

BMW Manufacturing Co.

Powered by Passion.



BMW Manufacturing Co. Plant Spartanburg History.

1994



2011



BMW Manufacturing Co. Plant Spartanburg Vehicles.



BMW Manufacturing Co.

Where We are Now.



**70% Exported
to 130 Markets**

**4.0 Million
Square Feet**

**7,000 Jobs
Onsite**

**\$5 Billion
Investment**

BMW Manufacturing Co. Production.



Body Shop



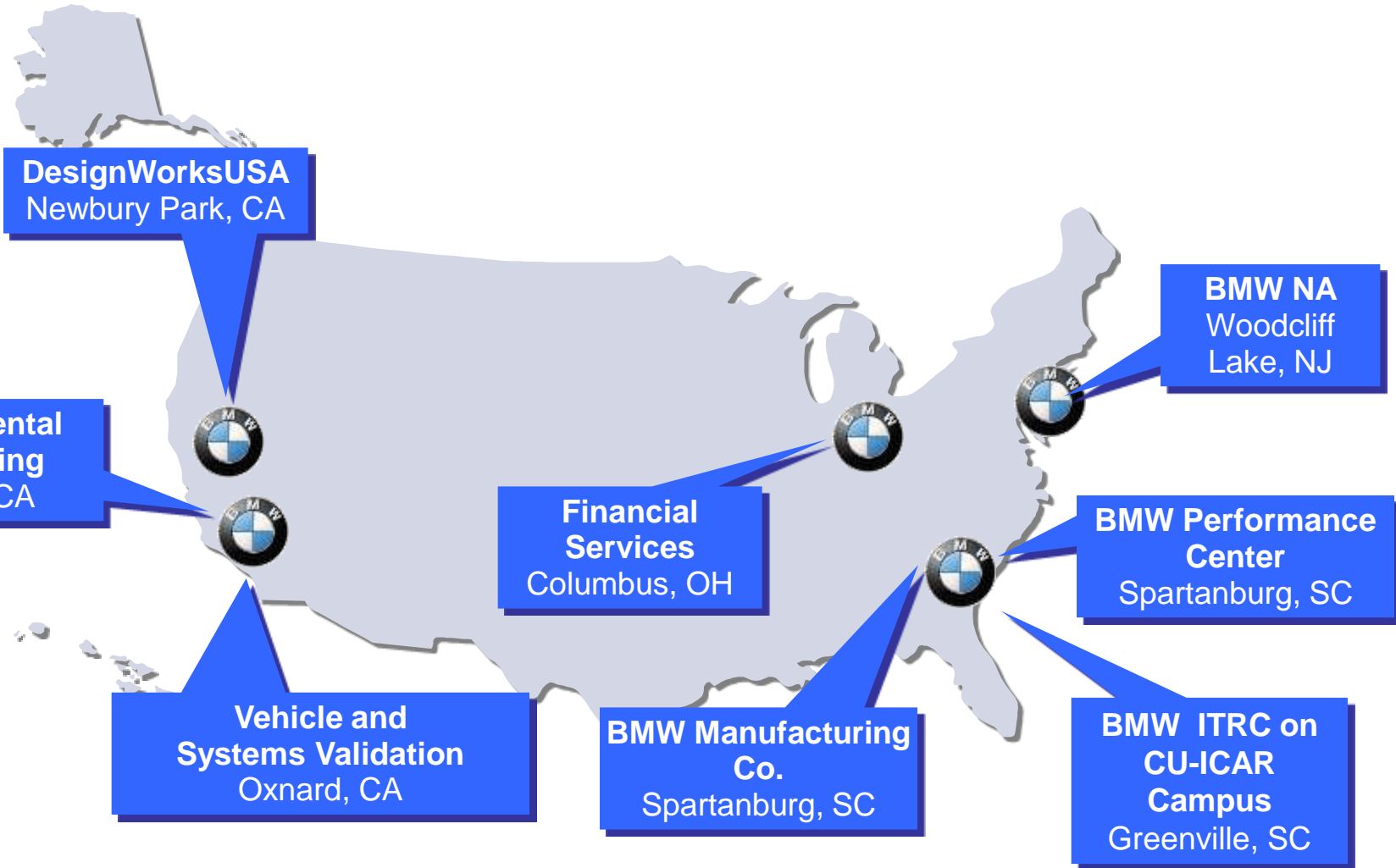
Paint Shop



Assembly

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BMW & US Market: A Global Player.



