



Media Information  
7 October 2025

**BMW x SipaBoards: bringing riding pleasure, innovation and electric lifestyle to the water.**

+++ BMW expands electric innovation into water sports +++ Highly efficient electric motor +++ Connected, self-inflating stand-up paddleboard (SUP) +++ Innovative mounting system for attaching accessories quickly +++ User interface on the carbon-fibre paddle inspired by the BMW Neue Klasse +++ Lifestyle Accessory Capsule contains, among other things, an Insta360 X5 camera and stylish clothing from the BMW range +++ Graphics concept by BMW Group Designworks, derived from the Neue Klasse +++ Collaboration with SipaBoards, the world's leading specialist in e-SUP construction +++

**Munich.** BMW is bringing innovation and electric mobility into new areas of life with its new electric stand-up paddleboard (SUP).

The BMW x SipaBoards is the product of a collaboration with Slovenian manufacturer SipaBoards, the market leader in the field. The boards are self-inflating and combine electric drive technology with high-grade materials, digital connectivity and a flexible energy system. This is the first time BMW has offered an electrically powered product designed for water sports, opening up a new chapter in riding pleasure in the process. BMW Group Designworks took care of the visuals.

**Electric lifestyle on the water.**

Stand-up paddleboarding has grown into an extremely popular, on-trend sport over recent years. It brings together physical activity, immersion in nature and low barriers to entry – and therefore appeals to first-timers and experienced water sports enthusiasts alike. The BMW x SipaBoards brings a new dimension to the paddleboarding experience in the form of electric assistance, connectivity and intuitive control. The result is a new level of mobility on the water and the confluence of comfort and adventure.

At the heart of the BMW x SipaBoards is an integrated motor generating up to 300 watts of power. It produces additional thrust while on the move and makes paddling easier – especially into headwinds or currents. The drivetrain, with a propeller developed specifically for BMW, runs emission-free and near silently, and delivers a unique riding experience at speeds of up to 7.5 km/h (4 knots). The motor also comes in handy by pumping up the board automatically before you

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head out. The requisite energy is supplied by battery modules, which are available with a range of different capacities – to respond to individual requirements – and can be swapped out in just a few simple steps.

#### **Structural solidity and extensive connectivity.**

Its specially developed X-woven drop-stitch core gives the e-SUP superb structural rigidity and stability. The board is intuitive to use, via a new user interface (UI) with Bluetooth remote control – whose design was inspired by the BMW Neue Klasse – built into the paddle. It allows the rider to toggle into FREUDE Mode for extra power, eye-catching light effects and haptic feedback. A smartphone app brings additional functionality, enabling users to plan routes, for example, monitor the battery charge and utilise GPS tracking. An additional safety feature is the automatic power cut-off, which is triggered by a Bluetooth signal. If the paddle falls into the water, a return signal is immediately transmitted that automatically cuts the motor. This means the board remains under control at all times, including in unexpected situations, and makes riding extremely safe.

#### **Fun for up to two people per SUP.**

The board and all-carbon-fibre paddle fuse robustness with lightness, and deliver an exceptional on-the-water riding experience. The board is 3.65 m long, 0.82 m wide, 0.15 m thick and weighs 10.9 kilograms (14.9 kg including the motor). It is designed to carry two people. The design was developed by BMW Group Designworks and draws parallels with the design language of the BMW Neue Klasse models. It spans the board, carbon-fibre paddle and accessories, and underscores the classy and cohesive overall look. Three colour variants are available. All the materials employed are extremely durable, which means they are good for sustainability and ideally suited to handling changing conditions on the water. The board runs quietly and with zero emissions.

#### **Intelligent mounting system opens up a multitude of possibilities.**

Another special feature of the BMW x SipaBoards is the innovative mounting system, which allows accessories to be attached quickly to a large number of points on the e-SUP. For example, cameras, speakers, drinks bottles, waterproof bags or even coolboxes can all be fixed in place easily by click & connect and the board customised accordingly. LED ambient lighting underneath the board further



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enhances the exclusive vibe and provides a helping hand when boarding in the hours of darkness.

BMW also offers a Lifestyle Accessory Capsule, which comes with selected accessories such as an Insta360 X5 camera – allowing users to take incredible shots during a ride – and apparel from the BMW range. All of which means the e-SUP is not only extremely adept functionally, it can also serve as a window into the personal lifestyle of its owner.

### **Two battery configurations for electric boarding pleasure on the water.**

The BMW x SipaBoards is offered with two 90 Wh battery modules. This configuration is aimed at owners keen to explore lakes or coastlines, for example, from the water. The batteries enable between one and 3.5 hours of boarding time.

From spring 2026, the board will also be available with two 180 Wh battery modules as an option. These are designed for longer riding times and intended for people planning extended expeditions on the water. With these battery modules specified, users can cruise for between three and seven hours.

The BMW x SipaBoards is available now from the BMW Lifestyle online store, selected SipaBoards retailers and <https://bmw.sipaboards.com> priced at EUR 3,990.00.

In the event of enquiries please contact:

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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 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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