

BMW Group once again most popular employer

BMW Group named “World’s most attractive employer” (automotive) and again takes number-one spot in Young Professionals Barometer 2020.

Ilka Horstmeier: “Being a highly attractive employer helps us recruit the best talents in a highly competitive market.”

Munich. The BMW Group has ranked among the leaders for employer image in both national and international comparisons for years. The company earned top positions again this year in numerous studies measuring employers’ perceived attractiveness.

The BMW Group has successfully defended its **number-one spot** in the **Trendence Young Professionals Barometer** in Germany since 2012 and came out on top for the ninth consecutive year in 2020. At the same time, a **majority of students** in Germany rated the BMW Group among the top companies this year, earning it **second place** in the business category in the **Trendence Graduate Barometer 2020**. The BMW Group also ranked fourth in the engineering category and sixth among young IT talents – making it the most attractive company in the automotive sector for IT graduates. The BMW Group also moved up one place from last year in the current **Trendence School Leaver Barometer** and now ranks **fourth**.

“Our goal is to recruit the best talents in a highly competitive market. The perception as an attractive employer, especially among young talents and students, is a decisive success factor for this. Our opportunities for training and development, the flexible job options and, above all, the chance to work in diverse teams on the sustainable and connected mobility of the future strengthens our position as an attractive employer,” says **Ilka Horstmeier**, member of the Board of Management responsible for Human Resources, and Labour Relations Director at BMW AG.

Universum Study: “World’s most attractive employer”

In the global study conducted by Universum, the BMW Group took fourth place in the IT and engineering categories, directly behind Google, Microsoft and Apple. The BMW Group is also the most attractive automotive manufacturer worldwide for business students – securing its leading position among global automotive manufacturers **across all disciplines**.

Corporate Communications

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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 126,016 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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