

BMW GROUP MIDDLE EAST

Corporate Communications

Media Information
27 February, 2019

H.H. Sheikh Ahmed bin Saeed Al Maktoum inaugurates BMW Group Middle East's new Training Centre at Dubai South

- *New training facility opens doors during UAE Innovation Month*
- *BMW Group announces plans to be driving force in region's e-mobility future*

Dubai, UAE: BMW Group Middle East's newly opened and state-of-the-art Training Centre in Dubai South has been welcomed as a ground-breaking development that will allow the company to master the changes posed by the full electrification of transport in the region. H.H. Sheikh Ahmed bin Saeed Al Maktoum, President of the Dubai Civil Aviation Authority (DCAA) and Chairman of Dubai Aviation City Corporation (DACC), led the inauguration of the BMW Group Training Centre on February 27th, 2019.

Up to 2,000 members of staff will soon be enrolled on different courses at the new 5,300 sqm Centre in Dubai South as part of extensive training that will focus on BMW's new generation of electrified vehicles. It also hosts a BMW Group Brand and Customer Institute which will promote brand orientation amongst staff even further.

H.E Khalifa Al Zaffin, Executive Chairman, Dubai Aviation City Corporation and Dubai South, said: "BMW has only three centers of this kind in the world and this is what makes the hosting of this training center a coveted distinction for Dubai South. This move is testament to Dubai South's global reputation as a preferred free zone destination for leading global investors to set up their business. Our strengths and capabilities continue to serve their future growth targets through a range of efficient, fast, and flexible solutions and we will continue to enhance our strategies in this way to further enhance our relationship and partnerships with various government and private entities, be in the local, regional and international level. The launch of the new facility is set to strengthen the UAE's aspirations to become a leading logistics hub in the region and the world by adding a boost to the segment."

Dr. Haqparwar, Managing Director of BMW Group Middle East said: "This February is the UAE Innovation Month and we think this is the perfect opportunity for the official opening of our brand new and state-of-the-art Training Centre - the first of its kind in the Middle East and a major milestone for the BMW Group. This project shows that our vision towards a smarter future is also fully aligned with UAE's aim to become a strong global hub for innovation."

The Centre will be an important hub where staff from BMW Group's regional network will be fully trained in BMW's range of electric and hybrid vehicles, including the BMW i3s which will make its UAE debut in the near future.

BMW GROUP MIDDLE EAST

Corporate Communications

Dr. Haqparwar also added: “We live in a region where customers are very service-oriented. They expect a bespoke service across all sectors, especially in a competitive automotive marketplace. And our new Training Centre provides the perfect answer to this ever-growing demand.”

Being based in Dubai South, a Free-Zone that forms part of a rapidly evolving 145-sqkm flagship urban project, means the BMW Group Training Centre is conveniently located next to Al Maktoum International Airport (DWC) and the Expo 2020 site. Dubai South continues to attract global companies to set their operations in its strategic location. As the fastest growing free zone in the region, its state-of-the-art infrastructure and innovative approaches facilitate business setup for both local and international companies.

For more information, please contact:

Silke Brigl, Head of Corporate Communications, BMW Group Middle East

Tel: +971 4 313 2615 or email: Silke.Brigl@bmwgroup.com

Osama Sherif, Seven Media

Tel: +971 56 630 8200 or email: osamasherif@sevenmedia.ae

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 in 14 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 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.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>