

# "WHO ISN'T GOING TO THINK WHATEVER JAMES BOND IS DRIVING IS THE COOLEST CAR ON THE PLANET?!"

BMW CARS HAVE FEATURED IN MANY BLOCKBUSTER FILMS, INCLUDING JAMES BOND AND MISSION IMPOSSIBLE, BUT IS THERE MORE TO WORKING WITH A CARMAKER THAN ITS KUDOS AND WORLD-FAMOUS BRAND? MANDY BUCHANAN, TALENT DEVELOPMENT MANAGER, INVITES US TO EXPLORE BMW GROUP'S INSPIRATIONAL – AND FREE – CAREERS AND EDUCATION RESOURCES

## BMW CARS HAVE APPEARED IN MANY JAMES BOND FILMS OVER THE YEARS, INCLUDING *GOLDENEYE* AND *TOMORROW NEVER DIES*. WHAT ARE THE BENEFITS OF BEING INCLUDED IN HIGH PROFILE FILMS LIKE JAMES BOND?

Similar to television advertising, product placement in high profile films is a fantastic way to promote a car and brand to a broad audience. *Goldeneye* is a perfect example. Its premier in Germany was on December 28, 1995, and this night was also used to launch the BMW Z3, which featured in the film. Showing the car for the very first time at the premier was a really clever way of drumming up excitement and gaining lots of media attention. But perhaps one of the top benefits in including your product in a high profile film is endorsement. James Bond is a globally renowned secret agent, known for his high-end gadgets and top-of-the-range sports cars. Who isn't going to think whatever he's driving is the coolest car on the planet?!

## CAN YOU DESCRIBE SOME OF THE DESIGN/ TECHNOLOGICAL FEATURES THAT MAKE BMW CARS UNIQUE?

BMW's are unmistakable at first glance, which is down to a few defining features. For example, the BMW radiator grille at the front of the car is called 'the kidney' due to its shape. Additionally, BMW's have a distinctive crease line, which starts from the front and sweeps down the side towards the rear of the car. This gives BMW's a unique, tapered shape and sense of movement, even when the car is stationary.

Technology is at the heart of every BMW, from the engine, efficiency

and the way the car drives, through to the touch screen inside the car and unique apps. For example, the newly launched My BMW app lets drivers access their car from their smartphone so that they can check how much fuel or electric range is in the car, lock it and even start it up and make sure it's warm before they get in to drive!

## ARE THERE ANY EXCITING TECHNOLOGICAL ADVANCES THAT ARE DUE TO BE ROLLED OUT IN THE NEAR FUTURE FOR BMW CARS?

Yes, perhaps the most exciting yet! Later in 2021, BMW is launching its new technology flagship, the BMW iX – an all-electric SUV with the company's very latest innovations in the fields of electrification, automated driving and connectivity. Stay tuned!

## CAN YOU GIVE A SENSE OF THE BREADTH OF STEM SKILLS NEEDED TO DESIGN A BMW CAR?

Science, technology, engineering and maths skills are integral throughout the whole BMW design process. After initial sketching, a BMW is designed and developed virtually using computer aided design (CAD). The design has to be very closely linked with engineering to ensure the technology, hardware and components can be safely positioned within the vehicle. Clay modelling is used by designers to create a physical product, allowing a visual reference and precision shaping to the millimetre.

The design also considers biological science: what makes a BMW visually pleasing and evokes emotion? Of course, not only must the car look good, it has to keep passengers safe, and physics and maths play a crucial part in this. For example, a designer must consider the qualities and composites of a material: how does it behave if it catches fire or is impacted in an accident?

## WHAT ABOUT THE ARTS? DOES BMW REQUIRE ARTS GRADUATES?

Absolutely! Diversity in business is crucial for ongoing development and success, and we need talent that can respond to an ever-changing world of work. Creative thinking and expression through arts as well as business partnerships are essential for building healthy businesses and vibrant communities.

## BMW OFFERS APPRENTICESHIPS, INTERNSHIPS AND THE GRADUATE PROGRAMME. WHAT QUALITIES DOES THE CARMAKER LOOK FOR IN ITS APPRENTICES, INTERNS AND GRADUATES?





BMW vehicles featured in the James Bond films: *GoldenEye*, *Tomorrow Never Dies* and *The World is Not Enough*. Credit: Mutschler, Hardy, BMW Group Archive

We look for positive and enthusiastic individuals, who are passionate about the BMW brand and have a desire to learn and develop within the company. We want creative and organised people, with excellent interpersonal skills and the ability to work successfully both individually and within a team.

#### HOW MANY APPRENTICES, INTERNS AND GRADUATES ARE RECRUITED EACH YEAR?

Approximately 260 Future Talent positions are recruited from across the UK each year. This includes apprentices, interns and graduates. We typically receive 18,000 applicants for those positions.

#### WHAT ARE YOUR TOP TIPS FOR STUDENTS CONSIDERING A CAREER WITH A CARMAKER LIKE BMW?

I think one of my top tips would be to really do your research. There will

be many different areas available in the business to work in, from the more practical roles such as engineering, manufacturing and design, to the more corporate roles such as public relations, marketing or finance. Think about what you're passionate about, love doing or are perhaps already studying, and find out what job opportunities those skills can lead to. It's also important to understand the criteria needed to fulfil a role within the business, and have a list of what you need to do or work towards to apply.

Doing your research is also incredibly important when it comes to applications and interviews. Do your family or friends have any contacts in the industry who might be able to offer you valuable insights? What can you learn from articles or books? What's the company's latest news? Building up a good foundation of up-to-date knowledge will really help you stand out in any interviews as your passion and enthusiasm will shine through!



