

Media Information  
9 December 2019

## **BMW Group recognised worldwide as outstanding employer**

Tops national and international most attractive employer rankings

Ilka Horstmeier: “Employer attractiveness extremely important in recruiting the best talents”

**Munich.** From Germany to China, the BMW Group has once again been confirmed as one of the world’s most attractive employers by various studies in 2019. The BMW Group was the highest-placed automobile manufacturer worldwide in the **Universum ranking of the World’s Most Attractive Employers in 2019**. Among engineering and IT students, the company also placed fourth, behind Google, Microsoft and Apple. Universum surveyed more than 240,000 students from 12 countries for the study.

The BMW Group has consistently placed first in the **Trendence Young Professionals Barometer** in Germany every year since 2012. This autumn, the Trendence Institute recognised the BMW Group for topping its Graduate Barometer more than any other company over the past two decades with the special award “Top Employer of the Past 20 Years”.

In the national **Universum Young Professionals Study 2019**, the company also ranked highly in the Business (1), Engineering (2) and IT (3) categories. In China, the renowned Zhaopin Study once again named the BMW Group most attractive employer in 2019. The BMW Brilliance Automotive (BBA) joint venture also won the **“Excellence in Talent Attraction & Retention” award from 51jobs.com**, a leading human resources service provider in China.

“Being a highly attractive employer is extremely important for us in recruiting the best talents in a highly competitive market,” explained Ilka Horstmeier, member of the Board of Management responsible for Human Resources, and Labour Relations Director at BMW AG. “We are successfully shaping the sustainable mobility of the future – and that makes us more appealing as an employer. But we are certainly not resting on our laurels.” For instance, the BMW Group now offers an expert career path, equivalent to the management track, which opens up career opportunities without disciplinary responsibility. Employees and prospective employees also appreciate the company’s flexibility on hours

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and location, attractive salary and range of additional benefits. Another big motivator for future and existing employees is the strong emotional appeal of the BMW Group's attractive product portfolio.

The BMW Group employs more than 134,000 people worldwide. The company continues to hire IT and other specialists selectively for future projects such as data analytics, software development, artificial intelligence, autonomous driving, electromobility and innovative drive trains, as well as smart logistics & production and robotics.

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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 15 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 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 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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