



The BMW team in Debrecen supports young performers at the Debrecen Flower Festival with a unique “Talent Stage”

This year, the BMW Group Plant Debrecen team once again prepared a special experience for one of Hungary’s largest cultural events, the Debrecen Flower Festival. Their electric float named “Talent Stage” serves as a unique space for local young talents to showcase their skills.

BMW Group Plant Debrecen is participating in this one-of-a-kind European event for the third time, once again promoting community spirit and collaboration. The stage built atop the fully electric float provides a platform for the young talents of the Ady Endre Secondary Grammar School of Debrecen to perform in front of the carnival’s tens of thousands of visitors.

The “Talent Stage” float was designed by Roland Hangyel and brought to life by Tamás Borbély. The contemporary, site-specific art installation consists of six symmetrically arranged blocks with a geometric design, which sculpturally frame the open stage in the centre. The elements evoke flower petals or modern plant forms, and their visual movement subtly directs the audience’s attention to the central space.

Apprentices in BMW’s dual training programme have also contributed to decorating the float. After the event, the six flower-decorated elements of the composition will be offered by the BMW Debrecen’s team to local communities, allowing parts of the artwork to continue to enrich public spaces and serve as props.

Leading the float will be two BMW iX1 electric models, decorated with the help of families from BMW’s summer camp. These cars hold a special significance, as they are among the very first models produced in Debrecen

BMW Group Plant Debrecen is participating in the Career Carnival held at Dósa Nádor Square for the third time as a cooperating partner, thus providing an opportunity for interested parties to meet their colleagues in person. Visitors can also find out about open positions and the application process there. The factory has recently started recruiting for the launch of the second shift, for which they are primarily looking for production employees with machine operator and assembly experience, but in addition, applicants are also welcome for almost 50 other open positions about which they can also find information at the company’s [Career Page](#) .



In 2023, BMW Group Plant Debrecen made its debut appearance at the Flower Festival as the sponsor of a special award-winning electric flower float decorated with more than a thousand dwarf hortensia shrubs. In the spirit of sustainability, after the festival, the shrubs were planted in educational and social institutions across Debrecen, as well as on the factory grounds, so that the beauty of the flower float could also serve the community in the long term.

In 2024, the float titled “From Hundreds to Billions” brought to life an inspiring vision of a sustainable future through a creative combination of lights, reflections, and live flowers. The composition consisting of a few hundred flowers multiplied its beauty a billion times through optical illusions, drawing viewers into a shared, optimistic vision of the future. The installations of these two years not only represented creativity and environmental awareness but also built a bridge between the plant and the local community of Debrecen.

In the coming months, the attention of those interested in the automotive industry will be focused on BMW’s Debrecen plant, as this is where production of the Group’s revolutionary Neue Klasse model generation will start at the end of the year. The first representative of the series, the all-electric BMW iX3, will set new standards in technology, sustainability and driving experience. The world premiere of the model will be celebrated in September at the International Automobile Exhibition in Munich. This will make Debrecen not only a key player in BMW’s global production network, but also one of the international centres of electromobility.

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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 services. The BMW Group production network comprises over 30 production sites worldwide; 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 € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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