BMW Manufacturing Co. International Student Programs



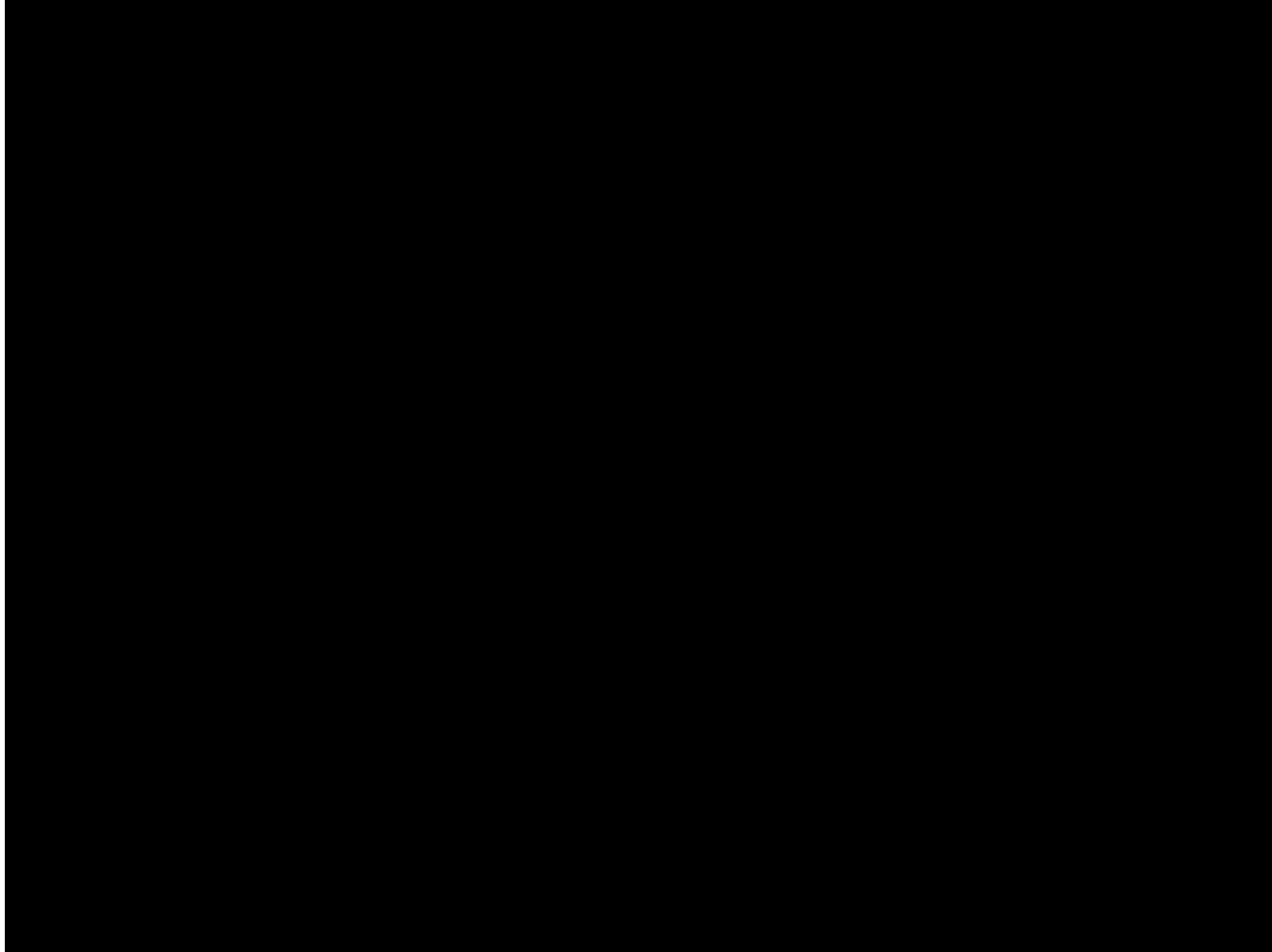
Global Engineering
Education Exchange
CU-ICAR

13 April 2011



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The need for Int'l Experience.



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On a Personal Note.

