



BMW Group Plant Debrecen was a featured partner of Debrecen Drive

It was for the third time that Debrecen Drive, the largest exhibition of the automotive and vehicle industry in Eastern Hungary, was held, which BMW Group Plant Debrecen joined as a featured partner in 2023. Throughout Children's Day weekend, there were some 500 exhibitors awaiting visitors around Nagyerdei Stadium. Some of the highlights brought by BMW Group Plant Debrecen to its centrally located exhibition area included professional presentations, a MiniDrive team, electric cars, quizzes, gifts, as well as job opportunities.

As a featured partner of Debrecen Drive, BMW Group Plant Debrecen's centrally located, 120-square-meter exhibition area offered many fun facts and quiz games not only for automotive and technology enthusiasts. The presentation of the progress of the plant construction, the exhibited cars, the corporate culture, current and future electric models, production technology and job opportunities provided useful and exciting information for everyone.

The younger generation could also inquire about the dual vocational training programme, to be launched jointly with the Vocational Training Centre of Debrecen this autumn, from representatives of the training team and the partner schools, but students in higher education could also find out more about the joint internship program operated with the University of Debrecen. The continuously updated list of nearly 100 open positions offered by BMW Group Plant Debrecen, as well as the application form is available at <https://www.bmwgroup.jobs/hu/en.html>.

In addition to the exhibition, Réka Jenei, Head of Communications at BMW Group Plant Debrecen, introduced the present and future of the plant in her presentation titled 'The Road to NEUE KLASSE' at the professional conference of Debrecen Drive



on Friday. The team of the Faculty of Engineering of the University of Debrecen entered the MiniDrive race, debuting this year with the participation of children's teams, with a vehicle inspired by a classic, old-timer BMW.

BMW Group is building a comprehensive vehicle factory in Debrecen with a press shop, body shop, paint shop, vehicle assembly, as well as a unique battery module plant, which will allow the in-house assembly of the battery cells necessary for the electric drive. Located on an area of more than 400 hectares in the north-western part of Debrecen, the plant will be the first unit within the Group to be developed entirely along the iFACTORY concept from the initial design phase, in the spirit of efficient, environmentally friendly, and digitalised production. According to the plans, BMW Group Plant Debrecen will start production in 2025 with more than 1,500 employees, and that will be the year also when the first model of the all-electric NEUE KLASSE, which will debut in Debrecen, will roll off the production line.

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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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