



This year again, 100 students have been admitted to the dual vocational training program of BMW's plant in Debrecen.

The selection process for this year's dual vocational training program at BMW Group Plant Debrecen has been completed: out of all applicants, 100 talented students were admitted and will begin building their careers starting in September 2026 at one of the BMW Group's most advanced plants.

Applicants for the new cohort, starting their studies in September, came from member schools of the Debrecen Vocational Training Centre (DSzC) and the Berettyóújfalu Vocational Training Centre (BSzC), representing four different professions. During the selection process, students were chosen based on their performance, motivation, and professional interest, and will join as the newest members of the dual vocational training program at the Debrecen plant this autumn.

The BMW Group has been committed to vocational training for more than a century, bringing this international experience to Debrecen through the local program that was launched in the autumn of 2023. The Talent Campus, which hosts the dual training program, has quickly become one of the country's largest training centers, currently educating close to 300 students. In a modern learning environment, participants can familiarize themselves with state-of-the-art technologies related to vehicle production, while also gaining insight into the BMW Group's culture and high-tech manufacturing processes during their studies.

Students participating in the program can choose from six professions: mechatronics technician, electronics technician, automotive mechatronics technician, IT systems and application operations technician, industrial IT technician, and electrical power systems technician.

During the dual training program, students not only acquire professional knowledge but also develop skills that are essential for their future careers. Participants gain practical experience in Industry 4.0, robotics, 3D printing, as well as virtual and augmented reality applications. They



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also learn project management skills, become familiar with the core values of teamwork and corporate culture, while also developing communication and presentation techniques.

The BMW Group Dual Vocational Training Program also includes the Talent Factory initiative, which aims to unlock students' potential and lay the foundation for long-term career opportunities at BMW. As part of the program, students work on their own projects under the guidance of instructors, develop tools applicable in the plant, and experience the role of practical learning, innovation, and creative thinking in a real corporate environment.

The three-year dual vocational training program at BMW Group Plant Debrecen provides an opportunity for young people in the region to gain competitive professional knowledge and to find a secure long-term career path in the automotive industry.

The 2025/2026 academic year is particularly significant for the program, as the first cohort, launched in 2023, has entered its third and final year. The company has offered job opportunities to all final-year students who successfully pass their exams, and the program's success is reflected by the fact that the vast majority of the first graduating class will continue their careers at BMW Group Plant Debrecen.

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BMW GROUP



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In Debrecen, in northeastern Hungary, the BMW Group has built a full vehicle manufacturing plant on an area of more than 400 hectares, including a press shop, body shop, paint shop, and assembly plant, as well as battery module assembly. The company has invested more than 2 billion euros (HUF 820 billion) in the site, where exclusively fully electric vehicles have been being produced from 2025. The model produced in Debrecen forms the basis of the NEUE KLASSE, the new vehicle architecture developed exclusively for fully electric vehicles.

The BMW Group

With its 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 operates more than 30 production and assembly facilities worldwide and has a global sales network in more than 140 countries.

In 2025, the BMW Group delivered 2.46 million cars and more than 202,500 motorcycles worldwide. The company generated total revenues of €133.5 billion and a profit of €10.2 billion in the 2025 financial year. As of 31 December 2025, the BMW Group employed 154,540 people worldwide.

The success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the company's strategy, encompassing environmentally and socially responsible practices throughout the entire value chain—from the supply network, through all stages of production, to end-of-life recycling.

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