Educational exchange can turn nations into people, contributing as no other form of communication can to the humanizing of international relations.^[6]

The _____ Program aims to bring a little more knowledge, a little more reason, and a little more compassion into world affairs and thereby increase the chance that nations will learn at last to live in peace and friendship.^[3]

—Senator [J. William Fulbright](#)

James William Fulbright (April 9, 1905 – February 9, 1995) was a [United States Senator](#) representing [Arkansas](#) from 1945 to 1975

[The Fulbright Program](#) was established in 1946 under legislation introduced by then Senator J. William Fulbright of Arkansas. The Fulbright Program is sponsored by the Bureau of Educational and Cultural Affairs of the United States Department of State.

Approximately 294,000 "Fulbrighters," 111,000 from the United States and 183,00 from other countries, have participated in the Program since its inception over sixty years ago. The Fulbright Program awards approximately 6,000 new grants annually. Currently, the Fulbright Program operates in over 155 countries worldwide

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BMW Purpose.

TS-61 Vision

“We will be the center of excellence for hiring and building tomorrow’s talent.”

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Advantages for BMW.

- Increased cross-cultural contact between potential BMW associates and executives
- Supply BMW with a proven pool of flexible talent worldwide
- Affordable outlet for cross-training for potential future BMW associates
- Fosters relations between BMW associates in subsidiaries worldwide

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Advantages for Student.

- Increased scope of work experience prior to graduation
- Greater cross-cultural work experience and increased degree of cultural sensitivity to different work styles
- Firsthand understanding of the world's automobile markets
- Preparation for a career that may potentially require working throughout the world

BMW Manufacturing Co.

Domestic and International Breakdown for 2010.

2010 Domestic Co-op / Intern Program

Spring – 53	Summer – 51	Fall-48
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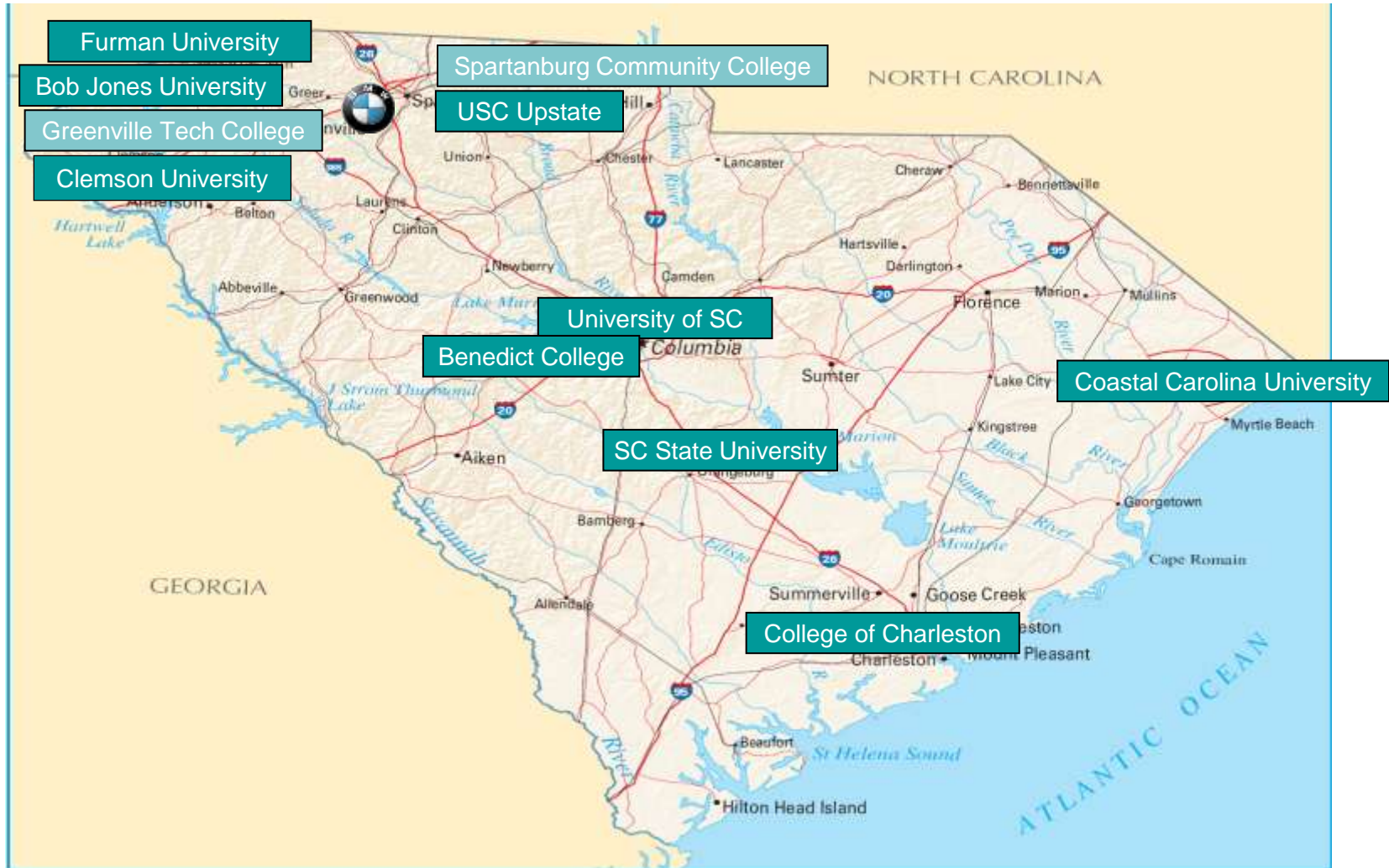
Total - 152

