



BMW Group Plant Debrecen joined the national Girls' Day event

The team of BMW Group Plant Debrecen welcomed nearly 80 primary school girls at the Girls' Day programme. Students interested in STEM (Science, Technology, Engineering and Mathematics) fields had the chance to choose from a range of interactive activities and learn about the career opportunities offered by one of the BMW Group's most modern facilities.

At around sixty locations across Hungary, including large corporations, universities and research institutes, girls in primary and secondary schools could discover interesting STEM fields and related professions, as well as career opportunities, through the Girls' Day initiative on 10 April.

For the second time, the BMW Group Plant Debrecen also joined this annually held event organised by the Women in Science Association (NaTE). Nearly 80 primary school girls were offered an insight at the company into the future of vehicle manufacturing, where they could learn about the corporate culture and meet the plant's associates and specialists.

On Girls' Day, the students also had the chance to try their hands at laser engraving, robotics, virtual welding, and circuit design. The programme also included visits to the Training Centre, the Communication Centre and the Health Centre at BMW Group Plant Debrecen.

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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 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.1 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 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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