

Media information

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This Youth Month, BMW Group South Africa celebrates the next generation of leaders.

+++ BMW Group South Africa has reaffirmed its commitment to supporting young people in South Africa through a series of coordinated initiatives +++
+++ These efforts highlight group's efforts to address youth unemployment and skills gaps +++ Latest Annual Youth Day Event brings learners together to explore opportunities in key industry fields +++

Midrand. Youth Month is more than a commemoration of our history – it is a celebration of the young people shaping South Africa's future. BMW Group South Africa believes investing in youth through skills development, education and meaningful opportunities is essential to building a resilient and prosperous nation.

"South African youth are intelligent, determined and deeply passionate about making a meaningful impact," says Tebogo Ramagoshi, Head of Corporate Social Responsibility at BMW Group South Africa. "When young people are given access to opportunities in fields such as engineering, visual arts, automotive technology and science, they don't just transform their own futures. They create pathways for others to follow and contribute to the growth and prosperity of their communities."

Earlier this month, BMW Group South Africa hosted its Fifth Annual Youth Day Event at Soshanguve Engineering School of Specialisation in Gauteng. The event was attended by 1,200 learners and educators, as well as BMW Group South Africa employees, who participated in a range of interactive, career-focused experiences.

Learners were also given the opportunity to engage with representatives from the University of Pretoria, University of Johannesburg, Tshwane University of Technology, North West University, Tshwane North College, Nzalo Careers, UNISA, and the Automotive Industry Development Centre.

The Youth Day Event and BMW Group South Africa's partnership with Soshanguve Engineering School of Specialisation embody the group's efforts to support and empower young South Africans and drive socioeconomic transformation. These efforts include the group's flagship initiative, the Youth Employment Service (YES) programme, which provides unemployed youth

with a 12-month quality work experience across sectors within the group's own operations.

Since 2022, BMW has created over 3,500 work experiences and also committed an additional 1,000 youth jobs in South Africa at the beginning of 2026. With the 2026 cohort, 102 individuals are gaining valuable job experience across BMW Group South Africa's four business entities. This initiative supports graduates entering the workplace, builds talent pipelines, and advances a technology-driven future.

In 2025, BMW Group South Africa launched the STEM for Youth Mentorship Programme in partnership with UNICEF South Africa. An expansion of the 'BRIDGE. Educating young people for tomorrow, today' partnership, which provides learners from disadvantaged schools in Pretoria North with access to resources, mentorship, and guidance within key industry fields. The programme aims to reach 50,000 young people between ages 15 and 21 nationwide, with 1,000 learners undergoing mentoring and job shadowing within 50 companies.

"With every young person that participates in our CSR initiatives, we make a positive impact on their lives as well as their families and surrounding communities. Critically, this is not a means to just impart knowledge. It's a means to ignite the spark of innovation, so we can empower and inspire change in the next generation of professionals," Ramagoshi adds.

The recent Youth Day Event in Soshanguve, along with other programmes such as YES and STEM for Youth Mentorship Programme, are made possible through the power of collaboration, with each partner playing a vital role in turning this shared vision into reality.

Guided by a commitment to bring about change through partnership, BMW Group South Africa celebrates Youth Month and invites young people to explore build new skill sets, pursue careers in key industry fields, and contribute to the growth and prosperity of our nation.

END

If you have any questions, please contact:

BMW Group South Africa Corporate Communications

Angela Konert

Head of Business Communications

Phone: +27 71 666 2472

E-Mail: Angela.Konert@bmw.co.zaInternet: <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 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to € 133,5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 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 through production to the end of their useful life.

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