Fall 2010/ Spring 2011 International Intern Program

Fall-30	Spring- 25
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Total - 55

BMW Manufacturing Co. Local Relationships.



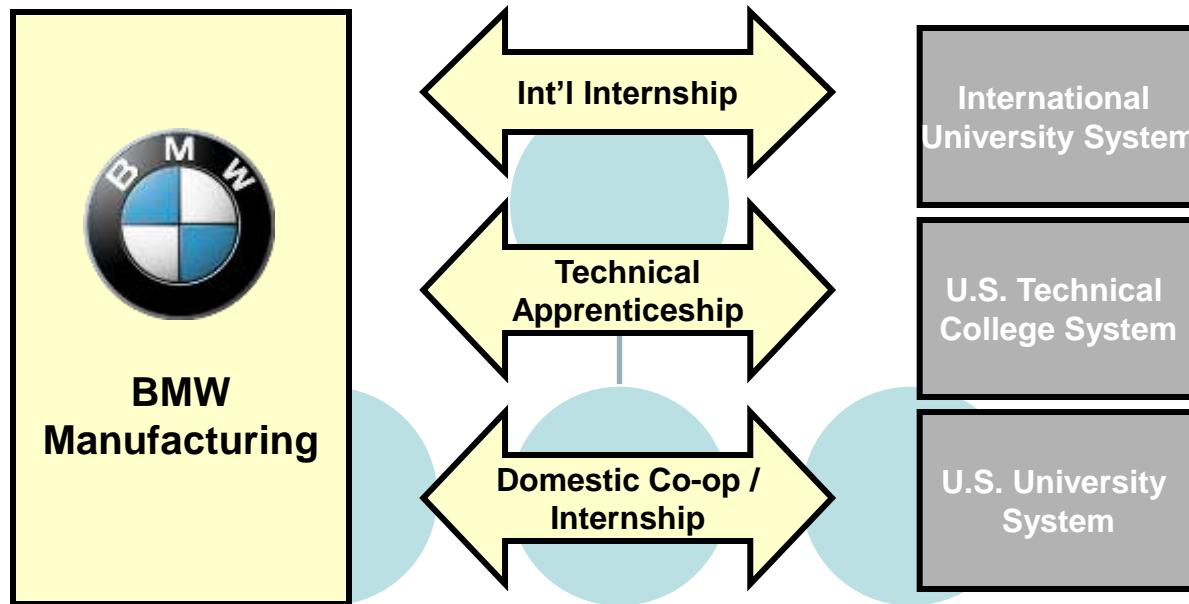
Technical College

College / University

BMW Manufacturing Co. National Recruiting Relationships.

