



Media information  
28 May 2025

### **BMW model updates, summer 2025.**

+++ BMW i4 gets improved energy efficiency and increased range  
+++ New BMW i4 range-topper with even more power +++  
BMW Digital Key becomes preferred means of access for many  
BMW models +++ Tyre repair kit Plus now standard on models like  
BMW 1 Series, BMW 2 Series Coupé, BMW 3 Series +++  
BMW Individual special paintwork colours newly available in the  
BMW Configurator +++ New optional paintwork colour for BMW iX  
+++ Ultimate Package available for BMW X5 M Competition and  
BMW X6 M Competition +++ New BMW Maps functions +++

**Munich.** Summer 2025 is set to bring innovations in electric drive technology and digitalisation as well as new standard and optional equipment features that will make the current BMW model range even more attractive. New power electronics in the all-electric BMW i4 result in even greater efficiency and increased range. The most powerful BMW i4 will also debut at the same time. Numerous BMW models will come as standard with Comfort Access and the BMW Digital Key, which has now become even easier to set up.

From summer 2025, the BMW X1, BMW X2 and BMW 2 Series Active Tourer will be available with new exterior and interior options. Standard equipment for the BMW 1 Series and BMW 2 Series Gran Coupé now includes heated front seats. The BMW Intelligent Personal Assistant now offers an alternative voice.

### **BMW i4: reduced consumption, new range-topper with extra power.**

From July 2025, the BMW i4 eDrive35 (WLTP combined (EnVKV): energy consumption 17.5 kWh/100 km; CO<sub>2</sub> emissions 0 g/km; CO<sub>2</sub> class A); range 428-514 km (WLTP combined (PER)) as well as the BMW i4 eDrive40 (WLTP combined (EnVKV): energy consumption 17.8 kWh/100 km; CO<sub>2</sub> emissions 0 g/km; CO<sub>2</sub> class A); range 510-613 km (WLTP combined (PER)) will come with silicon carbide semiconductor components in the power electronics (SiC inverter), which reduce consumption by around 4.5 per cent while adding up to 22 kilometres of range (depending on the model and equipment installed as part of an individual vehicle configuration).

From July 2025, the new range topper for the all-electric BMW i4 comes in the shape of the BMW i4 M60 xDrive (WLTP combined (EnVKV): energy consumption



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20.9 kWh/100 km; CO<sub>2</sub> emissions 0 g/km; CO<sub>2</sub> class A); range 433-551 km (WLTP combined (PER)). Compared to the predecessor, it provides an additional 42 kW/57 hp of power, for a system output of 442 kW/601 hp. The new BMW i4 M60 xDrive takes 3.7 seconds for the sprint from 0 to 100 km/h.

### **BMW Digital Key: smartphone used as key enables many additional functions.**

The BMW Digital Key will soon become the tool of choice to unlock and lock many BMW models, courtesy of a simplified set-up process. The BMW iX was the first to be updated in March 2025, and many model series will follow from July 2025: the BMW 1 Series, BMW 2 Series Gran Coupé, BMW 2 Series Active Tourer, BMW X1, BMW X2, BMW 5 Series Sedan, BMW 5 Series Touring, BMW M5, BMW M5 Touring and BMW 7 Series. The BMW X5, BMW X5 M, BMW X6, BMW X6 M, BMW X7 and BMW XM models will follow from August 2025. The BMW X3 will come with the new set-up process in the US from August 2025 and in South Africa from September 2025.

The feature will then include a physical key, a Setup Card and a Service Card. The new Setup Card makes it easier than ever to set up the BMW Digital Key on smartphones from all major manufacturers by simply holding the card to the mobile phone or scanning the QR code on the back. The next step takes the user straight into the My BMW app. After authorisation via the Setup Card, the BMW ID is linked to the vehicle and the BMW Digital Key is then activated. After activation, the customer can easily share the Digital Key with other people by sending them a text message. Activation is possible on up to 18 devices. Owners can define various roles and permissions for each vehicle user. A particularly useful function ideal for novice drivers is limiting acceleration and top speed, for example. If a physical key does need to be handed over, for example in the workshop or in the event of a breakdown, the new Service Card can be used. This should always be carried deactivated so it can be activated as a fully-fledged key when needed, via a click on the central display.

### **For all eventualities: tyre repair kit and tyre repair kit Plus.**

From summer 2025, the tyre repair kit will come as standard for various BMW models. These include the BMW 1 Series, BMW 2 Series Gran Coupé, BMW 2 Series Coupé, BMW 3 Series Sedan, BMW 3 Series Touring, BMW 4 Series



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Coupé and the BMW 4 Series Convertible. The optional tyre repair kit Plus is available for the BMW X3 (excluding the BMW X3 30e xDrive).

#### **Individual paintwork finishes at a glance, in the BMW Configurator.**

Customers appreciate the BMW Individual paintwork colours as a way to add a personal touch to their new BMW. Special paintwork finishes which previously required looking up in the BMW Individual Visualiser can be selected within the BMW Configurator. With just a few exceptions, this applies to all BMW models.

#### **More equipment for BMW 1 Series and BMW 2 Series Gran Coupé.**

Standard equipment for the BMW 1 Series and BMW 2 Series Gran Coupé will from summer 2025 be even more comprehensive and include heated front seats and an alarm system. The optional M Technology Package II available for the BMW M135 xDrive (WLTP combined (EnVKV): fuel consumption 8.3 litres/100 km; CO<sub>2</sub> emissions 188 g/km; CO<sub>2</sub> class G) and the BMW M235 xDrive Gran Coupé (WLTP combined (EnVKV): fuel consumption 8.2 litres/100 km; CO<sub>2</sub> emissions 185 g/km; CO<sub>2</sub> class G) now includes M seat belts with M colours in the weave.

