



Media information
16 September 2025

The third year of the dual vocational training program has started at BMW Group Plant Debrecen – at full capacity, with 300 students

The dual vocational training program of BMW Group Plant Debrecen has reached another milestone: the third year of training began in early September, meaning that future automotive industry professionals are now being trained at full capacity in Debrecen. Students in the first class, enrolled in 2023, began their final year of study this year. After successfully completing their exams, they will have job offers at the plant.

The BMW Group has been committed to training professionals for more than a century and has also brought this rich experience to Debrecen. With the dual training program created in collaboration with the Debrecen Vocational Training Centre (DSzC), the training location at BMW Group Plant Debrecen has quickly become one of the largest in Hungary.

This school year is particularly significant as the very first class entered its third and final year. The students now spend most of their time in the various production technology areas, where they deepen their practical knowledge and gain direct experience in the application of Industry 4.0, robotics, 3D printing, as well as virtual and augmented reality. At the end of the school year, after passing their exams, they will all be able to start their professional careers at the BMW plant.

The Debrecen plant has also successfully joined the group's global dual training network student exchange program. As part of this program, six students from Debrecen spent a month each at BMW's plants in Germany and Mexico, while the Debrecen plant also welcomed six foreign students. This opportunity provides participants with not only professional development but also valuable international experience.



In September this year, another 100 students joined the dual training program, including three girls who are continuing their studies in electronics and mechatronics. Students participating in the program can choose from six professions: mechatronics technician, electronics technician, automotive mechatronics technician, IT system and applications technician, industrial IT technician, and high-voltage electrical technician.

The school year traditionally began with a fresher's camp, which concluded with parents visiting the Talent Campus to gain insight into the modern environment where their children will learn and develop in the coming years.

The BMW Group's Dual Vocational Training Programme also includes the "Talent Factory" initiative, which aims to nurture students' talents. As part of the program, students work on their own projects under the guidance of their instructors, developing practical tools for the plant. In July, the students presented their developments to their colleagues at an exhibition held at the Communication Centre, which was a great success.

The dual vocational training program at the Debrecen plant uniquely combines modern educational infrastructure and a high-tech manufacturing environment with the Group's nearly 100 years of training experience. Participants in the program not only gain professional knowledge, but also acquire communication, presentation, and project management skills, while learning about teamwork and the core values of corporate culture as well.

The success of the program is demonstrated by the fact that the BMW Group Plant Debrecen has become one of the most attractive employers in the region among young talents. Those who successfully complete the three-year training program are offered a direct path to the plant's various career fields, providing long-term, secure career 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 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 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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