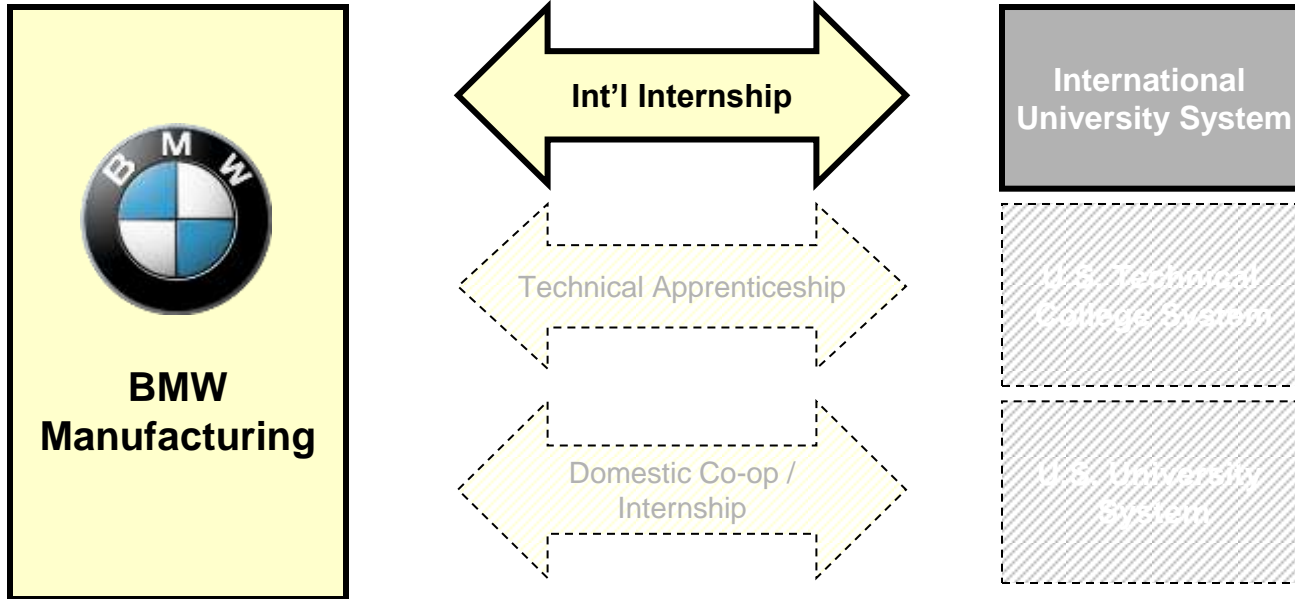


BMW Manufacturing Co. Existing Student Programs.



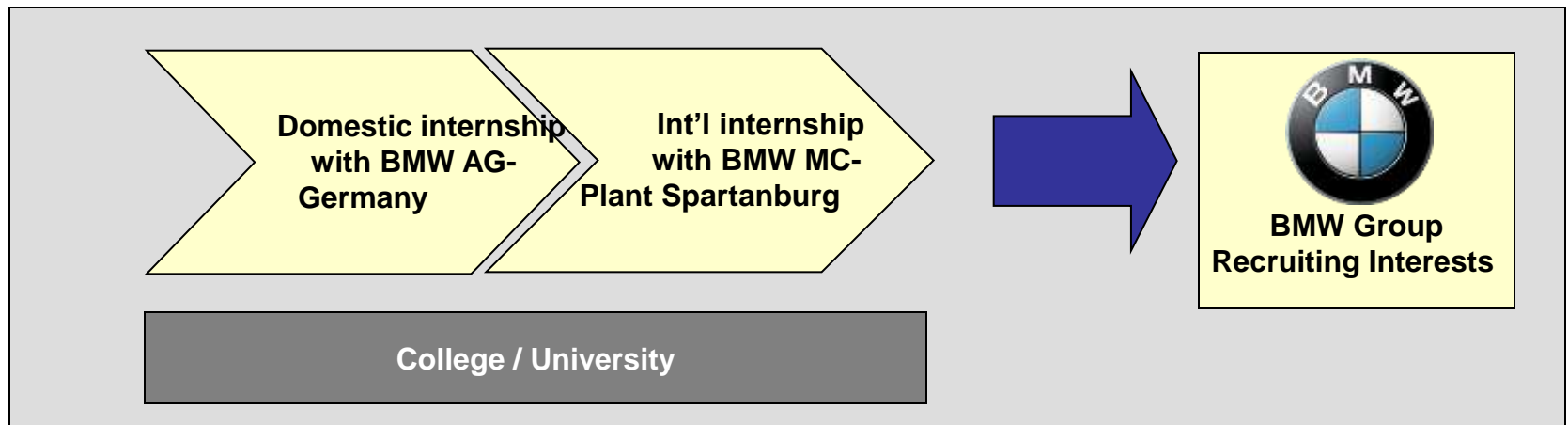
- BMW MC student programs are similar to BMW AG programs but adapted to the specific U.S. requirements.
- The programs support the integration of academic education at universities with practical experience in a company environment.

