



Press Release

June 6th, 2012

BMW Steyr plant wins sustainability award.

The BMW Steyr plant has won the “Workplace” category of the biggest Austrian Sustainability Award (TRIGOS), making it one of the most sustainable companies in Austria.

Steyr. Shaping the future and making our mark. On 31 May of this year, when the winners of the TRIGOS Austria 2012 Awards were announced, the BMW Steyr plant emerged as a clear winner. In what was a hotly contested, high-calibre field of 200 submissions, the BMW Group's biggest engine plant impressed the judging panel with its host of different sustainability measures and innovative demographic project, “Today for tomorrow” – taking first place in the “Workplace” category.

Plant director Gerhard Wölfel took the opportunity to thank his employees at the TRIGOS gala award ceremony in Vienna: “A huge success for the whole team, an added impetus for us to keep working every day on all aspects of sustainability and shape the future with a strong sense of responsibility.”

In evaluating all the submissions, the judging panel placed particular emphasis on the holistic implementation of economic, environmental and social sustainability – in all areas of business activity.

The BMW Steyr plant stood out for its holistic understanding of sustainable business management. The TRIGOS jury described the “Today for tomorrow” scheme, the aim of which is to support every single employee with their personal health and performance capability and actively manage demographic change, as an extremely forward-thinking programme. “Individual health offers, ergonomics, ideal workstation design through to innovative rotation and workload mix models for operational processes” are cited by Gerhard Wölfel as some of the key components of this scheme.

“Sustainability is not a goal, but a journey. We have to walk the talk – consistently, permanently and comprehensively” says Wölfel. It is the only way to set the right parameters for a competitive plant and for pro-active social responsibility both today and tomorrow. The goal is to achieve sustainable success – in both senses of the word.

Firma
BMW Motoren GmbH

Ein Unternehmen der
BMW Group

Postanschrift
BMW Motoren GmbH
Postfach 44
Hinterbergerstraße 2
A-4400 Steyr

Telefon
+43(0)7252-888-0

Fax
+43(0)7252-888-700

Internet
www.bmw-werk-steyr.at

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For further information please contact:

Dr. Peter G. Weixelbaumer
BMW Werk Steyr
Head of Plant Communications

Steyr BMW Motoren GmbH
Hinterbergerstraße 2
4400 Steyr
Tel: +43 7252 888 2151
mail: peter.weixelbaumer@bmw.com

The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.

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