**Press Release**

**18 July 2025**

**BMW Group helps young people develop their skills,   
Promoting equity through educational projects worldwide**

**A group of people posing for a photo

AI-generated content may be incorrect.**

With a global team of almost 160,000 people, the BMW Group is an integral part of society –   
a responsible corporate citizen. And that’s why we have a responsibility to do our part. Faced with societal challenges such as youth unemployment and a shortage of skilled workers, we see ourselves as part of the solution.

One example of the BMW Group’s engagement is its involvement in educational projects that give young people the environment they need to flourish freely and enter the job market. Education is  
a cornerstone of our corporate citizenship strategy and the driving force behind social development. International World Youth Skills Day on 15 July is a reminder of just how important it is to nurture   
the skills and education of young people. Because every young person has their talents – but not every environment is right for those talents to shine through.

**International partnerships support a successful start to working life**

The BMW Group sees strong partnerships as fundamental to supporting young people seeking to enter the world of work. In choosing our partners, we make sure that our goals and values align – such as taking the longer view, internationality and supporting education. Here are two examples:

Together, UNICEF and the BMW Group run a programme called “BRIDGE. Educating Young People for Tomorrow Today”. Operating in Brazil, India, Mexico, South Africa and Thailand, BRIDGE teaches kids and young people key skills in STEM subjects (science, technology, engineering and maths) – because they are fundamental to a host of professions that are in demand worldwide.



Another example is our involvement with the JOBLINGE organisation at locations across Germany. The JOBLINGE Basecamp in Munich is a space for young people to come together to learn and get support as they integrate into the job market and society. The BMW Group is one of the founding partners of the project, along with the Allianz Group, Infineon Technologies AG, the Lufthansa Group and Siemens AG.

**From South Africa to Japan: local cooperation to build skills**

The BMW Group works with various local organisations at its facilities and locations around the world. In South Africa, Brazil, India, China and Japan – to name just a few – disadvantaged young people are given the opportunity to access education.

BMW Group Plant Araquari in Brazil, for example, works with the local Centro Social. Together,   
they have been providing free extracurricular sports, educational, and cultural activities for underprivileged children since 2015, in a space of about 1,300 square metres. Meanwhile, over in South Africa the focus is on promoting STEM subjects in schools. In India the Magic Bus project is helping young people escape a life of poverty so they can learn life skills and gain qualifications for   
a job. In Thailand, BMW acknowledges the significance of harnessing the potential of the new generation of youth, who will shape the future of society. Consequently, BMW Group Thailand have initiated several projects aimed at enhancing education and skills among the youth in various domains, including the BMW Service Apprentice and Dual Excellence Education program. These initiatives are designed to impart knowledge and develop technical skills for vocational students at both the BMW Group Thailand training center and the authorized dealers for BMW Service Apprentice program and   
at the BMW Group Manufacturing Thailand for the Dual Excellence Education program for the mechatronics training.



There’s one thing all these projects have in common: by helping young people to discover their talent and develop their strengths, they are actively helping alleviate the shortage of skilled workers.

A collage of people smiling

AI-generated content may be incorrect.

Youth is where the future begins: the BMW Group supports educational programmes around the world.

For more about how it all works on the ground, check out our video here:

[https://www.instagram.com/reel/DMIfeMGPhnB/?igsh=MTYydmJjaDVyc3U0YQ==](https://eur01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.instagram.com%2Freel%2FDMIfeMGPhnB%2F%3Figsh%3DMTYydmJjaDVyc3U0YQ%3D%3D&data=05%7C02%7Ckrisda.utamote%40bmw.co.th%7C8f7521d27e344942e5b208ddc5958e72%7Cce849babcc1c465bb62e18f07c9ac198%7C0%7C0%7C638883968317209916%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=Vq1nMfmE%2FoiJ2sxUz16roquKJOGnOc5HS6g9eBBbL9w%3D&reserved=0)

