

Press Information

27 June 2022

10 years of Junior Campus at Deutsche Technikmuseum in Berlin.

Kids and young people discover new forms of mobility through fun activities, and actively shape mobility of the future.

Munich. On 25 June 2022 the Junior Campus at the Deutsche Technikmuseum in Berlin celebrated its 10th anniversary. Developed in 2012 by the foundation Stiftung Deutsches Technikmuseum and the BMW Group, the learning programme invites kids and young people to explore and experience sustainable mobility. Since its inception, the Junior Campus has welcomed over 80,000 school and kindergarten children in almost 3,800 groups to age-appropriate workshops on sustainability, mobility and road safety.

Milena Pighi, responsible for Corporate Social Responsibility at the BMW Group:

"Together with the Stiftung Deutsches Technikmuseum, we have created a place for extra-curricular learning in Berlin where state-of-the-art practices introduce the youngest members of society to key future topics through discovery learning. What started in 2010 as a mobile module on the museum grounds has now become a permanent fixture and much in demand. Its popularity reaffirms our commitment to continue our successful cooperation with the Stiftung Deutsches Technikmuseum and involve young people in building a sustainable future."

Experiencing key future topics.

Since the beginning, the collaboration has pursued an overarching goal: for kids and young people to experience key future topics through independent experimentation and research. Initially the Junior Campus focused on road safety, eco-friendly mobility and sustainable production. But in 2015 a further element was added: the Electromobility workshop, which remains the only one of its kind in Germany. This was followed by two more modules, Coding

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and Decoding, and since December 2021, the Digital Classroom programme has been a place for children to develop their ideas for future mobility through state-of-the-art teaching methods and explore the role of climate change, environmental protection and the mobility transition.

Junior Campus workshops are age-appropriate and relate to the school curriculum. They are also inspired by the children and young people themselves, whose ideas and findings feed back into the further development of the programme.

The Junior Campus is supported by the BMW Group and free of charge to all children and young people. Over the last decade it has welcomed 3,752 groups and 2,737 school classes. More than 80,000 kids and young people in total have carried out research and experiments in the field of sustainable mobility.

If you have any questions, please contact:

BMW Group Corporate Communications

Milena Pighi, Kommunikation Personal, Arbeitsumfeld, Immobilien, Corporate Citizenship
Spokesperson Corporate Citizenship
E-Mail: milena.pa.pighi@bmw.de , Telefon: +49-89-382-66563

Bernd Eckstein, Head of Kommunikation Personal, Arbeitsumfeld, Immobilien, Corporate Citizenship
E-Mail: Bernd.Eckstein@bmw.de , Telefon: +49-89-382-59490

Internet: www.press.bmwgroup.com/deutschland
E-Mail: presse@bmwgroup.com

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

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services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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