



Future-proof production in Debrecen: digital, efficient and sustainable.

The BMW Group drives the plant in Debrecen that ensures competitiveness, operational stability and a positive impact on the economic and social environment. This is based on BMW Group's target providing a future-oriented, resilient and viable business model.

The Debrecen plant, opened in late 2025, is the newest and most modern site in BMW Group's global production network and a key driver of regional development. Beyond manufacturing, it contributes to building a knowledge-based, innovation-driven economic ecosystem in the region.

Hans-Peter Kemser, President and CEO of BMW Group Plant Debrecen: "We are proud that the first model of the Neue Klasse is being built here in Debrecen. Based on the BMW iFACTORY concept, the Debrecen plant represents the future of manufacturing: fully digitalised, data-driven, efficient and highly responsible in usage of resources.

Our employees' commitment, passion and expertise, are crucial for our success. That is why we place a strong focus on qualification and long-term partnerships."

iFACTORY: Digital solutions and efficiency

At BMW Group Plant Debrecen, production units operate as part of a fully integrated and digitally connected system, implemented in line with the BMW iFACTORY vision. From the very beginning, the plant was planned and validated in the BMW Group's Virtual Factory, allowing every production process to be simulated and optimised digitally before physical implementation. This "virtual-first" approach ensures stable, efficient production from day one and reflects a new dimension of automotive manufacturing.

The **press shop** plays a key role in delivering high productivity through standardised processes and tools shared across the global production network, enabling flexibility and optimised capacity utilisation. In the body shop, nearly 1,000 robots operate within a system that was entirely digitally planned and validated in advance,



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ensuring maximum precision while reducing complexity through simplified joining methods and close integration between development and production.

The **paint shop** represents a major innovation driver in terms of efficiency and sustainability. Powered exclusively by electricity from renewable energy sources, it reduces CO₂e emissions and integrates advanced energy recovery systems, photovoltaic generation and thermal storage solutions. As a result, it plays a central role in achieving a substantial reduction in the overall emissions footprint of vehicle production.

The **high-voltage battery assembly** is a key part of the integrated production concept for the Neue Klasse. The plant is the first of five BMW Group sites worldwide to assemble sixth-generation high-voltage batteries on site, following the "local for local" principle. This ensures short transport routes, close integration with vehicle production and high supply security. Intelligent production and assembly processes, supported by digitalisation and in-line quality controls, help ensure maximum process stability and consistently high product quality. By combining battery assembly directly with vehicle manufacturing, Plant Debrecen sets a new benchmark for efficiency and innovation in electric vehicle production.

In **final assembly**, fully digitalised processes ensure high efficiency and consistently high product quality. The BMW Group's AIQX platform uses sensors, cameras and artificial intelligence to enable automated quality control and real-time feedback on the production line. At the same time, vehicles themselves are becoming connected elements of the production system, capable of generating and sharing data within an increasingly intelligent industrial IoT environment.

The plant's logistics system further enhances efficiency through its innovative "finger structure", enabling up to 80% of components to be delivered directly to the line, supported by autonomous transport systems and fully digitalised data integration.



Intelligent production with high level digitalisation

Together, these elements form a seamlessly integrated, highly flexible and future-ready production system that reflects the full implementation of the BMW iFACTORY principles — combining efficiency, digitalisation and innovation while setting new benchmarks for automotive manufacturing.

Simplified, digitalised processes and the integration of global know-how ensure that the plant can adapt quickly to changing market conditions and operate a competitive, future-ready production model over the long term.

BMW Group Plant Debrecen sets new standards with BMW Groups` network in sustainable automotive production through a range of innovative technologies. As the first BMW Group vehicle plant to operate entirely on electricity from renewable energy sources during normal operation, it represents a major step towards fossil-free manufacturing. A key contributor is the paint shop, where electric power replaces natural gas in energy-intensive processes, significantly reducing CO₂e emissions. The site also integrates advanced energy recovery systems and thermal storage solutions to further improve efficiency. In addition, the on-site photovoltaic system supports the plant's renewable energy supply and helps lower its overall environmental footprint. Together, these measures make Debrecen a blueprint for resource-efficient, future-oriented production within the BMW Group.

Future production driven by experts: people, skills and business resilience

For BMW Group, the future of production is built above all on people and knowledge. At the Debrecen plant, a more than 6,500 square meter Talent Campus prepares employees, trainees and students together for the production of the next generation of vehicles.

Dual vocational training and practice-based learning models enable participants to gain real industrial experience already during their studies, while opening a long-term career path within the company. The "Talent Factory" initiative further strengthens this by involving students directly in real production projects.



Training is therefore not a supporting function but an integral part of BMW Group's business model, contributing directly to long-term resilience and competitiveness.

Cooperation with the University: Connecting knowledge and industry

A key pillar of BMW Group's presence in Debrecen is its continuously expanding strategic partnership with the University of Debrecen. This collaboration connects industrial practice and academic knowledge, supporting the development of future professionals.

Joint programs – including the FastLane dual master's program and the on-site university department – allow students to gain real industrial experience and build long-term careers within the company.

The beginning of a new era arrived with the first model of the Neue Klasse

The success of the BMW iX3 is reflected by more than 50.000 orders from European customers in less than six months and also in its international recognition. The first model of the Neue Klasse has received multiple prestigious awards, including "World Car of the Year 2026" and "World Electric Vehicle 2026", as acknowledged by an international jury of automotive journalists. In addition, the Debrecen-produced model was named "Hungarian Car of the Year 2026", further underlining its strong connection to the region and its outstanding product qualities.

These recognitions clearly demonstrate that the BMW iX3 opens a new chapter for the company.

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BMW GROUP



Plant Debrecen

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BMW Group Plant Debrecen

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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