

Media Information
1 September 2016

BMW Group advertises new PR traineeships

Now accepting applications for two places starting in February 2017

Munich. The BMW Group will once again offer two PR traineeships in its Corporate and Governmental Affairs division starting on 1 February 2017. The 24-month traineeship covers the full spectrum of modern press and public relations work with the world's leading manufacturer of premium vehicles for skilled and motivated junior employees. In addition to work placements in different BMW Group departments, as well as abroad, supplemental editorial experience at print and online media, radio or TV stations is also included.

"BMW Group is celebrating their centenary 2016 with the theme 'The Next 100'. Our PR trainees belong to this leitmotif just as well and that's why we're offering them an excellent starting point for improving professionalism in public relations," says Maximilian Schöberl, head of Corporate and Governmental Affairs at the BMW Group, with reference to the sixth year of the traineeship.

The trainees are actively involved in external business and financial communications, product communications, internal and governmental communications. In addition to working independently at Group headquarters, with their own area of responsibility, trainees also spend a period abroad. Seminars enable them to acquire additional press and PR qualifications. The trainees are mentored during the programme by two editors in training.

A traineeship at the BMW Group requires a master's degree or equivalent, a good general education and initial journalistic experience with print, TV, radio or online media.

Interested applicants should apply to the BMW Group online, including samples of their journalist work. Suitable candidates will be invited to an assessment center at Group headquarters on 22 November 2016.

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The deadline for applications is 21 October 2016. Further information can be found on the BMW Group career pages www.bmwgroup.jobs under the job reference number 106600.

If you have any queries, please contact:

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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 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 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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