

**Media Information**

14 September 2021

## **BMW iX3 Legend Edition to be available in Singapore.**

**Special edition celebrates the BMW iX3's appearance in Marvel Studios' "Shang-Chi and The Legend of The Ten Rings".**



**Singapore.** The BMW iX3 has teamed up with Marvel Studios' "Shang-Chi and The Legend of The Ten Rings," which began opening in global cinemas in September 2021. This marks the next installment in BMW's successful collaboration with Marvel Studios following the BMW X3 and BMW 2 Series Gran Coupé appearing in Marvel Studios' "Black Widow" earlier this year. To commemorate this global partnership and the appearance of the BMW iX3 in the latest Marvel

Studios film, BMW Singapore is proud to announce the **BMW iX3 Legend Edition** will exclusively be available in the Lion City in Q4 2021.

“Just as Marvel fans had been greatly anticipating the latest chapter in the Marvel Cinematic Universe, we expect BMW fans will be just as excited for the high-calibre **BMW iX3 Legend Edition,**” said Mr Daren Ching, Director of Marketing, BMW Asia. “The first-ever BMW iX3 has been very well received in Singapore, with a majority of the stock being spoken for within weeks of its launch in August 2021. With only eight units of this limited edition model coming to the Lion City, customers should register their interest sooner rather than later!”

Fans can now visit [bethefirst.bmw.com.sg/theix3/](https://bethefirst.bmw.com.sg/theix3/) to sign up and register their interest for this special edition ahead of its official market launch in the coming weeks. Upon placing a refundable deposit of \$500, customers will receive limited edition Marvel merchandise, as well as an Electrified Drive Package which includes a 2D1N staycation package with the PARKROYAL COLLECTION Pickering, Singapore.

The **BMW iX3 Legend Edition** will be available in Mineral White or Carbon Black. Standout details on this special edition include perfectly tailored M Performance components. For example, the exterior mirror caps are meticulously hand-made from carbon fibre, underlining the high-tech pedigree of the BMW iX3. Their dynamic design ensures an eye-catching premium look and adds an individual athletic touch. This pairs nicely with the M Performance side decals in Frozen Black, as well as the M Performance door sill finishers in carbon fibre. As a final flourish, the **BMW iX3 Legend Edition** features high-quality BMW fixed hub caps – these create a special focal point on the wheel even when the vehicle is in motion.

### **About Marvel Studios’ “Shang-Chi and The Legend of The Ten Rings”.**

Marvel Studios’ “Shang-Chi and The Legend of The Ten Rings” stars Simu Liu as Shang-Chi, who must confront the past he thought he left behind when he is drawn into the web of the mysterious Ten Rings organization. The film also stars Tony Leung as Wenwu, Awkwafina as Shang-Chi’s friend Katy and Michelle Yeoh as Jiang Nan, as well as Fala Chen, Meng’er Zhang, Florian Munteanu and Ronny Chieng.

“Shang-Chi and The Legend of The Ten Rings” is directed by Destin Daniel Cretton and produced by Kevin Feige and Jonathan Schwartz, with Louis D’Esposito, Victoria Alonso and Charles Newirth serving as executive producers. David Callaham & Destin Daniel Cretton & Andrew Lanham wrote the screenplay for the film, which is now playing in Singapore cinemas.

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In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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