

Media Information
20 December 2021

BMW Group inspires talents for sustainable mobility

- BMW Group successfully positions itself as one of the most exciting employers of our time in cross-industry competition.
- Recognised as “World's Most Attractive Employer” (automotive) and number one in the Young Professionals Barometer Germany.

Munich. The BMW Group is shaping the mobility of tomorrow – making it electric, digital and circular. With this consistent focus, the company can offer exciting, future-oriented jobs. The BMW Group was once again rewarded for this with the top spot in relevant 2021 employer rankings and is therefore on a par with international technology leaders. Young talents especially appreciate that, at the BMW Group, they can contribute to society and grow as a person. “We are especially pleased that we are able to position ourselves as an attractive and reliable employer, at both national and international level, in times of transformation. This also pays off in the competition for young talents,” says Ilka Horstmeier, member of the Board of Management of BMW AG responsible for Human Resources and Labour Relations.

In this year’s “World’s Most Attractive Employer” survey of around 221,000 students from the ten most important economic nations conducted by Universum, the BMW Group was ranked as the best automotive employer worldwide among all target groups. The company is holding its own in a highly competitive international market for the best talents. In the engineering category, the BMW Group took one of the top spots – earning a sensational third place, right behind Google and Microsoft. In the survey of IT students, the BMW Group was the only industrial company among the tech giants and the only automotive company to make the top ten, with a solid ninth place.



The BMW Group also finished well ahead of all other automotive manufacturers in the business students' ranking, coming in 13th. The BMW Group consistently makes the top ten in the IT category in other relevant surveys of students and professionals in Germany, like the Trendence Graduate Barometer and the Universum Students and Professionals Study. In the engineering and business categories, the company comfortably ranks among the top five employers.

It is particularly gratifying that the BMW Group was also named most attractive employer by young professionals in Germany in the Trendence Professionals Barometer for the tenth consecutive year. Trendence Institut GmbH is an independent consulting and market research firm that surveys more than 25,000 experienced college graduates every year. The BMW Group is also a very popular employer among skilled workers: In the Trendence Skilled Workers Barometer 2021, which surveyed almost 50,000 employees in Germany, the company was ranked second and therefore improved on its position from the previous year. In the survey of students on their assessment of the attractiveness of employers, the BMW Group has again ranked 4th and is thus an established entity in the Trendence Student Barometer. This shows that talents in the marketplace also recognise what BMW Group staff confirm in the company's own Employee Surveys: This year, 91 percent of them said they were proud to work for the BMW Group.

Young talents seeking security and stability

COVID-19, but also the economic and social upheavals of 2020 and 2021, have led young talents to re-evaluate their working life. The studies are seeing a shift in young talents towards more stability and security – and,



therefore, more towards companies like the BMW Group that have already successfully steered their employees through times of change in the past.

Talents for a forward-looking digital and sustainable mobility

The BMW Group offers a whole host of attractive perspectives. Above all, this includes fascinating products that are not just developed virtually, but implemented and visible on the roads. This is particularly appealing to IT talents, whose innovations are crucial to the mobility of tomorrow. "Both young talents and professionals in the fields of IT, science and engineering can find highly attractive entry opportunities at the BMW Group. New colleagues quickly gain an insight into our topics, interfaces, and products, and become part of the BMW Group's creative and dynamic global team. We provide the best conditions for our teams to leverage their individual skills and passion to shape the best solutions for the sustainable mobility of the future," says Nicole Kurek, head of Talent and Transformation Management. To achieve this, the BMW Group is also looking for experts in future areas of activity like battery research, automated driving, artificial intelligence, software development and IT security, but also IT specialists for databases and cloud systems, as well as app developers for infotainment and entertainment.

Interested talents can discover for themselves what working at the BMW Group is all about on the BMW Group Careers social media channels. They can also find information on openings for direct entry and internships, and apply directly, on the [BMW Group career pages](#).

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- [Meet Robert – a software engineer at the BMW Group](#)

If you have any questions, please contact:

BMW Group Corporate Communications

Angela Konert, spokesperson Human Resources

Telephone: +49-89-382-50591

Email: angela.konert@bmw.de

Bernd Eckstein, head of Communications Human Resources, Working Environment, Real Estate, Corporate Citizenship

Telephone: +49-89-382-59490

Email: bernd.eckstein@bmw.de

Media website: www.press.bmwgroup.com

Email: presse@bmw.de

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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set its course for the future early on and is making sustainability and resource efficiency the focus of the company's strategic direction – from the supply chain, through production, to the end of the use phase, for all its products.

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