement of all employees in strategy implementation seen as key winning factor

Leipzig. In May of this year, BMW Plant Leipzig was named “Best Factory 2013” in the national industry competition for its successful strategy deployment. The prize was awarded by the two renowned business schools INSEAD and WHU – Otto Beisheim School of Management, with the Federation of German Industry (BDI) acting as patron. Parallel competitions were held in other west European countries. A jury representing all countries involved has now chosen the overall European winner from among the national prizewinners: the accolade of Best Factory in Europe 2013 goes to BMW Plant Leipzig. Since 1995, “The Best Factory” competition has awarded companies from the industrial and service sectors who set benchmarks for their industries and for European competitiveness.

Consistent strategy implementation down to employee level seen as a crucial competitive advantage

In the national competition, the panel were already impressed by the sustainable business model and consistent strategy implementation down to employee level that was in place at BMW Plant Leipzig. The core of the competition is the implementation of corporate strategy: how does a company succeed in implementing its strategic goals across the board and steadily optimising its processes and products? “The plant also earned points for its integrated and flexible value creation chain, innovative product and process developments and broad employee mobilisation with an exemplary culture of performance excellence,” said WHU Professor Arnd Huchzermeier in May. For this performance culture at BMW Plant Leipzig, the jury honoured the three key

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components: firstly, the plant deploys a participatory approach to strategy development that takes into account the input of all employees and regularly reviews its strategic approach. Secondly, all process stages within the value creation chain are optimised year by year. And thirdly, the jury highlighted the individual responsibility of employees, who are specifically encouraged in this direction from the time of their training and through regular incentivisation.

The recent successful comparison with the national winners from France and Spain, noted Prof. Huchzermeier, shows that BMW Plant Leipzig has carved out a clear competitive advantage: “BMW Leipzig is a worthy winner of the overall European prize and ultimately had the edge over the other national winners thanks to its successful strategy implementation that includes everyone involved,” he said, making the further point that the Best Factory Conference also showed that global competitiveness is forcing companies to do the right thing and not just do things right. “The BMW factory in Leipzig has a clear strategy to produce sustainable products for the premium segment and to definitively shape this market,” added Prof. Huchzermeier. “The high-level involvement of employees is a crucial success factor here: the creativity for ongoing optimisation and the development of new processes is unique.”

Dr Milan Nedeljkovic, the new director of BMW Plant Leipzig, accepted the prize during last week’s Wirtschaftswoche Conference in Leipzig. “This award makes us very proud, but at the same time it is an incentive for us to rigorously pursue our successful path,” said Dr Nedeljkovic.



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BMW Plant Leipzig

BMW Plant Leipzig is one of most modern and sustainable automobile plants in the world. March 2005 saw the start of volume production, and today up to 740 vehicles a day roll off the assembly lines. They currently comprise the BMW X1 alongside the BMW 1 Series 5-door, Coupé and Convertible models.

Since mid-September, BMW Plant Leipzig has also been building the BMW i3. For this project the Group invested some 400 million euros and created around 800 new workplaces in Leipzig. Series production of the BMW i8 will start here in 2014. Currently more than 3,500 BMW employees work at BMW Plant Leipzig, with the number set to rise to a permanent workforce of more than 3,700 by the end of 2013.
www.bmw-werk-leipzig.de

The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 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.

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