



Sustainability is the future: HIPA Automotive Conference about the global and local trends

Environment-consciousness and sustainable approach will be more and more important directions within the automotive industry in the upcoming period – this was the key takeaway of the Automotive Conference organised by the HIPA at Várkert Bazár, Budapest.

The Hungarian Investment Promotion Agency (HIPA), in partnership with the German-Hungarian Chamber of Industry and Commerce (DUIHK), organised their annual Automotive Conference for the ninth time in 2023. Focusing on OEMs and Tier-1-2 suppliers, this event serves as a platform to share experiences, best practices, and promote discussions about the short- and long-term outlooks of the industry – locally and globally as well.

In the panel discussion titled 'Global trends from local perspective' representatives of Hungarian OEMs discussed how major international trends effect the vehicle industry in Hungary, not only in terms of electromobility, but also concerning greener production processes and supply chains, especially in the current energy price-crisis.

"BMW Group Plant Debrecen is our answer to most questions of the automotive industry today. It is a brand-new plant designed and built by the iFACTORY concept that makes production lean, green and digital. And this is where the next generation of fully electric cars will be produced" – emphasised Eske Herrström, CFO of BMW Group Plant Debrecen.

BMW Group Plant Debrecen will meet high sustainability standards. This includes, among others, planting thousands of trees, establishment of an onsite solar park, and the development of a long-term, comprehensive biodiversity strategy tailored to Debrecen. In addition to the most environmentally friendly production technology possible, the NEUE KLASSE models, debuting in Debrecen, will be manufactured, to a significant extent, from recycled and reused materials (plastics and metals) in line with the principles of circular economy.



The development of BMW Group Plant Debrecen entered a spectacular phase in 2023: not only the buildings are taking shape at the site day-by-day, but the increase in the headcount is also continuous and remarkable, as the 380th employee is now onboard with May. The already intensive recruitment activity is expected to gain further momentum in the coming months, with a growing number of direct, blue-collar jobs opening alongside indirect, white-collar positions. The constantly updated list of almost 100 open positions and the application platform is available at <https://www.bmwgroup.jobs/hu/en.html>.

The BMW Group is building a full vehicle plant in Debrecen with a press shop, body shop, paint shop, and assembly, as well as a high-voltage battery assembly unit, which will allow the in-house assembly of the battery cells into the battery housing. Located on an area of more than 400 hectares in the north-western part of Debrecen, the plant will start production in 2025 with more than 1,500 employees, and the all-electric NEUE KLASSE will debut here at the same time.

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The BMW Group production network

The BMW Group has long seen itself as the benchmark in production technology and operational excellence in vehicle manufacturing. The strategic vision of its global production network – BMW iFACTORY. LEAN. GREEN. DIGITAL. – sets out the company's responses to the challenges of the transformation to e-mobility and pursues a global approach.

LEAN stands for efficiency, precision, absolute flexibility and outstanding integration capabilities. GREEN represents the use of cutting-edge technologies to realise production with minimal resources. With DIGITAL, the focus is on data science, artificial intelligence, virtual planning and development. Together, these things make the BMW Group Production Network a key contributor to the profitability of the company.

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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 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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