

Media information

28 May 2026

## **The 7 millionth Vehicle Rolls off BMW Brilliance's Shenyang Production Base: Advancing into the Neue Klasse Era with Innovation and Intelligent Manufacturing**

**Munich/Shenyang.** BMW Brilliance's Shenyang Production Base reached another significant milestone with the official roll-off of its 7 millionth vehicle. This achievement not only reflects the BMW Group's long-standing commitment to the Chinese market and its continued investment in Shenyang, but also marks a new phase in intelligent manufacturing, local innovation, and future production capabilities.

"For more than 30 years, we have been deeply rooted in China. The seven-millionth BMW vehicle from our plant in Shenyang is a significant milestone in this success story: it demonstrates the strength of our local production – and it reflects the high level of expertise, the great dedication, and the exceptional commitment of our Chinese team," says Raymond Wittmann, Member of the Board of Management of BMW AG, Production.

"With the start of local production of the Neue Klasse later this year, we are opening the next chapter and starting a new era for BMW in China."

"Seven million vehicles are far more than just a number — they represent seven million times that Chinese customers have chosen and trusted BMW. Beyond excellent products, we have also built in Shenyang a future-proof production system, strong local competences, and an exceptional team whose expertise drives our innovation and success in China. Building on this strong foundation, we are accelerating into a new era through innovation, deeper localization, and intelligent manufacturing, opening the next chapter of BMW's development in China." said Ms. Birgit Boehm, President and CEO of BMW Brilliance Automotive Ltd.

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The milestone vehicle that rolled off the line is the BMW 3 Series Horse Edition. It not only showcases BMW's agility in responding to the Chinese market but also highlights the outstanding cross-functional collaboration across R&D, purchasing, and manufacturing at the Shenyang Production Base, as well as its ability to deliver stable, high-quality output in a highly competitive market environment.

### **Deeply Rooted in China: Building a New Benchmark for BMW iFACTORY**

From the roll-off of the first locally produced BMW vehicle in 2003 to today's 7 millionth milestone, BMW has established a comprehensive system in China covering complete vehicle and powertrain manufacturing, localized R&D, and a localized supply chain, making it one of BMW's most important production and innovation hubs worldwide.

The vision of the BMW iFACTORY serves as a powerful guiding principle for the BMW production worldwide. BMW's long-term commitment to Liaoning Province and Shenyang continues to translate into a future-oriented, high-quality production system and strong local innovation capabilities, further strengthening the company's long-term development foundation in China.

### **Digitalization and AI Driving the Next Level of Smart Manufacturing**

As a key practice hub for BMW's global intelligent manufacturing, digitalization and AI technologies have been widely integrated across all production processes at the Shenyang Production Base. Through intelligent applications, the base continuously enhances production efficiency, quality management, and operational coordination, achieving more efficient, stable, and high-quality manufacturing operations.

This development direction is also highly aligned with China's ongoing efforts to advance new industrialization and foster new quality productive forces. Leveraging its Shenyang Production Base, the BMW Group continues to drive

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the deep integration of intelligent manufacturing, digitalization and sustainability, setting a benchmark for high-quality development in the premium automotive manufacturing sector while also contributing to local supply chain upgrading and the cultivation of highly skilled talent. This demonstrates BMW's long-term confidence in China and its continued commitment to supporting the high-quality development of China's manufacturing industry.

### **Building Core Capabilities for the Neue Klasse, Accelerating Toward New Era**

BMW Shenyang Production Base continues to promote employee upskilling and capability transformation, fostering a professional workforce tailored to the future of the automotive industry. This provides sustained support for new technologies, new products, and new production models, while continuously contributing "China experience" to the BMW global production network.

At the same time, centered around the local production of the Neue Klasse models, BMW Shenyang Production Base is comprehensively advancing upgrades in its production system, digital architecture, and supply chain collaboration capabilities. Leveraging a higher level of flexible manufacturing, AI-powered quality management, and a highly connected digital production network, the Shenyang Production Base is laying a solid foundation for the local production of Neue Klasse models while further strengthening BMW's overall competitiveness in electrification, digitalization, and sustainability — continuing to lead the future of premium automotive manufacturing.

**Corporate Communications****Media information**

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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 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to € 133,5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 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 through production to the end of their useful life.

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