



Embracing the Advent Spirit with the Debrecen Team of BMW

As in the previous year, associates of Plant Debrecen welcomed visitors at the Debrecen Advent, counted among the most beautiful Christmas markets in Europe, with information about the factory, job opportunities, and various activities. The ice-skating rink in the city's main square, sponsored by the company, provided an unforgettable community experience for young and old alike.

The foundation stone of the BMW Group Plant Debrecen was laid in June 2022. In the period since then, dynamic development has taken place, which is now clearly visible in many areas. The corporate culture based on creative cooperation, respect and an innovative approach became the unique and defining building blocks of the creation of the factory in Debrecen.

The team of the plant in Debrecen is dedicated to "building" beyond its walls as well. It is important for the company to take an active part of the life of the community with its value-creating initiatives in the city where it has found a home.

Among other things, this year was about connection in the life of the company, which is why the plant's team was present at many events where they could do something for the community. It was an important aim of the factory at the Advent Fair in Debrecen to provide the visitors with an opportunity to spend time together and to recharge at the ice-rink. The company's team wishes everyone meaningful programs and unforgettable experiences for the holiday season.

**

More information:

Réka Jenei, communications director, BMW Group Plant Debrecen
e-mail: Reka.Jenei@bmw.hu

The Hungarian-language press site of BMW Group is available at
<https://www.press.bmwgroup.com/hungary>.

BMW Group Plant Debrecen

On an area of more than 400 hectares in Debrecen, located in the north-eastern part of Hungary, the BMW Group is building a complete vehicle factory with a press shop, body shop, paint shop, assembly and battery module assembly. The company is investing more than €2 billion (HUF 820 billion) in the site, which will manufacture all-electric vehicles only, starting from 2025. The plant will produce approximately 150,000 cars per year. The model manufactured in Debrecen will form the basis of the NEUE KLASSE, a new vehicle architecture for all-electric vehicles.

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 and mobility services. The BMW



Group production network comprises 30 production and assembly facilities around the world, and the company has a global sales network in more than 140 countries.

In 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 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.

www.bmw.hu

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupView>

Instagram: <https://www.instagram.com/bmwgroup>

LinkedIn: <https://www.linkedin.com/company/bmw-group/>