

**Students and their families had the opportunity to explore BMW's Training Centre in Debrecen during this year's Automotive Open Day**

Teachers, students in primary and secondary technical schools exploring career options, as well as their families gained an in-depth understanding of BMW's training programmes and the operations of the plant's Training Centre in Debrecen during the 5<sup>th</sup> Automotive Open Day. The two-day event was attended by nearly 1,300 visitors, who were welcomed by the organisers, the Vocational Training Centre of Debrecen and BMW Group Plant Debrecen. The participants were greeted by Lajos Barcsa, Vice Mayor of Debrecen, Zsolt Tirpák, Chancellor of the Vocational Training Centre of Debrecen, László Türk, Director of the Debrecen School District, and Johannes Trauth, Vice President Human Resources at BMW Group Plant Debrecen.

The Dual Vocational Training Programme, launched last autumn at the Training Centre of BMW Group Plant Debrecen in collaboration with the Vocational Training Centre of Debrecen, attracted significant interest and enrolled one hundred students in its first year. Those students were joined by another one hundred in September as the new school year started. The vocational training programme provides students with the skills to build a full career path and – after successfully completing the three-year programme – a guaranteed full-time job in the high-tech manufacturing environment of BMW.

The 5<sup>th</sup> Automotive Open Day was an opportunity for students, teachers and – for the first time this year – interested families to learn about the opportunities offered by the dual vocational training programme. As in the previous year, the event took place at the Training Centre of BMW's plant in Debrecen. The building, equipped with state-of-the-art infrastructure, offered visitors a chance to meet the trainers and students of the dual training programme, explore the six available professions and potential career paths, and engage in various interactive activities.

The well-structured, practice-oriented dual training programme enables apprentices to develop future-ready skills in the following professions: power electronics technician, mechatronics technician, electronics technician, industrial IT technician, automotive mechatronics technician, as well as IT systems and applications technician.



This year, the event, held on 3 and 4 December, was attended by nearly 1,300 visitors from the three School District Centres of Debrecen, Berettyóújfalu, and Hajdúböszörmény, the Vocational Training Centre of Debrecen, as well as Svetits Catholic Kindergarten, Primary and Grammar School and Dormitory, together with the students' family members who registered for the programme.

The Debrecen plant is truly exceptional, even by global standards. It will serve as the launch site for the new generation of all-electric models, the Neue Klasse, set to debut at the end of 2025, which will be a significant milestone for the BMW Group. Every member of the plant's team will play a vital role in its creation, making it worthwhile to regularly check the [company's careers page](#) for current opportunities.

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#### 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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