



BMW Group Plant Debrecen opens its doors again this year for Automotive Industry Open Day

On December 1–2, for the sixth time, teachers, primary and technical secondary school students facing career choices, and their families are welcomed to the Automotive Industry Open Day, hosted by the Talent Campus of BMW Group Plant Debrecen. The aim of the event is to provide a comprehensive overview of the operations of the BMW plant in Debrecen, future automotive technologies, and the city's highly successful dual training programme.

At this year's two-day event, organized by the BMW Group Plant Debrecen and the Vocational Training Center of Debrecen (DSzC), students from the dual training programme give tours to interested visitors, presenting the world of the plant and the daily routine of training based on their own experiences.

In groups of one hundred, visitors are able to visit the Talent Campus, where they can learn about automotive technologies and the DSzC's institutions at eight themed stations. The four automotive technology stations – car simulator, Industry 4.0, robotics, and electrical work – present the practical side of car manufacturing, while the other four stations feature three technical schools operating under the DSzC (Brassai Sámuel, Beregszászi Pál, and Mechwart András Technical Schools), as well as the Vocational Training Center of Debrecen itself. A short, five-minute presentation is awaiting visitors at each station.

In recent years, the dual vocational training programme jointly created by BMW Group Plant Debrecen and the DSzC has grown into one of Hungary's most significant automotive technician training centres. The programme uniquely combines modern educational infrastructure, a state-of-the-art manufacturing environment, and the BMW Group's nearly 100 years of training experience.

Those who successfully complete the three-year dual training programme can be provided with a long-term career opportunity in various areas of the company. The first class of students enrolled in 2023 began their final year in the programme this year and, after successfully passing their exams, they will be able to continue their careers at BMW.



At the opening of the Automotive Industry Open Day, participants were welcomed by Zsolt Tirpák, Chancellor of the Debrecen Vocational Training Centre, László Türk, Director of the Debrecen School District Centre, Johannes Trauth, Vice President Human Resources representing the BMW plant, and Lajos Barcsa, Deputy Mayor of Debrecen.

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More information:

Andrea Farkas, BMW Group Plant Debrecen

e-mail: andrea.farkas@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 € 11.0 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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