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## **BMW of North America Expands Investment in Technician Training with the Openings of Two New Facilities, Expansion of Two Others.**

- \$56 million investment will increase training capacity by 50% and prepare students for employment at BMW and MINI dealers nationwide.
- New training centers in Spartanburg, SC and Atlanta, GA will develop highly-skilled technicians in current and future vehicle technologies and electric drivetrains.
- Open House events will take place at the Spartanburg location on June 26 and in Atlanta on July 25.

**Woodcliff Lake, N.J., and Spartanburg, S.C. – June 26, 2019...** BMW of North America announced today the openings of two new technician training facilities in Spartanburg, SC and Atlanta, GA, and the expansion of training capacity in Ontario, CA and at the company's headquarters in Woodcliff Lake, NJ. The \$56 million investment will support the development of new and existing technicians for employment at BMW and MINI dealers in the U.S. through several programs including BMW Group University's flagship program, STEP (Service Technician Education Program). Open house events to formally mark the new openings in Spartanburg and Atlanta will be held on June 26 and July 25, respectively.

BMW's STEP (Service Technician Education Program) is a 16 week BMW technical training program that accepts candidates from post-secondary automotive training programs and provides them with a hands on BMW technical education for employment within the nationwide BMW dealer network. The program is currently taught in nine locations across

the country, where students develop the skills needed to repair and maintain the current and future generations of BMW vehicles. Since 1997, nearly 5,200 students have completed BMW's STEP program, 95% of which have been offered well-paying jobs at a BMW dealer.

“As vehicle technology becomes increasingly complex, the need for highly trained and skilled technicians becomes critical to providing the premium level of service our customers demand”, said Claus Eberhart, vice president BMW Aftersales. “These new facilities will not only ensure that our technicians will have the ability to maintain and service both current and future generations of BMW vehicles, but also the opportunity to have a successful career in the automotive industry.”

- **BMW Training Center: Spartanburg**

The Spartanburg training center is located adjacent to BMW Plant Spartanburg, which will allow students to fully engage with and immerse in the BMW brand via the company's flagship STEP training program. The new 35,000 square foot facility includes two technical training workshops as well as four paint and body training rooms. BMW's \$10 million investment into the training location is part of the company's ongoing investment into the region.

- **BMW Training Center: Atlanta**

The brand new facility in Atlanta spans over 53,000 square feet and will offer students technical training, STEP/Apprentice training, Motorrad and body and paint dealer training. The \$17 million investment will service dealers and customers throughout the region.

This new investment is another example of BMW's ongoing commitment in the U.S. and commitment to delivering the highest level of customer service to its owners.

### **Additional BMW Group Technician Training Programs.**

BMW Group in the U.S. offers several technical training programs at more than 10 locations nationwide which are designed to identify, train and develop candidates who will become skilled technicians to support its dealer network of more than 650 BMW, MINI, BMW Motorrad and Rolls-Royce dealers nationwide. These include:

- The **MSTEP (Military Service Technician Education Program)** program was launched in 2018 at U.S. Marine Corps Base Camp Pendleton in California to assist veterans in seamlessly transitioning from a military career to a civilian career in the automotive industry. The program was launched in partnership with UTI (Universal Technical Institute), making BMW the first premium automotive manufacturer to deliver technical training on and active military base.
- **The BMW Apprentices Program** was launched in 2002 to provide disadvantaged youths in metro areas the opportunity to develop a trade. The six-month program features rotations at both a BMW center and at a BMW Group University training center, allowing students greater flexibility. Graduates enter the work force as entry level line technicians.
- **The BMW Scholars program** is an apprenticeship program offered by BMW Manufacturing that educates and trains students to work in the highly-technical environment of advanced manufacturing. The program size was recently doubled to include 200 apprentices, and added a fourth education partner in Piedmont Technical College. Since first announcing the Scholars program in 2011, BMW has partnered with three technical colleges near the company's U.S. manufacturing facility, Plant Spartanburg. In the program, students attend class full-time and work at the BMW plant for 20 – 25 hours per week. BMW covers the cost of tuition and books, provides healthcare benefits and pays students for their work at BMW.

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### **BMW Group in America**

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and Rolls-Royce Motor Cars; Designworks, a strategic design consultancy based in California; technology offices in Silicon Valley and Chicago, and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is the BMW Group global center of competence for BMW X models and manufactures the X3, X4, X5, X6 and X7 Sports Activity Vehicles. The BMW Group sales organization is represented in the U.S. through networks of 347 BMW passenger car and BMW Sports Activity Vehicle centers, 148 BMW

motorcycle retailers, 122 MINI passenger car dealers, and 37 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

Information about BMW products is available to consumers via the Internet at:  
[www.bmwusa.com](http://www.bmwusa.com).

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**Journalist note:** Information about BMW and its products in the USA is available to journalists on-line at [www.bmwusanews.com](http://www.bmwusanews.com).

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