



Media Information
23 September, 2014

BMW Group UK encourages girls to go technical

- 2014 work experience programme in MINI and BMW's UK production network in Birmingham, Oxford and Swindon
- Last call for applications – deadline 26 September

Girls have an exciting and unique opportunity to follow MINI production from body panels to engine building to a completed car rolling off the line on BMW Group UK's 2014 Girls Go Technical programme. The programme encourages young females aged between 15 and 24 to consider a technical career within automotive manufacturing and will run during half-term from Monday 27th October – Friday 31st October at the three plants in the company's MINI and BMW UK production network in Birmingham, Oxford and Swindon.

Simon Farrall, Head of Apprentice and Associate Training at BMW Group UK said:
"Investment in young people is a key part of our development strategy for our manufacturing plants. The automotive industry is still considered as a more appropriate career path for boys and our programme is designed to address this inequality and attract more girls to consider a technical career in this field.

"On completion of the programme, the participants will have gained an insight into the manufacturing processes and experienced the day-to-day challenges encountered by engineers and technical apprentices as well as augmenting their interview and job application skills."

The girls will spend four days at the heart of MINI and BMW's UK production network not only at the manufacturing site closest to their home region for in-depth work experience but also touring MINI Plant Oxford where they will see MINIs being built.

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All participants will have the opportunity to take part in activities in the Oxford plant's bespoke training school featuring state-of-the-art classrooms, dedicated computer study areas and a fully-equipped workshop.

"Working in the car manufacturing industry is an absolutely amazing experience", said Rebecca Pallet, a current apprentice at MINI Plant Oxford. "I've always wanted to be able to build cars and with BMW Group's support I can now pursue my dreams. I hope my example will encourage other girls to apply for our apprenticeship programme."

Now in its second year, the Girls Go Technical programme is a part of the annual UK government-industry initiative "See Inside Manufacturing".

The entry criteria for the programme are four GCSEs at grade A-C to include Maths, English and one science subject and predicted grades will be accepted. Applications can be made online at:

<http://www.facebook.com/BmwCareersUK>

Ends

The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was €7.91 billion on revenues amounting to approximately €76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 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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