



Media information  
30 September 2025

## **BMW Group Plant Debrecen and University of Debrecen further extend strategic cooperation**

BMW Group Plant Debrecen has further broadened its strategic partnership with the University of Debrecen: the Faculty of Humanities and the Institutes for Agricultural Research and Educational Farm have now joined the cooperation, which has been in place since 2023. The plant is already working with eight faculties and their connected institutes, making the collaboration between industry and higher education even more comprehensive.

The relationship between the BMW plant in Debrecen and the University of Debrecen has been growing stronger for years. In July 2023, the parties signed a strategic agreement encompassing education, science, and research and development. The initiative originally launched with the participation of five university faculties: General Medicine, Health Sciences, Information Technology, Engineering, and Science and Technology. In March 2024, the Faculty of Law and the Faculty of Economics and Business joined the agreement, making the university part of one of the most significant international research and development networks in the automotive industry.

A document on the further extension of strategic cooperation was ceremoniously signed on 30 September 2025 in the Rector's Council Room at the University of Debrecen. BMW Group Plant Debrecen was represented by Hans-Peter Kemser, President and CEO of BMW Manufacturing Hungary Kft., and the university by Prof. Dr. Zoltán Szilvássy, rector, and Prof. Dr. Zoltán Bács, chancellor.

"True to our promise, we are expanding our partnerships step by step also in the field of research. The new cooperation with the University of Debrecen is of defining importance, as in the future we will work together to make sustainability and culture our key objectives, thereby contributing to the development of Debrecen and the region as well," emphasized Hans-Peter Kemser.

Educational and training partnerships are of paramount importance to the BMW Group worldwide: every program is viewed as an investment in the future. Through the partnership



with the University of Debrecen, future engineers, IT specialists, lawyers, economists, researchers, and other professionals can engage, already during their studies, with one of the world's leading automotive companies.

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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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