[https://www.facebook.com/share/v/1Fm6xQMovG/?mibextid=wwXIfr](https://eur01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.facebook.com%2Fshare%2Fv%2F1Fm6xQMovG%2F%3Fmibextid%3DwwXIfr&data=05%7C02%7Ckrisda.utamote%40bmw.co.th%7C3372e838ddda4d1a6c2708ddc595b023%7Cce849babcc1c465bb62e18f07c9ac198%7C0%7C0%7C638883968882840860%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=w%2Ffw98QdvTl7MMFV8PpwSrISCMBGo30GFQaZXmecu3A%3D&reserved=0)

**Education: an investment in the future**

The BMW Group is committed to education because it’s an investment in the future. In these times of a fundamental shift in values and economic, technological and demographic change, we see it   
as part of our social responsibility to make sure no one is left behind and to advocate for equity,   
both across society and within our own organisation.

# # #

**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 services. The BMW Group   
production network comprises over 30 production sites worldwide; the company has a global sales network in   
more than 140 countries.

In 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the 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 economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group’s corporate strategy and covers all products from the supply chain and production to the end of their useful life.

[www.bmwgroup.com](http://www.bmwgroup.com)

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

YouTube: <https://www.youtube.com/bmwgroup>

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

Facebook: <https://www.facebook.com/bmwgroup>

X: <https://www.x.com/bmwgroup>

**BMW Group Thailand**

BMW Group Thailand, a subsidiary of BMW AG, Germany, was established on the 3rd October 1998. The four entities of BMW Group Thailand are BMW (Thailand) Co., Ltd. with responsibility for wholesales & marketing of BMW Group products, BMW Manufacturing (Thailand) Co., Ltd. with responsibility for BMW, MINI and BMW Motorrad  local production, BMW Leasing (Thailand) Co., Ltd. with responsibility for financial services offerings to both wholesale and retail customers, and BMW Parts Manufacturing (Thailand) Co., Ltd. with responsibility for supplying components for the assembly of BMW Motorrad vehicles at BMW Group Manufacturing Thailand’s plant in Rayong.

In 2024, BMW Group Thailand recorded a stable performance with 13,659 BMW and MINI registrations. A total of 12,208 BMW vehicles and 1,451 MINI vehicles were registered last year. BMW Motorrad Thailand maintained its performance in 2024 with 1,011 motorcycle registrations.

On the production side, the BMW Group Manufacturing Thailand plant was founded on BMW Group’s strong belief in the growth potential of Asian markets and Thailand in particular with its unique location, strong manufacturing base, and ready supply of skilled automotive labour, being an automotive hub for ASEAN. On-going investment has been put into the expansion of plant Rayong in terms of assembling processes, aiming to meet growing customer demand. In addition, with approximately 4 billion Thai Baht representing the amount of annual purchasing in Thailand, the BMW Global Purchasing office has been established in Thailand. This is to source various components from local suppliers in Thailand and the broader ASEAN region, in order to supply the entire BMW production network over   
30 production sites worldwide.

BMW Group Manufacturing Thailand produces the following19 models: BMW 2 Series, BMW 3 Series, BMW 5 Series, BMW 7 Series, BMW X1, BMW X3, BMW X5, BMW X6 and BMW X7, along with MINI Countryman and BMW Motorrad including BMW R 1300 GS, BMW R 1300 GS Adventure, BMW F 900 GS, BMW F 900 GS Adventure, BMW F 900 R, BMW F 900 XR, BMW S 1000 RR, BMW R18, and BMW R18 Bagger. In addition, BMW Group Manufacturing Thailand now assembles four BMW plug-in hybrid models; BMW 330e, BMW 530e, BMW 750e xDrive, and BMW M760e xDrive.

**For further information, please contact:**

**BMW Group Thailand**

**1397**

[www.bmw.co.th](http://www.bmw.co.th/)

[www.mini.co.th](http://www.mini.co.th/)

[www.bmw-motorrad.co.th](http://www.bmw-motorrad.co.th)

**Media Contacts:**

Hill & Knowlton Thailand

Suthatip Boonsaeng (08-7685-1695)         
[sboonsaeng@hillandknowlton.com](mailto:sboonsaeng@hillandknowlton.com)