

**BMW's team in Debrecen awaits visitors at Campus Festival again this year**

For the fourth year in a row, BMW Group Plant Debrecen is participating at Campus Festival with a range of exciting activities. This year, the company's team once again created one of the festival's largest community spaces, where those excited about one of the BMW Group's most modern plants can enjoy a colourful programme.

For the Debrecen team of BMW, Campus Festival is a special event every year, just as it is for local music fans. This year, between 16 and 20 July, the Bavarian premium manufacturer set up its community space at the festival for the fourth time.

Campus Festival, which has been organised for 17 years, welcomed 121,000 visitors last year and promises to be particularly exciting this year, with world-class performers such as Jason Derulo, The Chainsmokers and John Newman. Hungarian stars performing at the festival include Halott Pénz, Bagossy Brothers Company, ByeAlex and Slepp, Majka, Desh and Dzsúdló. A total of 250 concerts and 21 venues await the audience in Debrecen's Great Forest.

At the BMW career island, visitors can learn about the world of modern car manufacturing and the corporate culture of the Debrecen plant. The BMW plant in Debrecen and the entire company group will reach a major milestone at the end of this year when series production of the BMW Group's Neue Klasse generation will begin in Hungary with the BMW iX3 model.

Team members talk about the operation and everyday life of the plant, as well as provide detailed information about open positions. Those interested can also obtain useful information about the application process and the benefits available to BMW associates. Several apprentices studying in BMW's dual vocational training programme will also be present at the booth, giving festival-goers the chance to get first-hand information about the training, which can provide the skills for a whole career.

The BMW's team has exciting activities in store again this year: in addition to a car racing game, two AI-based programmes also await those interested. They can try on the iconic BMW jacket virtually or have a professional business portrait photo taken of themselves – perhaps also for a future job application at BMW. In addition, visitors can sit in several brand-new BMW models



and test their BMW knowledge in the framework of a fun quiz. With the ever popular BMW cookies and refreshing lemonade, the community space created by the company next to BMW Group Plant Debrecen's Premium Career Point at the Job Street offers visitors a great opportunity to recharge their batteries at the festival.

The company's open positions are constantly available at the: [Career Page](#) .

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More information:

Réka Jenei, Head of Communications, 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 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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