BMW Manufacturing Co. Existing Student Programs.

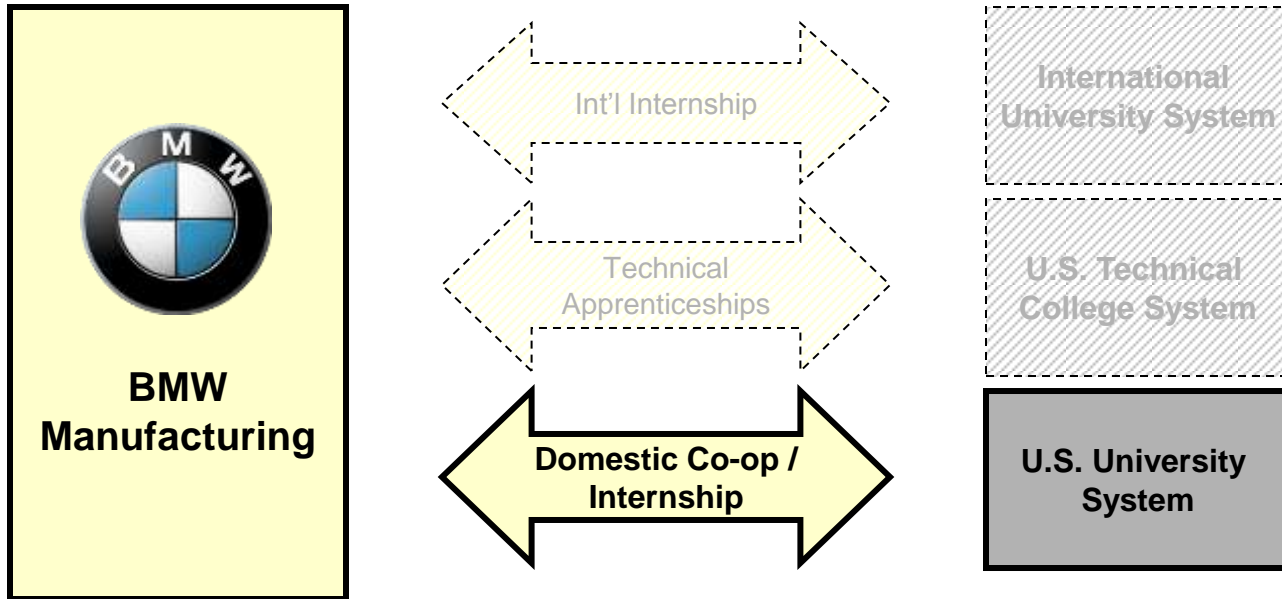


BMW Manufacturing Co. International Internship Program.

- **Intern** - Students that have already completed an internship with BMW Group are able to complete a six month internship at Plant Spartanburg. This supports BMW AG recruiting initiatives by providing international internship experience for students recommended by BMW AG.
- **NFP** - Students that are in the TPP/NFP program out of AG are able to come to Plant Spartanburg for 3-4 months to complete an international assignment at Plant Spartanburg. This program will be replaced by the “Speed Up” program.



BMW Manufacturing Co. Existing Student Programs.



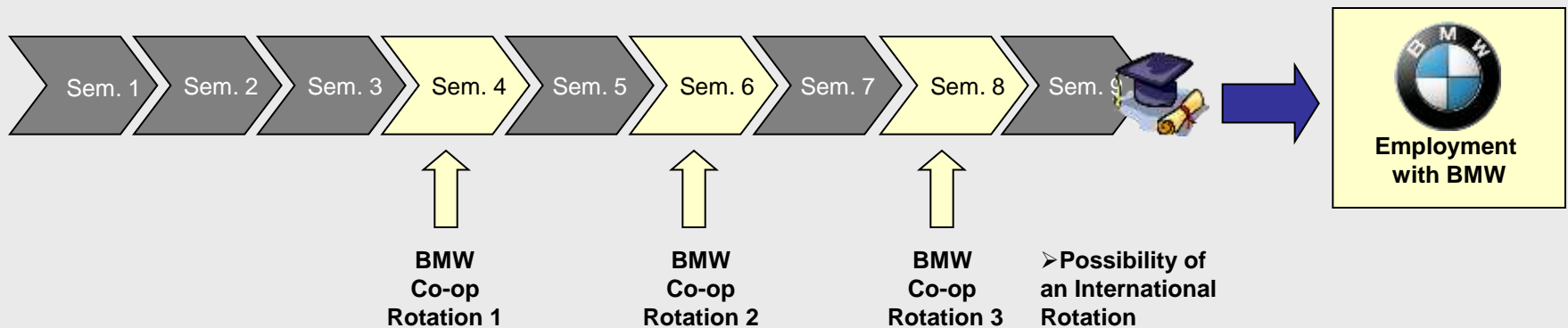
BMW Manufacturing Co. Domestic Intern Program.

