

Value-oriented Human Resources Policy. **The 8 Guidelines of Personnel Policy of the BMW Group.**

The success of the BMW Group is primarily based on the company's associates. Thus an associate-oriented personnel policy will have an impact on the profitability of the company. The following eight guidelines of personal policy detail this principle and provide directions as to how this has to be translated into day-to-day personnel management.

- 1. Mutual respect - a positive culture of conflict.**
- 2. Thinking beyond national and cultural boundaries.**
- 3. The performance of our employees is the basis for remuneration.**
- 4. Team performance is more than the sum of individuals' performance.**
- 5. Secure and attractive jobs for committed and responsible employees.**
- 6. Respect for human rights is a given.**
- 7. Social standards for suppliers and business partners are a basis for doing business.**
- 8. Outstanding benefits for employees and a strong commitment to society.**