



From the Groundbreaking Ceremony of BMW Group Plant Debrecen towards the Neue Klasse - Community, Innovation and Dynamic Progress

The cornerstone for BMW Group Plant Debrecen was laid two years ago on 1 June 2022. The period since then has been characterized by extremely dynamic development both within the area of the factory being built, as well as beyond its walls.

The construction of the plant – which has been developed from the initial planning stage along the iFACTORY concept, for excellence, sustainability and digital production – has entered a truly spectacular phase. The parallel construction processes require precise planning and coordinated work, and as a result, work is progressing according to plan, with the factory ready to start pre-production this year and serial production next year. The rate of progress is clearly visible even to the untrained eye.

In April 2023, the Paint Shop of BMW Group's Plant Debrecen – a 26-metre-tall, three-storey complex with a total floor space of 90,000 square meters – reached its highest point. Shortly afterwards, last autumn, the plant's Training Centre was completed. Immediately after the opening ceremony on 30 October, the 6,500-square-metre, two-storey facility, equipped with state-of-the-art infrastructure, began training both the associates and the apprentices participating in the Group's dual vocational training program.

The company reached another milestone in January this year, when associates moved into the Communication Centre, which – inspired by the central building of BMW's Leipzig plant – creates a link between the technologies of the Body Shop, the Paint Shop and Assembly. Then, in February the canteen opened, and in March, the 700-square meter Health Centre, which offers a new dimension of care and had been operating since the groundbreaking event, also moved into the Communication Centre. Offering a high-quality portfolio of services going far beyond the statutory occupational health screening, the facility provides primary care and emergency services, and offers BMW associates access to screening and other preventive programs, as well as health advising.

Further, the Communication Centre houses a 1,344-square-metre laboratory equipped with the latest technologies and equipment to ensure efficient work and premium quality. The experts here have extremely complex tasks as their work is directly linked to a number of other departments such as the Press Shop, the Body Shop, the Paint Shop and the Assembly.



Work on a number of other buildings is progressing rapidly, with more and more equipment already installed in a number of technology areas in recent weeks and months. The Non-serial Material Warehouse and the Assembly, which is one of the largest buildings, are also taking their final shapes in a spectacular way. The first heavy equipment, weighing over 100 tonnes, have already arrived at the Press Shop, while work on the Paint Shop is nearing its final stages.

The Debrecen plant under construction is setting high standards for sustainability, which includes the planting of thousands of trees, the creation of the factory's solar park, as well as the development of a long-term, comprehensive biodiversity strategy tailored to Debrecen. The Neue Klasse models, which will make their worldwide debut in Debrecen, will be manufactured in the course of a fossil-free manufacturing process rooted in the concept of circular economy. The "Local for Local" principle plays an important role in the implementation, which in everyday practice means working with suppliers closest to the production site in order to facilitate efficient and sustainable production.

BMW's commitment to a sustainable future is reflected in its corporate social responsibility activities as well. This year, for the second time, the company has supported the "Be Environmentally Conscious" programme, helping educate the younger generations about environmental awareness. The Debrecen plant of BMW, which is committed to building the future, is taking every opportunity to translate these efforts into action also in its immediate environment. Following the Debrecen Flower Festival last year, the live hortensia shrubs used on the flower floats were planted in educational and social institutions in Debrecen. In February of this year, pine trees with rootballs from the Advent season were donated to the "Bárczi Gusztáv" Unified Special Education Methodological Institution in Debrecen, which were then planted by the factory's associates in cooperation with the students of the institution.

BMW's team also gave a taste of an environmentally conscious future by bringing its vision car, the BMW i Vision Circular, to last year's Campus Festival, one of Hungary's biggest events for popular music and culture. The four-seater, fully electric-powered vehicle offers a generous passenger compartment with a length of around four meters and is an excellent illustration of the BMW Group's comprehensive, all-encompassing approach focusing on long-term sustainable personal mobility. The car has been consistently developed by the engineers on the basis of the principles of the circular economy, as it is made 100 percent from recycled materials and is also 100 percent recyclable. The public didn't have to wait long to get to know the next vision car either:



the i Vision Dee model arrived in Hungary for the first time, which interested people could see at MODEM in November.

In addition, BMW has launched or supports a number of initiatives to make a long-term, positive impact on the present and future of the Debrecen community. Last December, Hans-Peter Kemser, President and CEO of BMW Group Plant Debrecen, presented a donation of €25,000 on behalf of the Karl Monz Foundation to the Women for Children with Cancer, Disabilities and Chronic Diseases Foundation at the Children's Clinic of Debrecen. Furthermore, as Christmas approached, BMW has offered donations totalling €50,000 to five organisations in Debrecen to help families in need in the rural area.

The company's enthusiastic team is also growing dynamically. The intensive recruitment activity will continue in the coming months. Information on the open positions can be found on the company's career page at <http://www.bmwgroup.jobs/hu/en.html> or at the [Facebook page of BMW Group Plant Debrecen](#).

In addition to its new associates, the company is also looking out for the next generation. Supporting education is an important mission of BMW Group Plant Debrecen, and is vital for building the future as well. Last September, the company launched its Dual Vocational Training Programme, with the participation of 100 full-time students in each grade. From September this year, there will already be 200 students in the programme learning about the latest technologies in vehicle manufacturing and gaining skills in Industry 4.0, robotics, 3D printing, as well as virtual and augmented reality, among other areas. In addition, they will also develop their communication, presentation and project management skills. Upon successful completion of the three-year programme, graduates will be able to take up full-time positions at the Debrecen plant.

The training of specialist is further supported by the cooperation agreement in the field of education, science and research development that the company signed with the University of Debrecen last July. This cooperation, now involving seven faculties of the university, has elevated the partnership between the parties to a whole new level.

The successful cooperation with another prestigious educational player is also outstanding: the collaboration between BMW Group Plant Debrecen and the Debrecen Vocational Training Center goes back several years. In connection with the joint trainings, the preparatory negotiations started quite early, as the car manufacturer launched professional education with a completely new



structure in Debrecen. As the latest milestone of the partnership, it was announced in mid-March that 200 students will participate in the program from September.

In the interests of effective knowledge management and experiential career guidance, BMW Group Plant Debrecen also joined the Girls' Day initiative this year. Within this framework, the gates were opened to girls in secondary school and the upper grades of primary school, who were given an insight into the world of the iFACTORY, a number of BMW models, the Bavarian company's corporate culture and educational programs, as well as interesting aspects and the opportunities in mechatronics, automotive mechatronics, electronics and IT as career paths.

In addition to the successes already achieved, the company is excited and enthusiastic about the next phases, with even the smallest links in this chain contributing to the launch of production of the Neue Klasse. BMW Group Plant Debrecen will start production in 2025 with more than 1,500 associates, 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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<https://www.press.bmwgroup.com/hungary>.

BMW Group Plant Debrecen

On an area of more than 400 hectares in the *north-western part of Debrecen, Hungary*, the BMW Group is building a complete vehicle factory with a press shop, body shop, paint shop, assembly and battery module assembly. The company is investing more than €2 billion (HUF 820 billion) in the site, which will manufacture all-electric vehicles only, starting from 2025. The plant will produce approximately 150,000 cars per year. The model manufactured in Debrecen will form the basis of the NEUE KLASSE, a new vehicle architecture for all-electric vehicles.

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 30 production and assembly facilities around the world, and 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 financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

BMW GROUP

Plant Debrecen



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