Internship - Students work full-time for one time period. This enables students to test their career choices while gaining valuable experience in a manufacturing environment. Our interns are used in areas where special projects are assigned. BMW has internship opportunities available during spring, summer, and fall sessions.



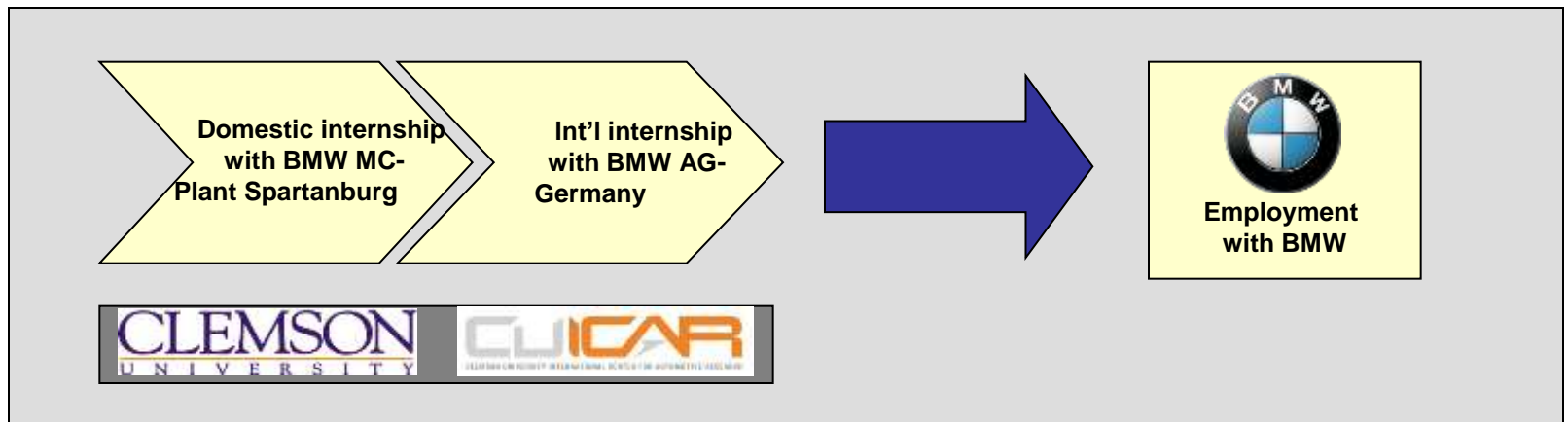
BMW Manufacturing Co. Co-Op Program.

- Many U.S. universities offer extended Co-op degree programs to enable students to gain practical work experience during the course of study.
- The BMW MC Co-op program is similar to BMW AG student programs.
- It identifies students early in their career and establishes a relationship throughout the course of study by offering three work rotations at BMW MC.



BMW Manufacturing Co. CU-ICAR Internship Program.

- As a result of BMW MC involvement in the development of the CU-ICAR curriculum, CU-ICAR established a six months international internship as a required element of the two year Master curriculum.
- BMW MC currently sponsors 5 CU-ICAR summer interns, and committed to sponsoring international internships at BMW AG to support the program, and to identify top Automotive Graduate Engineering students for potential future employment.



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Engineering and Operations Management Development Program (EOMDP).

Does International Experience Pay Off?

- 34 Current EOM Students
 - 17 Placed
 - 17 In Progress

- 33% Hired Because of International Experience and Foreign Language Fluency



BMW Manufacturing Co. Successful Models.



BMW Manufacturing Co. International Student Programs



Global Engineering
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