

# BMW Group Corporate Communications

Media Information  
18 November 2005

## **BMW Group HR Policy: thinking of tomorrow today** Package of measures to meet demographic challenges

**Munich.** The BMW Group is already taking steps to counter the effects of the demographic development with a comprehensive package of measures focussing on five main points. It is question of ensuring that the company remains viable for the future, i.e. on the one hand making sure that employees remain employable; on the other hand, it is important to continue being able to offer models for retirement on a specific basis.

"If we wish to achieve a consistently high level of performance with an older workforce, we must adapt the work structures and framework conditions", stated Ernst Baumann, Member of the Board of Management of BMW AG. "By bundling together these activities, we are creating a decisive competitive advantage for ourselves."

The five areas of action are qualification, health, the working environment, retirement models and increasing awareness of demographic changes.

### **Qualification as the precondition for competitive companies**

The 'qualification' area of action is based around the need for life-long learning. Irrespective of the ageing workforce, increasing competition and changes in technology mean that staff have to take on new activities or work contents more frequently than before. However, qualification should also be seen in the context of increasing awareness of the challenges and opportunities of an ageing workforce and of their own ageing and its effects. Managers and staff are given training on these matters in seminars.

### **Health and preventive care**

Topics centring on health and preventive health care form a second main point. The BMW Group is continually improving its working conditions. Fitness facilities and physiotherapy services on the company's own premises are part of the preventive health care plan. In addition, comprehensive medical support and programs on health-related topics are provided at all BMW Group locations.

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## **Ergonomic working environments for longer productive efficiency**

Ergonomic work stations in offices and, most particularly, in manufacturing help to prevent physical stress from occurring in the first place. As part of the start-up of the new BMW 3 Series, over 25 million euros were invested in the Munich plant alone in the design of ergonomically optimised workplaces.

## **Retirement models to suit every need are still required**

In spite of all precautionary measures, not every employee can carry out physically demanding activities into old age. Legislators should therefore avoid generalised standard solutions when defining the age limits for being granted a pension and alongside the standard retirement limit, should also basically continue to allow early retirement pensions.

The goal of the BMW Group is to continue in the future to offer their employees programmes which allow early retirement. The main criterion for solutions of this type will be – in addition to the statutory pension access options – whether they can be financed. A first step was taken this year: in collaboration with the Works Council, funds were separated out, by restructuring the BMW profit share scheme, to obtain financial leeway for early retirements. This "future contract for young people" creates a foundation for being able still to take on young people to replace older employees who are leaving.

To ensure success of these measures, everyone has to pull together here: companies are called upon to take measures to maintain benefits for their employees. Employees in turn must take responsibility for their health and their suitability for employment in the future far more than they have in the past.

If you have any questions, please contact:

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