

Press information  
29 December 2025

## **BMW Group Secures Top Global Rankings for Employer Attractiveness**

**+++ Top talents vote the BMW Group number 1 again in 2025 +++**

**Top positions worldwide, and attractive career opportunities +++**

**Munich.** A clear strategy, fascinating products and competent leadership are decisive factors for the attractiveness of employers today. Especially in times of global and economic uncertainty, the BMW Group proves to be a reliable partner for its employees. Numerous recent studies confirm this and have once again recognised the BMW Group as one of the most attractive employers in 2025.

### **14 years at the top: BMW Group once again the most popular employer**

In the Trendence Professionals Barometer 2025, the BMW Group achieved first place for the 14th time in a row. This study is one of the leading surveys on employer attractiveness and is based on a survey of around 18,000 academics in Germany. The BMW Group also once again achieved top positions in other renowned rankings such as Universum's "Most Attractive Employers in Europe" and the international Forbes ranking "World's Best Employers".

### **Responsibility, strategy and courage**

"You don't become the best employer by yourself. For us, it's about more than awards: We are facing one of the biggest changes in our industry - electromobility, digitalisation and artificial intelligence. Anyone who chooses the BMW Group relies on responsible behaviour, a clear strategy and the courage to try something new. This is exactly what makes us strong. We are looking for people who not only want to manage, but also to shape - people who are ready to make the future of individual mobility electric, digital and circular with us," emphasises Ilka Horstmeier, Member of the Board of Management of BMW AG, Human Resources and Real Estate, Labour Director.

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**Attractive prospects and benefits**

The BMW Group offers its employees not only premium products, but also exciting fields of work in future topics such as artificial intelligence, electromobility and digitalisation. This is complemented by above-average remuneration, extensive additional benefits, mobility and health offers as well as a wide range of opportunities for personal and professional development.

**Top international positions**

The BMW Group is also one of the top employers internationally. In the current ranking of the "Most Attractive Employers in Europe 2025" by study provider Universum, in which over 64,000 students from six major European economic nations took part, the BMW Group ranks seventh worldwide among prospective engineers. Among students in the fields of IT and business, the company ranks among the top 18 employers worldwide. In addition, the BMW Group was honoured with fifth place in the global Forbes survey "World's Best Employers 2025", which is based on the responses of 300,000 professionals from 50 countries. This makes the BMW Group not only the best automotive player in this international ranking, but also the best-placed German and European company.

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**Outstanding results in other national studies**

The BMW Group also achieved outstanding results in other national studies:

- In the Trendence Graduate Barometer 2025, the company maintains the top position in engineering and secures a strong third place among business graduates.
- In terms of IT skills, the BMW Group remains the highest-ranking automotive company and ranks sixth overall - just behind the major US tech players.
- In the Trendence Student Barometer, the BMW Group improves from third to second place and is once again rated as the most popular automotive employer.
- Among the highly sought-after specialists, the BMW Group defends its top position in the Trendence Skilled Labour Barometer 2025, which is based on a survey of 21,000 employees in Germany.

**Internal satisfaction confirms external perception**

The external perception is in line with the results of the internal employee survey: 92 per cent of BMW Group employees are proud to be part of the company and 87 per cent would recommend the BMW Group as an employer.

These top figures once again confirm the results of the employee surveys of previous years and also emphasise the attractiveness of the BMW Group as an employer.

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**Talents welcome**

Young talents and experienced professionals in future competences such as artificial intelligence, software development and data science will find exciting challenges at the BMW Group and can apply at any time. Interested talents can find out what working at the BMW Group is like and what entry opportunities and vacancies are available on the BMW Group careers pages as well as on the [BMW Group Careers social media channels](#):

[BMWho?](#)[What's Next](#)[Artificial Intelligence at the BMW Group](#)

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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 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 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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