

BMW GROUP ACADEMY UK

# BMW APPRENTICESHIPS

## WHAT CAN THEY DO FOR ME ?



BMW  
GROUP



# PHILIP NEAL

---

NATIONAL TRAINING MANAGER  
TECHNICAL & APPRENTICESHIPS.

# LINDSEY MITCHELL

---

APPRENTICE RECRUITMENT MANAGER



BMW GROUP ACADEMY UK  
GREENPOWER FINALS - ROCKINGHAM

# AGENDA.



**BMW RETAIL NETWORK**

**BMW ACADEMY**

**RECRUITMENT PROCESS**

**APPRENTICESHIP PROGRAMMES**

**Q & A SESSION**



BMW GROUP ACADEMY UK  
GREENPOWER FINALS - ROCKINGHAM

# BMW RETAIL NETWORK.



- 146 UK Retailers and 16 Ireland Retailers
- 6 Authorised Workshops
- 40 Motorrad Retailers
- 140 Approved Bodyshops.
- 12,000 Retailer Employees
- 498 Apprentices.

BMW GROUP ACADEMY UK  
GREENPOWER FINALS - ROCKINGHAM

# BMW RETAIL NETWORK.



The BMW Apprenticeship Programme is a national programme with students from:

- England
- Scotland
- Wales
- Channel Islands

All the apprentices are employed by the BMW retailer network, this allows us to “grow our own talent”.

BMW GROUP ACADEMY UK  
GREENPOWER FINALS - ROCKINGHAM

# BMW RETAIL NETWORK.



At present we have:  
498 apprentices on the programme

- 329 Service Technicians
- 65 Panel and Paint
- 17 Motorrad
- 87 Aftersales Customer Service

213 New intake for 2018  
95% Retention rate



BMW GROUP ACADEMY UK  
GREENPOWER FINALS - ROCKINGHAM

# BMW GROUP ACADEMY.



- State of the art residential training facility  
5,500 m<sup>2</sup>
- Brand and Customer Institute
- 5 Workshop “Pods”, 19 training and 7  
syndicate rooms.
- 20 Bedrooms.
- Capacity of 35,000 training days per year
- 15,000 Apprentice training days per year



BMW GROUP ACADEMY UK  
GREENPOWER FINALS - ROCKINGHAM

# RECRUITMENT PROCESS



- On-line application
- Vacancy registered by retailer
- Candidates short listed
- Invited for interview
- Work trial at retailer
- Job offer





BMW GROUP ACADEMY UK  
GREENPOWER FINALS - ROCKINGHAM

# TECHNICAL PROGRAMMES.



All technical BMW apprenticeships ( 3 years)

- Motor vehicle technician
- Motorcycle technician
- Vehicle accident repair ( paint technician)
- Vehicle accident repair ( panel technician)
- Vehicle accident repair ( MET technician)



BMW GROUP ACADEMY UK  
GREENPOWER FINALS - ROCKINGHAM

# QUALIFICATIONS.



## Technical

- IMI Level 3 ( New “Standard” certificate)
- IMI Technician Accreditation
- F-Gas Qualification
- Electric/Hybrid L2 Award



BMW GROUP ACADEMY UK  
GREENPOWER FINALS - ROCKINGHAM

# NON-TECH PROGRAMMES.



All BMW Non-Technical Apprenticeships ( 1 – 2 years)

- Service advisor
- Parts advisor
- BMW genius
- Sales advisor (2019)



BMW GROUP ACADEMY UK  
GREENPOWER FINALS - ROCKINGHAM

# QUALIFICATIONS.



## Non-Technical

- IMI Diploma in Customer Service
- BMW Certification :

Service Advisor

Parts Advisor

Genius

Sales Advisor



BMW GROUP ACADEMY UK 2018

QUESTONS ?

**BMW  
GROUP**



BMW GROUP ACADEMY UK

# BMW APPRENTICESHIPS

## WHAT CAN THEY DO FOR ME ?



# THANK YOU

BMW  
GROUP

