



BMW Group Plant Debrecen has signed a strategic cooperation agreement with the University of Debrecen

The leaders of the University of Debrecen (UD) and BMW Group Plant Debrecen signed a cooperation agreement in the fields of education, science, as well as research and development. The ceremonious signing took place at the Learning Center of the University, on 4 July, but the cooperation between the two parties goes back many years. The agreement, which currently covers five faculties, is a milestone that elevates this partnership to a whole new level.

Cooperation in the fields of education and training is of great importance for the BMW Group worldwide, and this is also the case for BMW Group Plant Debrecen. Training and education are always an investment in the future, especially when it comes to young people. As they enter the world of work, they can, with their fresh perspectives, actively shape not only their own careers, but also existing processes and technologies.

At the event, Hans-Peter Kemser, President and CEO of BMW Manufacturing Hungary Kft., emphasised that the BMW Group is committed to Debrecen, and that cooperation with highly qualified professionals plays an essential role in this commitment. "It is important to find the right associates with the right attitude. For us, culture is a central element, because we believe it is the key to success. We always emphasise that we are building the future of BMW here in Debrecen. And at the university we have found an important partner in making this a reality," Mr. Kemser said.

Also speaking at the signing ceremony, László Papp, mayor of Debrecen, pointed out that the agreement is one of the most promising collaborations. "In the case of the BMW Group, we are talking about a large company with knowledge, innovation,



and a corporate culture from which we can learn a lot. With the cooperation agreement signed today between BMW Group Plant Debrecen and the University of Debrecen, we have two very strong allies in convincing the youth of Debrecen that they should imagine their future not somewhere else, but right here, in this city."

The University of Debrecen is one of Hungary's most prestigious higher education institutions and a major research center that, having recognised the professional and labour-market opportunities inherent in high-standard, practice-oriented education and training, actively supports fruitful cooperation between education and the industry.

György Kossa, chairman of the Board of Trustees of the Foundation for the University of Debrecen, which is the maintaining entity of the university, said at the event that the meeting of two global brands – BMW and the University of Debrecen – sends a strong message to students and citizens of the region that a very high quality, science-based ecosystem has been created, which will increase the value of their degrees.

Rector Zoltán Szilvássy said that the University of Debrecen offers the widest range of education in Hungary, and therefore has a lot to offer BMW in terms of education, training, and innovation. "We have high hopes for this cooperation, and it is a special privilege and pleasure for us that it is also embodied in a written agreement today," the rector added.

The growth and development of the company is visible in all areas. The first year since the ground-breaking ceremony has been the most spectacular period of the construction, as the biggest, signature buildings are getting their shape step by step. Multiple phases of the construction are taking place at the same time: while in one part of the same building the supporting pillars are still being erected, in other parts,



the roof and façade walls are being built, as a result of which construction is progressing according to plan.

The first buildings to be handed over this year are the Training Center and the Communication Center. The construction of the Training Center has entered its finishing stage and the installation of the equipment will start soon, so the first class of our dual technician students in four vocations can start their studies from September.

The number of employees at BMW Group Plant Debrecen is significantly growing month by month: in July, the 500th employee joined the team.

The BMW Group is building a comprehensive vehicle factory in Debrecen with a press shop, body work, 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 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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If you have any questions, please contact:

Réka Jenei, Head of Communications Plant Debrecen

Email: Reka.Jenei@bmw.hu

Hungarian media website: <https://www.press.bmwgroup.com/hungary>

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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