#### **New colours for BMW 2 Series Active Tourer, BMW X1 and BMW X2.**

Summer 2025 will bring new exterior and interior options for the BMW 2 Series Active Tourer, BMW X1 and BMW X2. New paintwork colours include Fire Red metallic and Night Dusk Blue for the BMW 2 Series Active Tourer as well as Dune Grey metallic for the BMW X2. All three colours are also available for the BMW X1, along with BMW Individual Frozen Portimao Blue metallic. Veganza perforated upholstery in the colours Castanea, Smoke White and Atlas Grey/Smoke White is newly available for customising the interior of the BMW 2 Series Active Tourer and BMW X2. The Castanea and Smoke White colourways are available for the BMW X1. The Econeer Bicolour Blue upholstery can be ordered from summer 2025 in combination with front sport seats only. Another new option is the Brushed Aluminium Shadow interior trim.

#### **More comprehensive equipment for BMW 7 Series, BMW X3 and BMW iX.**

The BMW 7 Series and BMW i7 now feature laminated safety glass with contrast print as standard. From summer 2025, comfort glazing, sun protection glazing and the Heat Comfort package will also be available as individual options for the first time, enabling even more specific customisation.



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A new equipment option for the BMW X3 is the attractive M door sill trim. It can be ordered for the M Sport package, M Sport package Pro and the BMW X3 M50 xDrive (WLTP combined (EnVKV): fuel consumption 8.3 litres/100 km; CO<sub>2</sub> emissions 189 g/km; CO<sub>2</sub> class G).

BMW Individual Frozen Pure Grey metallic is a new paintwork finish with a particularly distinctive character, available as an option for the BMW iX from summer 2025.

### **Ultimate Package for BMW X5 M Competition and BMW X6 M Competition.**

The BMW X5 M Competition (WLTP combined (EnVKV): fuel consumption 12.9 litres/100 km; CO<sub>2</sub> emissions 292 g/km; CO<sub>2</sub> class G) and the BMW X6 M Competition (WLTP combined (EnVKV): fuel consumption 12.8 litres/100 km; CO<sub>2</sub> emissions 289 g/km; CO<sub>2</sub> class G) now benefit from the optional Ultimate Package. In addition to the M Carbon engine cover, this also includes M Carbon mirror caps, the Sky Lounge panoramic glass sunroof, active seat ventilation as well as the massage function at the front and the Comfort Package. The Bowers & Wilkins Diamond Surround Sound System ensures exceptional sound quality. The M Driver's Package included as part of the package increases top speed to 290 km/h. In the BMW X6 M Competition, this is complemented by an exclusive M Carbon rear spoiler.

### **Comprehensively upgraded BMW iDrive.**

Among the numerous innovations in the area of digital services is the upgraded BMW Intelligent Personal Assistant in BMW Operating System 9. It now offers customers in Turkey, Greece and Hungary natural-language voice control in their native languages.

In the BMW 1 Series, BMW 2 Series Gran Coupé and BMW X3, customers in many countries\* can now link their own Amazon Alexa account to the BMW Intelligent Personal Assistant. This enables them to use intuitive voice control to enjoy music via the "Hey BMW" command – courtesy of Alexa running in the background, just like at home. In addition, a second voice is now available for the assistant.\*\* Further improvements in language understanding and faster processing speeds contribute to a more harmonious overall experience.



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From summer 2025, BMW Digital Premium with BMW Operating System 9 will, subject to country-specific availability, enable customers to use the Zoom app on their Curved Display for videoconferencing when the vehicle is stationary. To avoid distractions, the app automatically deactivates the video while driving.

\* US, Canada, Mexico, Germany, France, United Kingdom, Spain, Italy.

\*\* In the US, United Kingdom, Ireland, Canada, Mexico, France, Germany, Spain, Italy, Portugal, Switzerland, Austria, Iceland, Malta, Netherlands, Belgium, Luxembourg, Liechtenstein.

### **Parking Assistant Plus upgrade.**

From July 2025, the functions of the Parking Assistant Plus will be enhanced for many BMW models. It will now also use marker lines around parking spots to help identify available spaces and ensure parking precision. Previously, this feature was only available as part of the Parking Assistant Professional.

### **BMW Maps user interface upgrades in BMW Operating System 8.5.**

BMW Maps offers intuitive destination entry and intelligent route guidance and will come with further user interface improvements from summer 2025. For faster access to frequently used functions, the home screen of the control display will feature direct touch buttons for "Home" and "Work" in the BMW Maps QuickSelect Widget, for example.



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#### At a glance: new summer 2025 BMW models<sup>\*,\*\*</sup>

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BMW i4	Max. output (kW/hp)	Energy consumption WLTP (kWh/100 km)	CO <sub>2</sub> emissions WLTP (g/km)
BMW i4 eDrive35	210/286	17.5	0
BMW i4 eDrive40	250/340	17.8	0
BMW i4 M60 xDrive	442/601	20.9	0

#### \* Consumption and emissions data:

The figures for fuel consumption, CO<sub>2</sub> emissions, energy consumption and range are for vehicles as offered on the German market. All data are based on the new WLTP test cycle. Energy consumption and emissions data refer to the German Passenger Car Energy Labelling Regulation (EnVKV).

\*\* All new models due to enter production in July 2025.

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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 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 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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