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|  | Media Information |
|  | 28 October, 2013 |
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|  | **Prime Minister David Cameron unveils reformed UK apprenticeships at MINI Plant Oxford** |
|  | * BMW Group UK supports apprenticeship initiative |

Prime Minister David Cameron joined 600 apprentices and employers from a wide range of UK businesses at MINI Plant Oxford today (28 October) to unveil an initiative to reform the way apprenticeships are structured, assessed and delivered in the UK. Companies, including BMW Group UK, have come together to work with Government on the design of future apprenticeship programmes.

Prime Minister David Cameron said: “If you want an apprenticeship, we’re going to make sure you do the best apprenticeship in the world. The reforms we’re announcing today will put employers in the driving seat and ensure we deliver rigorous training that supports you and our economy for years to come.”

Frank Bachmann, managing director of MINI Plant Oxford, said: “As a major employer of apprentices, BMW Group is supporting this important skills initiative which is designed to develop the first apprenticeship standards across many industrial sectors including automotive. We’re delighted to host and help launch this new Government programme.”

In 2013, BMW Group has recruited over 150 young people with a passion for the motor industry to take up apprenticeships available through its company and dealership schemes. The new recruits have joined over 450 existing apprentices currently undergoing training across the company’s UK manufacturing operations and its BMW and MINI dealer network.

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**The BMW Group**

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 employees.

The success of the BMW Group has always been built 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.

Further information about the BMW Group can be found here:

Web: [www.bmwgroup.com](http://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>

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