

**2025: The Beginning of a New Era and a Year of Milestones at BMW's Plant in Debrecen**

The year 2025 was of great significance for the Debrecen plant. BMW Group's most advanced factory opened its doors, and the first fully electric BMW iX3 models rolled off the production lines – heralds of the Neue Klasse generation. Sustainability, digital innovation, and community building: these milestones defined the company's life and aims this year.

On September 26, 2025, Oliver Zipse, Chairman of the Board of Management of BMW AG, officially inaugurated the BMW Group's Debrecen plant at a ceremonial event. The facility plays a pioneering role in the company's global network: it is the first plant built specifically for producing the new model generation, the Neue Klasse. The technologies debuting with the fully electric vehicle will be applied in forty new models and model updates by the end of 2027.

Milan Nedeljković, Member of the Board of Management of BMW AG, responsible for Production, emphasized that the production of Neue Klasse marks the beginning of a new era in automotive manufacturing for BMW Group.

**Sustainability and Digital Precision on the Production Lines**

The company's newest manufacturing facility was implemented based on the BMW iFACTORY principles, using virtual planning. It is BMW Group's first unit that, during standard operations, uses only electricity from renewable sources. The Debrecen plant operates as a networked factory, combining technologies applied at other company sites – for example, in the press shops in Spartanburg and Swindon. Built on digital foundations, processes have been simplified, and the complexity was reduced.

A key sustainability highlight is the paint shop, which is the first in the global network to operate entirely on electricity instead of natural gas. Thanks to renewable energy sources, this technology can reduce CO<sub>2</sub>-equivalent emissions by up to 12,000 tons annually. About a quarter of the plant's annual energy demand is covered by a 50-hectare solar park located on-site, while surplus energy is stored in a thermal storage system with a capacity of 130 MWh.

The digitalization of production processes, including AI-based quality control and sensor systems, boosts efficiency, as does the application of the "local for local" principle. The Debrecen plant achieves the highest direct supply ratio in the production network, up to 80%. This innovative logistics solution significantly reduces the number and length of transport routes and storage needs, resulting not only in more cost-efficient operations but also in minimizing the environmental footprint.

**The First Herald of Neue Klasse: The Fully Electric BMW iX3**

The new BMW iX3 rolling off the Debrecen line is the first member of the Neue Klasse generation. The model represents an entirely new design language and introduces new technical solutions in



driving dynamics and performance. The fully electric model offers a range of up to 805 kilometers, a maximum charging capacity of 400 kW, and a combined energy consumption of 15.1 kWh per 100 kilometers (WLTP). The new BMW iX3 features a new electronic and software architecture that makes the model smarter and more future-proof than ever, while delivering the driving experience expected from the brand. At its core are the “Heart of Joy” central computer and BMW Dynamic Performance Control software.

Before its market launch, the model won the “Golden Steering Wheel” award for the best innovation of 2025. According to Oliver Zipse, since its world premiere in September, interest and pre-orders have exceeded expectations.

Additionally, BMW Group became the first German manufacturer to obtain UN Regulation No. 171 (DCAS) international approval, enabling the introduction of Highway Assistant with Level 2 “hands-free” functionality.

### **Knowledge Base Building and Supporting Education**

BMW Group Plant Debrecen plays an active role in education, building strategic partnerships with local institutions. In cooperation with the University of Debrecen, the Automotive Research Center was inaugurated in October 2025. Located in the Science, Technology, and Innovation Park, the 2,700-square-meter facility supports training with vehicle laboratories and mechatronics and robotics rooms. In September 2025, the FastLane dual master’s program was launched, offering students direct career opportunities in the automotive industry. The strategic partnership established with the university in 2023 has been extended by now to eight faculties and their connected institutes.

The dual training program with the Debrecen Vocational Training Center reached full capacity in September 2025 with the start of its third cohort; currently, 300 students are participating. The Debrecen plant’s dual vocational training program uniquely combines modern educational infrastructure, a high-tech manufacturing environment, and the company’s nearly 100 years of training experience. Graduates of the three-year program might have a direct path to various areas of the company, offering long-term, secure career opportunities.

Career orientation was also supported by the Girls’ Day program of the Association of Women in Science this year again, when nearly 80 elementary school girls were welcomed to explore STEM fields at the plant.

### **At Home in Debrecen: Harmony of Innovation and Community**

For BMW, Debrecen is not just a city but the home of its iFACTORY. The company believes that values lie not only in technology and innovation but also in people, collaboration, and shared experiences. In 2025, BMW actively participated in Debrecen’s life again: it was present at the Flower Carnival, Campus Festival, and at the Advent Fair, which are important elements of the city’s traditions and cultural life.



The Advent season at the company was not only about joyful anticipation and festive lights but also about helping others. The team at the Assembly's training center enthusiastically collected recyclable bottles to donate its sum to charity. From their collection and individual contributions, they were able to donate more than 300,000 forints to the "For Our Newborns and Premature Babies Foundation" of the Clinical Center of the University of Debrecen.

Corporate social responsibility is also a key value for BMW Group. The BMW AG's Karl-Monz Foundation supported the local Blue Forest Foundation with a €10,000 donation to help integrate children and adults with sensory processing disorders. BMW's Debrecen plant also donated locally €10,000 to the Parents' Association for Multiply Disabled People in Hajdú-Bihar County.

### **From Vision to Reality**

Since the investment decision in 2018, Debrecen has become home not only to a factory but to a vision. The opening of BMW Group's Debrecen plant marks the beginning of a new era in which innovation, sustainability and partnership will continue to play a defining role.

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<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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