

Media information

24 July 2025.

**BMW Group South Africa engages national leadership at Plant Rosslyn, deepening collaborative vision for industrial growth.**

+++ BMW Group Plant Rosslyn hosted President Cyril Ramaphosa and Members of the Board of Management of BMW AG +++ The visit highlighted Plant Rosslyn's record production, the award-winning BMW X3, and the company's commitment to job creation and transformation  
+++ BMW Group leadership reaffirmed its long-term confidence in South Africa as a key manufacturing hub and a partner in national development +++

**Rosslyn, Tshwane.** BMW Group South Africa marked a notable milestone, hosting key national leadership, including the President of the Republic of South Africa, Cyril Ramaphosa, accompanied by the Premier of Gauteng Province, Panyaza Lesufi, at BMW Group Plant Rosslyn on Thursday, 24 July.

The landmark visit, which saw the participation of Milan Nedeljković, Chairman of BMW South Africa and Member of the Board of Management of BMW AG, responsible for Production, and Ilka Horstmeier, Labour Relations Director and Member of the Board of Management of BMW AG, responsible for People and Real Estate, as part of their broader engagements in South Africa, highlighted the strong and active partnership between the BMW Group and the South African government in advancing industrial growth and economic empowerment.

"The achievements at BMW Group Plant Rosslyn, especially its path towards record production volumes and its crucial role in our global BMW X3 production, are a source of great pride", comments Milan Nedeljković. "Our significant investment in electrification here demonstrates our long-term belief in South Africa as a key manufacturing hub within our global network, driving innovation, skills and sustainable growth for the region."

**Showcasing local excellence and commitment.**

The visit provided a valuable opportunity to spotlight BMW Group South Africa's recent successes and plans. BMW Group Plant Rosslyn is set to achieve its highest annual production volume in 52 years, reflecting strong global demand and the BMW Group's confidence in local manufacturing capabilities. This performance is underpinned by continuous investment, notably the R4.2 billion allocated for the electrification of BMW Group Plant Rosslyn. The locally produced BMW X3 recently earned critical acclaim, winning the Old Mutual Insure 2025 South African Car of the Year and the Premium category awards, highlighting its strength and market appeal. BMW Group South Africa's strong Q2 performance indicates its leadership in the premium segment, with customer demand and its electrification strategy continuing to drive production of the new BMW X3 at BMW Group Plant Rosslyn. To date, Plant Rosslyn is the only plant that produces the BMW X3 plug-in hybrid (PHEV) for the entire world; a fact that the team of BMW Group Plant Rosslyn takes pride in.

**Advancing South Africa's automotive sector, together.**

The engagement at BMW Group Plant Rosslyn served as a pivotal platform to reinforce the company's position as a trusted corporate citizen and contributor to national progress. During the visit, President Ramaphosa interacted with the plant assembly staff on the production line, gaining firsthand insight into daily operations, and later addressed several hundred production staff, acknowledging their dedication. Discussions during the visit highlighted BMW Group South Africa's industry leadership, showcasing its role as a premium automotive manufacturer through innovative and sustainable practices, and emphasising its substantial investment in South Africa's economic development.

The dialogue focused on the tangible benefits of BMW Group Plant Rosslyn, specifically its role in advancing job creation, driving essential skills development, and facilitating technology transfer within the local market. A reflection of its ongoing dedication to national transformation, BMW Group South Africa

and BMW Group Financial Services South Africa both achieved Level 1 B-BBEE status in the 2024 audit, highlighting the companies' drive towards an inclusive and equitable workplace, and reflecting continuous, focused efforts and collaboration. Crucially, the visit has strengthened public and private sector relations, deepening BMW Group South Africa's partnership with the local government and aligning its strategic goals with the President's vision for industrial growth, economic empowerment and sustainable mobility.

"This engagement at Plant Rosslyn reaffirms the great partnership between the BMW Group and South Africa", states Daniel Bester, Director of BMW Group Plant Rosslyn. "Our plant continues to be a beacon of manufacturing excellence, setting new production records and driving innovation. We remain committed to contributing to South Africa's economic growth, actively working towards a shared, prosperous future."

Beyond manufacturing, BMW Group South Africa's partnership with the Youth Employment Services (YES) programme continues to create meaningful work opportunities for young South Africans, equipping them with practical experience. The company has generated over 3,500 youth work experiences since 2022. The 2025 cohort at BMW South Africa includes 86 talented individuals gaining invaluable experience across the four business entities.

**Creating confidence for a shared future.**

The successful gathering at BMW Group Plant Rosslyn solidifies BMW Group South Africa's industrial leadership and its function as an integral collaborator in South Africa's economic growth and enduring prosperity. A key pillar supporting this confidence is the company's highly adaptive and capable manufacturing workforce. The advanced requirements for producing the new BMW X3 at BMW Group Plant Rosslyn have driven significant advancements in employee technical skills and expertise. This continuous development of local capabilities not only upholds manufacturing excellence but also reinforces South Africa's strategic importance within the global automotive industry.

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Email: [Angela.Konert@bmw.co.za](mailto:Angela.Konert@bmw.co.za)<https://www.press.bmwgroup.com/south-africa>**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 services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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