

Media Information
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BMW Group Middle East unveils brand-new, state-of-the-art Training Centre in Dubai during UAE Innovation Month.

Dubai, UAE: BMW Group Middle East is leading the drive towards an electric future for the region's motor industry with the opening of a brand-new, state-of-the-art Training Centre in Dubai on February 27th, 2019. The launch will take place during the UAE Innovation Month which aims to foster innovation across the nation.

Being based in Dubai South, a Free-Zone that forms part of a rapidly evolving 145-sqkm development, means the Training Centre is conveniently located next to Al Maktoum International Airport (DWC), the World Expo 2020 site and the annual Dubai Airshow.

As a first in the region, the 5,300 sqm facility has the capacity to train up to 2,000 sales, after-sales and technical staff in the most up-to-date developments in automotive technology, including hybrid and all-electric vehicles, as well as the latest customer care initiatives.

The new Training Centre is a key part of BMW Group's ambitious plans to ensure it is 'future-proofed' and prepared to fully embrace major advances in mobility. Topics such as electrification, autonomous driving and increasing connectivity are omnipresent and opening up new experiences.

For example, the BMW iNext will be the company's new technology flagship when it will be launched in 2021. It is all about combining electric with autonomous driving, as well as providing the next level of connectivity and interior for a whole new experience of mobility. This car is poised to revolutionize transport for the 21st Century and the new state-of-the-art Training Center in Dubai South is a big step in the region to fully support these changes in the automotive world.

Among other things staff from BMW, MINI and Rolls-Royce will attend the trainings to learn the skills needed to prepare for the ongoing electrification of the automotive industry, including the introduction of autonomous vehicles. The BMW i and BMW iPerformance range has proved to be an attractive, practical and premium option for motorists in the region who are looking to make the switch from traditional petrol-powered cars.

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The all-electric BMW i3s and the MINI PHEV will further boost the company's electric vehicle offering when they are released in the region this year.

Therefore the new Training Centre will also offer highly specialised 'High Voltage Expert' training to staff who will work with electrified BMW Group vehicles. It will be one out of three Centres worldwide to currently offer that specific training.

Until 2025 the BMW Group has planned to introduce a total of 25 electrified vehicles globally, including 12 fully-electric vehicles. So the opening of the new facility is perfectly timed to make sure the skills of customer-facing staff and technical teams are up to date.

The BMW Group Brand and Customer Institute is also part of the new Training Centre and will promote brand orientation amongst its staff even further. To maintain its long-term success, it is essential that employees and partners understand the different identities of the brands and know what features distinguish these brands from their competitors. Customers of premium brands in particular base their purchase decisions largely on the emotional added value of a product, and not just on the product substance.

The BMW Group Training Centre will act as a strategic hub for the region with staff receiving all the necessary training, no matter if it is technical or non-technical.

Dr. Hamid Haqparwar, Managing Director BMW Group Middle East, said: "Our vision towards a smarter future is fully aligned with UAE's aim to become a strong global hub for innovation. The opening of our new Training Centre in Dubai will enable us to continue to deliver unrivalled levels of service and care to our customers here in the Middle East.

The investment in the new Training Centre comes directly from BMW Group and is a clear and highly visible sign of our complete and ongoing commitment not only to our loyal customers and trusted importers, but also to the region. BMW Group Middle East is fully 'future-proofed' and prepared to meet the rapidly evolving needs of the market and the shift towards electrification and autonomous driving."

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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 31 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2016 was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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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