

Media Information
21 March 2020

Dare to be more open-minded! BMW Group promotes diversity in a multicultural society.

- To mark the United Nation's International Day for the Elimination of Racial Discrimination on 21 March 2020, the BMW Group is taking a stand for more tolerance and coexistence.
- A new BMW Group social media film shows that diversity and different perspectives play an important part in finding the best solutions – for the company, its employees and society.
- As a global company, the BMW Group promotes a working environment free of prejudice and is committed to intercultural understanding worldwide.

Munich, 21 March 2020 – Employees from more than 120 countries worldwide work together successfully at the BMW Group: people from different cultures, with different world views and religious beliefs. They work for the BMW Group in teams around the globe, developing creative ideas and innovative solutions for sustainable future mobility.

Diversity is the foundation of the BMW Group's success.

For the BMW Group, knowledge of different languages and cultures not only reflects our global working environment, but is also crucial in the competition for new markets, customers and qualified young talent. "Diversity is the foundation of our success. A working environment free of prejudice, combined with respectful coexistence, are important requirements for this," said Ilka Horstmeier, member of the Board of Management of BMW AG responsible for Human Resources.

The BMW Group is also committed to tolerance, openness and diversity outside its own ranks. In 2011, the company launched a unique partnership with the United Nations Alliance of Civilisations (UNAOC) to promote international dialogue and intercultural understanding. The partnership recognises innovative projects with the Intercultural Innovation Award. The aim is to enable local initiatives to scale up to international platforms so they can contribute to greater prosperity and peace in society. The initiatives recognised by the BMW Group and UNAOC have already supported 3.6 million people in 112 countries worldwide.

Ilka Horstmeier: "Together with UNAOC, we want to draw attention to cross-cultural projects around the world and enrich society with innovative ideas. In addition to financial support, we also offer award-winners the chance to leverage the BMW Group's core expertise to successfully develop their projects."

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To advance the topic of diversity in German corporate culture, the BMW Group joined the [Diversity Charter & Association](#) back in 2012. The Charter, under the patronage of German Chancellor Angela Merkel, has so far been signed by more than 3,400 companies and public institutions. The BMW Group is also actively driving the issue in other countries – for example, in the UK, where the company is a member of [ENEL](#), the UK's leading employer network.

A video outlining the BMW Group's position has been released to coincide with the International Day for the Elimination of Racial Discrimination and can be found on the following BMW Group social media channels:

LinkedIn: <https://www.linkedin.com/company/bmwgroup/>

Twitter: <https://www.twitter.com/bmwgroup>

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

If you have any questions, please contact:

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Die BMW Group

Die BMW Group ist mit ihren Marken BMW, MINI, Rolls-Royce und BMW Motorrad der weltweit führende Premium-Hersteller von Automobilen und Motorrädern und Anbieter von Premium-Finanz- und Mobilitätsdienstleistungen. Das BMW Group Produktionsnetzwerk umfasst 31 Produktions- und Montagestätten in 15 Ländern; das Unternehmen verfügt über ein globales Vertriebsnetzwerk mit Vertretungen in über 140 Ländern.

Im Jahr 2019 erzielte die BMW Group einen weltweiten Absatz von mehr als 2.520.000 Automobilen und über 175.000 Motorrädern. Das Ergebnis vor Steuern im Geschäftsjahr 2018 belief sich auf 9,815 Mrd. €, der Umsatz auf 97,480 Mrd. €. Zum 31. Dezember 2018 beschäftigte das Unternehmen weltweit 134.682 Mitarbeiterinnen und Mitarbeiter.

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Seit jeher sind langfristiges Denken und verantwortungsvolles Handeln die Grundlage des wirtschaftlichen Erfolges der BMW Group. Das Unternehmen hat ökologische und soziale Nachhaltigkeit entlang der gesamten Wertschöpfungskette, umfassende Produktverantwortung sowie ein klares Bekenntnis zur Schonung von Ressourcen fest in seiner Strategie verankert.