## MEET MANDY BUCHANAN

I wanted to be an actress or a teacher when I was younger. The closest I got to both were amateur dramatics and becoming a qualified trainer for leadership and personal effectiveness topics. I spent 26 years building my HR career within a STEM organisation before joining the fantastic HR team at BMW Group, just before my 50th birthday.

As Talent Development Manager, I work with some great people to help managers develop, assess and promote their employees, and ensure we have the most diverse and inclusive working conditions/arrangements to make us an attractive employer.

What is my top tip? Being an adult is hard work, full of important decisions including what to make for dinner every single day, so don't wish your youth away – enjoy it!



The BMW 750iL (E38) featured in *James Bond: Tomorrow Never Dies* in 1997. The vehicle was equipped with rocket launchers in the sunroof. Credit: Mutschler, Hardy, BMW Group Archive

# WHAT CAN BMW OFFER YOU?

## EDUCATION

BMW GROUP EDUCATION WAS SET UP TWENTY YEARS AGO TO PROVIDE TEACHERS AND STUDENTS WITH FREE, CURRICULUM-LINKED EDUCATIONAL RESOURCES

*"The BMW Group is extremely conscious of its role in society and responsibility to support young people with learning about all aspects of mobility. As a car manufacturer, we have a wealth of industry knowledge, from the more practical – road safety and driving – through to wider topics such as global environmental impact, sustainability and energy use. We want to educate and inspire the next generation who will play a role in shaping the future of mobility."* - MANDY BUCHANAN

Intelligent Living (i-Living) is BMW Group Education's interactive learning resource aimed at students aged 11-16 years.

<https://bmweducation.co.uk/i-living/>

There are three online learning modules (see below), all of which include Teacher's Notes and Student Sheets.

GLOBAL DEVELOPMENT	URBAN MOBILITY	SUSTAINABLE WORLD
What is sustainability? And how does it address the tension between global issues such as climate change and meeting human needs as the world's population grows?  <a href="https://bmweducation.co.uk/i-living-interactive/global_development.html">https://bmweducation.co.uk/i-living-interactive/global_development.html</a>	With sustainability in mind, how would you change the way you and/or others move around your city, town or village?  <a href="https://bmweducation.co.uk/i-living-interactive/urban_mobility.html">https://bmweducation.co.uk/i-living-interactive/urban_mobility.html</a>	What is the difference between renewable and non-renewable energy sources? What do designers need to consider to design sustainable products?  <a href="https://bmweducation.co.uk/i-living-interactive/sustainable_world.html">https://bmweducation.co.uk/i-living-interactive/sustainable_world.html</a>

## CAREERS

BMW GROUP GIVES STUDENTS THE CHANCE TO EXPLORE DIFFERENT CAREER OPTIONS AS AN INTERN OR APPRENTICE

*"The global pandemic has meant our recruitment drive has gone virtual, including our marketing materials, open evenings, assessment centres and interviews. During the UK's National Apprenticeship Week 2021, we will run three virtual events, where applicants and parents are invited to see what we can offer, including application hints and tips and testimonials from existing apprentices."* - MANDY BUCHANAN

BMW Group's careers webpages offer all the information you need to "turn your visions into reality, help shape the future of mobility and start the career of your dreams with the BMW Group".

<https://bmweducation.co.uk/careers/>



BMW 750iL (E38) featured in *James Bond: Tomorrow Never Dies* in 1997. Top: a console behind the driver's seat enabled James Bond to control the car without being seen. Bottom: A gear saw was built into the BMW emblem on the car bonnet. Credit Mutschler, Hardy, BMW Group Archive



## MEET TIA

### MAINTENANCE TECHNICIAN APPRENTICE



"I've always been eager to understand how things worked. At school I was interested in the computer science and engineering subjects – I asked loads of questions! Learning new skills, being hands on and making components out of different materials is so interesting to me. Cars are definitely my biggest passion, so working towards my Level 3 Maintenance Engineer Apprenticeship at BMW Group is a dream come true.

My main role here is to ensure the lines keep running and that all the machinery that makes the car parts is maintained to the highest standard. Day to day, I also undertake preventative maintenance activities so that machines are regularly checked for safety and overall function.

Spending my weekends working alongside my dad, tinkering with his cars, putting in new parts and upgrading the systems has definitely led me to where I am today. And I think being a very sociable person also means that BMW Group is a good fit for me, because you get to meet lots of people within the plant and across the global business – the networking is incredible.

The best part of my apprenticeship is waking up for work and knowing that I'll experience something new. Every day is different, and that is exciting as I'm constantly gaining skills and experiences that will help me in my future career."

Find out more about apprenticeships here:

<https://www.bmwgroup.jobs/gb/en/opportunities/apprentice.html>

## MEET FAITH

### FORMER ASSEMBLY PLANNING INTERN



"As part of my degree in mechanical engineering I have to do an industrial placement each year. I was lucky to be accepted onto two placements with BMW Group, the first was with the Aftersales Technical Services team at Rolls-Royce, and now with MINI as an Assembly Planner for Structure, Controls and Facility. I had an offer from another business, but I'd had such great feedback and development through my first placement I was keen to return to the Group.

I was given autonomy and responsibility from day one. I worked with the technical specialists in a range of activities including looking at vehicle component design and supporting the continuous improvement of our products and services. I evaluated, produced technical documentation and improved service diagnostic tooling both at the software and hardware level. I've learned so much and my professional skills and technical capabilities really improved. There is a real commitment to future mobility here. If you want to be a part of the solution for tomorrow, it's a great place to be."

<https://www.bmwgroup.jobs/gb/en/opportunities/student/popup-faith.html>