



Media Information
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BMW Group Plant San Luis Potosí: 5 years promoting education and talent in Mexico

- The Dual Program began in 2015, making BMW Group Plant San Luis Potosí one of the first companies in the state to implement this educational model
- In 2019 it became the pioneer company that brought to Mexico the ProLead certification: “Meister in Industrial Mechatronics”

San Luis Potosí, Mexico. On a global level, the BMW Group's success is based on the dedication and technical expertise of all its associates. Therefore, since before its inauguration, the BMW Group Plant in San Luis Potosí established as a fundamental objective to promote the talent and develop the potential of young professionals in the region from an early stage.

In this regard, since 2015, the company's Plant in Mexico has positioned itself as an important educational pillar in the state of San Luis Potosí by implementing its “Dual Vocational Training Program”, which is a German teaching model based on the promotion of the technical skills of human talent, with the aim of training professionals who acquire the necessary foundations of their profession and immerse themselves in practice - combining the learning and knowledge obtained at school, with workshops that promote skills and experience in a real working environment.

After 5 years of successful implementation of the Dual Program, the BMW Group Plant in Mexico celebrated the graduation of the fourth generation of apprentices of the cycle 2018-2020 formed with a total of 70 students who successfully completed the technical careers of Mechatronics, Production and Automotive Mechanics.

Jörg Willimayer, President & CEO of BMW Group Plant San Luis Potosí said: “Dual vocational training is an essential part of the training offered by the BMW Group worldwide. The development of our employees’ skills and competencies is a key factor for successful operations. The training of our associates together with their

experience is the basis for the quality and distinction of our products. Our purpose in San Luis Potosí is to establish ourselves as an important catalyst in terms of education and community development”.

Five years after the implementation of the Dual Program at the BMW Group Plant San Luis Potosí, the results have been expanded through strategic collaboration agreements with five educational institutions in the state, which has resulted in nearly 350 apprentices who have acquired state-of-the-art and specialized training within the technical careers of Mechatronics, Production and Automotive Mechanics. Likewise, the San Luis Potosí Plant is a world reference thanks to the 36% of women who participate in this program, making more women interested in technical areas within the automotive industry in Mexico.

ProLead program, a further step to boost training and leadership

In 2019, BMW Group Plant San Luis Potosí took a next step in its commitment to education in Mexico by becoming the first company to offer the program “ProLead: Meister in Industrial Mechatronics” to its associates with higher technical university level, which is based on the “Meister” certification offered in Germany by the Chamber of Commerce and Industry of Munich and Alto Bavaria (IHK München) and developed in Mexico by BMW Group together with the Mexican-German Chamber of Commerce and Industry (CAMEXA).

The mission of this relevant certification is to promote the growth and strengthen the technical and management knowledge of the company's internal talent, in order to develop solid and efficient group of process leaders - the most important interface between the production areas and the plant management.

Today, thanks to the efforts and importance that the BMW Group gives to continuous training, the San Luis Potosí Plant is proud to announce the graduation of the first generation of employees that are part of the ProLead program, which formed with nine recent graduated engineers from different universities in the country, as well as

none employees with technical degrees from the areas of Assembly, Painting and Plant Maintenance.

BMW Group: driving growth in San Luis Potosí

The road to developing Mexican talent is just beginning, as BMW Group Plant San Luis Potosí is also welcoming the second generation of students to be part of the ProLead Program; in addition, during September and December of this year, the Plant start the selection of the sixth generation of apprentices at the Universidad Tecnológica de San Luis Potosí (UTSLP); the Colegio Nacional de Educación Profesional Técnica Plantel “Ing. Manuel Moreno Torres” (CONALEP); the Centro Educativo Vanguardista de San Luis Potosí (CEDVA); the Colegio de Estudios Científicos y Tecnológicos Plantel Real de Minas (CECyTE); and with the Centro de Bachillerato Tecnológico Industrial y de Servicios Plantel 121 (CBTiS). This new group of apprentices will receive technical knowledge and acquire specialized skills that will boost their career in the automotive sector.

“Since we arrived to San Luis Potosí, our goal has been to make the Plant a world reference of innovation and quality, so we will definitely continue betting on promoting a specialized and state-of-the-art education in the state that will boost the manufacture of premium vehicles from Mexico to the world”, concluded Jörg Willimayer.

If you have any questions, please contact:

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2019, the BMW Group sold over 2.5 million passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2019 was €7.118 billion on revenues amounting to €104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 133,778 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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About BMW Group Latin America

BMW Group in the Latin American region markets the three brands BMW, MINI and BMW Motorrad; as well as in some countries the sub brand BMW i is also included. BMW Group Mexico began its activities at the end of 1994 and therefore celebrated in 2019 the 25th anniversary of its presence in this country. In the Latin American region, the first importer was located in Ecuador in 1958, so it has been present for more than 50 years.

The Group has two plants in Brazil, one located in Araquari, Santa Catarina, with a focus on vehicle production. The other plant is located in Manaus, Amazonas, which is the first facility to manufacture two-wheeled vehicles of the brand outside of Germany. In July 2014, the investment of one billion dollars was announced for the construction and operation of a production plant in San Luis Potosí, Mexico; which began operations in 2019 with the new generation of the BMW 3 Series.

The BMW Group Latin America region consists of 28 countries: Antigua, Argentina, Aruba, Bahamas, Barbados, Bolivia, Brazil, Curacao, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Haiti, Honduras, Cayman Islands, Jamaica, Mexico, Nicaragua, Panama, Paraguay, Peru, Saint Lucia, Suriname, Trinidad and Tobago and Uruguay. Of these countries, 28 offer the BMW brand, 15 offer the MINI brand, 15 offer the BMW Motorrad brand and 7 the BMW i sub brand.

It also has a service and after-sales organization, which offers customer service.