



Media information
16 September 2024

The second year of the BMW Group's Dual Vocational Training Programme has started, now with two hundred students

With nearly three times as many applicants, an additional 100 students joined the Dual Vocational Training Programme of BMW Group Plant Debrecen in its second year, bringing the total number of apprentices to 200. All one hundred apprentices who began their studies in September 2023 successfully completed the school year and gave highly positive feedback on the practice-oriented training provided by BMW Group Plant Debrecen and the Debrecen Vocational Training Centre.

On 9 September, the first- and second-year students of the Dual Vocational Training Programme started their studies. In the framework of the three-year programme, full-time students gain hands-on experience in the high-tech production environment of BMW Group Plant Debrecen and its 7,000 m² Training Centre boasting state-of-the-art educational infrastructure. Upon successful completion of their studies, graduates are guaranteed a full-time job offer at the Debrecen plant.

Hans-Peter Kemser, the President and CEO of the factory in Debrecen, said on the occasion of the start of the new academic year: "The BMW Group places great emphasis on dual education worldwide. After the previous successful year, we welcome another hundred young apprentices."

The Dual Vocational Training Programme—established by BMW Group Plant Debrecen and the Debrecen Vocational Training Centre—will immerse students in the latest vehicle manufacturing technologies: by the end of the programme, they will be well-versed in Industry 4.0, including robotics, 3D printing, and virtual and augmented reality.

Practice-oriented training

The Dual Vocational Training Programme is unique in Hungary in its focus on the transfer of practical skills: students learn at the plant in a weekly model during their



training. The intensive training takes place at the automotive mechatronics, as well as mechanical and automation workshops, the electronics and IT laboratories, and in the metalworking workshop, which are located in an area of 1,700 m² inside the Training Center, providing a perfect foundation for the students' career path. Moreover, practical training extends beyond the workshops of the Training Centre. This year's second-year students will gain hands-on experience in actual manufacturing as pre-production begins later in 2024, while in the third and final year of the training, they will primarily be stationed at the different technological units of Plant Debrecen.

Solid theoretical and cultural foundations

Drawing heavily on the BMW Group's 100 years of experience in the field of trainings, the Dual Vocational Training Programme will give students all the theoretical knowledge they need to build their careers. Their training also focuses on developing soft skills and learning about the company culture. Among other things, they will learn communication and presentation techniques, project management skills and they can even rely on the company's expertise in the areas of health and financial awareness.

All around the world, the BMW Group puts focus on communicating with its associates, and therefore with the apprentices too. Accordingly, the instructors of the Dual Vocational Training Programme strive to create an atmosphere, where participation is a key element. The open, spacious, and transparent design of the laboratories and workshops in the Training Centre fosters a culture of open communication. It creates an environment where students develop teamwork skills and regularly give and receive constructive feedback. Instructors also facilitate team building by organising more informal activities, including the freshers' camp, which is just taking place this week. The mentoring programme serves this purpose as well: each first-year student is supported by a second-year student, known as a "buddy," to help them settle in.

**Six professions**

Students in the Dual Vocational Training Programme can choose from six professions: mechatronics technician, electronics technician, automotive mechatronics technician, IT systems and applications technician, industrial IT technician and high-voltage electrical technician. The experience gained in the first year of the programme shows that all six professions open up a truly exciting world for the apprentices, and it is clear that many talented people from all fields have joined the team at Plant Debrecen. The high-voltage electrical technician programme is recommended to the attention of future recruits, as it offers a broad range of career opportunities and complex professional knowledge. The courses offer an excellent career path for girls as well, which the company is promoting in a variety of ways. On the occasion of the Girls' Day organised at the company this year, more than 170 primary and secondary school girls gained an insight into the world of mechatronics, automotive mechatronics, electronics and IT, and they also tried out several tools used in the factory, built circuits and saw how the factory's robots work.

The dual training programme has been jointly developed by the vocational training team of BMW Group Plant Debrecen, as well as DSzC and its member institutions: "Brassai Samuel" Technical School, "Beregszászi Pál" Technical School and Dormitory, and "Mechwart András" Technical School of Mechanical Engineering and Information Technology.

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More information:

Réka Jenei, communications director, BMW Group Plant Debrecen

e-mail: 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.

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