**Press Release**

**12 September 2025**

**BMW Group Thailand and Chitralada Technology Institute Announce Strategic Partnership to Cultivate Next-Generation Automotive Workforce**

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BMW Group Thailand and Chitralada Technology Institute have established a comprehensive framework for academic cooperation through a Memorandum of Understanding (MoU) to significantly enhance automotive education and talent development in Thailand. The MoU was signed by Associate Professor Dr. Khunying Sumonta Promboon, President of Chitralada Technology Institute (4th left), and Mr. ChaninThiticharupaisal, Director   
of Customer Service, BMW Group Thailand (5th left)

**Bangkok.** BMW Group Thailand and Chitralada Technology Institute unveiled a landmark Memorandum of Understanding (MoU) designed to significantly advance automotive education and talent development in Thailand. This strategic collaboration, covering practical training, and direct pathways to employment for students, will create a robust pipeline of skilled professionals, directly addressing the evolving demands of the nation's rapidly transforming automotive sector, particularly as it moves towards electrification and advanced technologies.

**Mr. Chanin Thiticharupaisal, Director of Customer Service, BMW Group Thailand** said, "As Thailand accelerates its journey to become a regional automotive hub, the need for a highly skilled and adaptable workforce has never been more critical. Our partnership with Chitralada Technology Institute is a proactive investment in this future. By integrating real-world industry practices with academic excellence, we are not just educating students; we are shaping the innovators and technicians who will drive the next era of mobility in Thailand. This collaboration underscores BMW's unwavering commitment to fostering local talent and contributing to   
the nation's economic prosperity."

The three-year MoU outlines a dynamic program focused on:

* **Bridging the Skills Gap:** Implementing project-based internships, cooperative education, and dual education programs that provide students with direct, hands-on experience with BMW's cutting-edge technologies and operational processes. This ensures students gain competencies precisely aligned with industry and labor market demands.
* **Real-World Learning Environment:** BMW Group Thailand will explore opportunities to provide Chitralada Technology Institute with access to, or donation of, industry-standard tools and equipment, enriching the practical learning experience for students.
* **Direct Talent Pipeline:** Establishing a structured pathway for high-potential students to enter BMW Group Thailand's recruitment and selection process, offering them direct access to career opportunities within a leading global automotive company.
* **Knowledge Transfer and Exchange:** Facilitating regular exchange of expertise through guest lectures by BMW professionals and by Chitralada faculty, fostering a continuous loop of innovation and learning.
* **Collaborative Recruitment:** The Institute will actively support BMW Group Thailand in identifying and presenting qualified candidates for internships and employment, streamlining the talent acquisition process.

**Associate Professor Dr. Khunying Sumonta Promboon, President of Chitralada Technology Institute**, emphasized the transformative potential of the partnership: "This collaboration with BMW Group Thailand represents a pivotal moment for automotive education in Thailand. It provides our students with an unparalleled opportunity to learn directly from industry leaders, apply their knowledge in a professional setting, and develop the critical thinking and practical skills demanded by today's advanced automotive landscape. We are empowering our students to become highly sought-after professionals, ready to contribute meaningfully to Thailand's industrial growth and technological advancement."

This strategic alliance between BMW Group Thailand and Chitralada Technology Institute is poised to significantly elevate the standard of automotive vocational and higher education, ensuring to drive Thailand's workforce to fully realize its potential in competing and innovating on the global stage.

This collaboration reflects BMW Group Thailand's long-standing commitment to supporting vocational education. Under the BMW Service Apprentice program, a key component of the German-Thai Dual Excellence Education (GTDEE) program, which has been operating since 2012, 282 qualified personnel have successfully been produced. This program was developed in collaboration with the German-Thai Chamber of Commerce and official BMW dealers, providing   
full scholarships along with intensive theoretical and practical training at the BMW Training Centre. Notably, over 76% of these graduates have embarked on advanced career paths with BMW authorised dealers nationwide, demonstrating the program's effectiveness in cultivating highly skilled automotive professionals. Chitralada Technology Institute has also been an important partner in   
the GTDEE program since 2012, with numerous students participating over the years, reinforcing BMW Group Thailand's dedication to nurturing highly skilled personnel for the future of Thailand's automotive industry.

**Additional photos**

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| BMW Group Thailand and Chitralada Technology Institute leaders formalize academic cooperation to boost automotive education.  From left; Mr. ChaninThiticharupaisal, Director of Customer Service, BMW Group Thailand; Associate Professor Dr. Khunying Sumonta Promboon, President of Chitralada Technology Institute, and Mr. Krisda Utamote, Director Corporate Communications, BMW Group Thailand | Signing the MoU for enhanced automotive education between BMW Group Thailand and Chitralada Technology Institute, along with other MoU partners from leading organizations |
| Mr. ChaninThiticharupaisal, Director of Customer Service, BMW Group Thailand together with Associate Professor Dr. Khunying Sumonta Promboon, President of Chitralada Technology Institute | Signing the MoU for enhanced automotive education between BMW Group Thailand and Chitralada Technology Institute, , along with other MoU partners from leading organizations |

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**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.

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**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, BMW R18 Bagger and BMW R 12 S. 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**

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[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)

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