



## **Connection, community and interactive programs: The Debrecen Team of BMW welcomed everyone with a spectacular community space and a premium stand at the Campus Festival, which attracted 121 thousand visitors.**

Refreshment and a place for everyone to recharge and meet between the programs. BMW Group Plant Debrecen also prepared with these opportunities by providing a memorable experience for the participants of the Campus Festival. Visitors of the chill zone could refresh themselves by drinking a lemonade between the programs and they also had the chance to sit into the electric BMW models displayed next to the community space. A range of interesting activities also awaited the visitors at the Premium Job Street booth of the company.

Visitors could learn about BMW Group's corporate culture and got an insight into the day-to-day operations of the plant with an opportunity to find out more about the latest job opportunities. They were also able to get to know more out about the application process and all the opportunities available to associates of BMW Group Plant Debrecen.

This year's activities at the stand were also popular. The BMW team also offered a unique racing game and two programs based on artificial intelligence: festivalgoers were 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 could get inside the all-electric BMW cars displayed there, as well as take a test to assess their knowledge of BMW Group's corporate culture.

\*\*

### **More information:**

Réka Jenei, communications director, BMW Group Plant Debrecen



e-mail: [Reka.Jenei@bmw.hu](mailto:Reka.Jenei@bmw.hu)

The Hungarian-language press site of BMW Group is available at

<https://www.press.bmwgroup.com/hungary>.

## **BMW Group Plant Debrecen**

On an area of more than 400 hectares in Debrecen, located in the north-eastern part of 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 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in 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 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.

[www.bmw.hu](http://www.bmw.hu)

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupView>

Instagram: <https://www.instagram.com/bmwgroup>

LinkedIn: <https://www.linkedin.com/company/bmw-group/>