



## **The Debrecen team of BMW will be at Campus Festival again this year with the largest community space and a premium booth**

Colleagues of BMW Group Plant Debrecen will welcome everyone this year who is interested in one of the most modern plants of the BMW Group or just wants to refresh themselves between the events of the festival in the chill zone offering a great atmosphere. There will also be a range of interesting activities at the Premium Job Street booth of the company.

It has been a very busy two years since the groundbreaking of BMW Group Plant Debrecen, both in terms of construction activities and community building. Each of the key buildings on the plant site is progressing spectacularly and is moving ever closer to completion. Building outside the plant is important to the company as well, since 2024 is also the year of making connections. That is why they are regular participants in Debrecen's iconic, traditional events.

Similarly to music fans coming to Debrecen from all over the country, for BMW associates also, Campus Festival is one of the most eagerly awaited events of the year, held between 24–28 July, with the team of the Bavarian premium manufacturer represented for the third consecutive year. In addition to the large community space, BMW Group Plant Debrecen staff will also be present at their premium recruitment booth with a wealth of information, job offers and a variety of activities.

Here, visitors can learn about BMW's corporate culture, get an insight into the day-to-day operations of the plant, and find out about the latest job opportunities. They will also be able to find out about the application process and all the opportunities available to associates of BMW Group Plant Debrecen. There is a lot of interest in the position of test pilot: those inquiring at Campus Festival will be among the first to find out about this soon-to-be-open job opportunity at the plant. Several apprentices studying in the highly popular BMW Group Dual Vocational Training Programme will



also be present at BMW's booth, giving visitors the chance to get first-hand information about the training, which can provide the skills for a whole career.

In addition, the BMW team also offers a unique racing game and two activities based on artificial intelligence: festivalgoers will be able to try on a BMW jacket and have a business-style portrait photo taken for a CV, such as the one they will need to submit for an application to BMW Group Plant Debrecen. Visitors to the booth will also be able to get inside an all-electric BMW car, as well as take a test to assess their knowledge of BMW Group's corporate culture. Participants in the activities are welcome to enjoy a refreshing lemonade in the community area, contributing to a good overall festival experience.

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

In 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 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.

<http://www.bmw.hu>

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Plant Debrecen



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