

Media Information
October 6, 2014

BMW Group's initiative "¿Te gusta aprender?" celebrates first graduating class

Munich. On 29 September 2014, the BMW Group celebrated the graduation of its first "¿Te gusta aprender?" class. The initiative was launched last October by the BMW Group, aimed at improving young Spaniards' prospects on the labour market.

The 27 young Spaniards selected from more than 5,000 applicants were honoured in an official ceremony at BMW Welt in Munich, in which they received their master's degree as "Professional Development Expert" from the rector of the University of Alcalá, Fernando Galván, and the director of the University Business Foundation (FUE), Fernando Martínez.

Milagros Caiña Carreiro-Andree, Board of Management member for Human Resources at BMW AG, is delighted with the positive response to the programme: "In many different roles all across the company, our graduates have demonstrated their talent and willingness to assume responsibility for challenging tasks. The programme was a huge success and will be continued in 2015."

"¿Te gusta aprender?" was initiated by the BMW Group in collaboration with the University of Alcalá and the University Business Foundation (FUE). This unique co-operation provides participants with the opportunity to train at the company's Munich headquarters during a one-year internship, to expand their employment prospects and gain valuable work experience with an international company.

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The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. 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.

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In 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 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.

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