BMW Group
Corporate and Governmental Affairs

Media Information
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Company

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Motoren Werke

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BMW Group launches JobChannel on Facebook and Twitter

**Munich.** Effective 1 July 2010, the BMW Group has launched a career page, complete with current job openings, on the social networks ***Facebook*** and ***Twitter***. There, schoolchildren, students, graduates and professionals from all fields can find information on working for the company and career opportunities at the BMW Group.

The job search function integrated directly into Facebook and linked to Twitter is particularly useful. If no suitable jobs are available, jobseekers can opt to receive ongoing Twitter updates on the specific new job openings that meet their criteria. Through the social networks’ "share" functions users can also forward job vacancies to friends, colleagues and acquaintances who may be interested.

Christine Regler, Head of International HR Marketing at the BMW Group, is looking forward to direct interaction with potential applicants: “O*ur activities in the field of social media aim to give users the opportunity to discuss career issues with us and at the same time allow us to tell them about our innovative and exciting projects*.”

This is the next step in the BMW Group’s commitment to social media. It already has a successful Corporate Page, [**BMW GroupView**](http://www.facebook.com/BMWGroupView), on Facebook as well as [**BMW**](http://www.facebook.com/BMW), [**BMW Motorrad**](http://www.facebook.com/BMWMotorrad)and [**MINI**](http://www.facebook.com/MINI) pages for its brands.

**Links**

[twitter.com/bmwkarriere](http://twitter.com/bmwkarriere)

[facebook.com/bmwkarriere](http://facebook.com/bmwkarriere)

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**The BMW Group**

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 24 production facilities in 13 countries and has a global sales network in more than 140 countries.

The BMW Group achieved a global sales volume of approximately 1.29 million automobiles and over 87,000 motorcycles for the 2009 financial year. The pre-tax profit for 2009 was euro 413 million, revenues totalled euro 50.68 billion. At 31 December 2009, the company employed a global workforce of approximately 96,000 associates.

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 five years.