



Plant Debrecen

Press information
15 December 2025

Oliver Gschwandtner Appointed Head of Communications at BMW Group Plant Debrecen

Debrecen, Hungary – December 2025.

Oliver Gschwandtner will become Head of Communications at BMW Group Plant Debrecen starting January 2026, succeeding Réka Jenei, who is now responsible for the Governmental Affairs for BMW Group in Hungary.

With nearly 30 years at BMW, Oliver brings extensive communication expertise, most recently as Team Lead and Spokesperson at BMW Group Plant Irlbach-Straßkirchen, a high-voltage battery assembly site in Bavaria. In his new role, he will oversee all communications and PR activities for the Debrecen facility.

"I'm excited to explore Debrecen and its rich culture while gaining new experiences at the iFACTORY and working with the team in Hungary," said Oliver, who is originally from Austria.

BMW Group Plant Debrecen is central to BMW's shift to electric mobility as the company's first plant fully dedicated to electric vehicle production and home to the first Neue Klasse model BMW iX3. Oliver looks forward to contributing to this innovative and sustainable chapter in Debrecen.

[Corporate communications for BMW Group Hungary – including BMW and MINI brands as well as corporate affairs – will continue to be managed by András Salgó.]

**

Further information:

Andrea Farkas

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.

www.bmw.hu

Facebook: <http://www.facebook.com/BMWGroup>

X: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupView>

Instagram: <https://www.instagram.com/bmwgroup>

LinkedIn: <https://www.linkedin.com/company/bmw-group/>