



Media Information

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The new 2025 BMW i4.

- Refreshed design details inside and out for the 2025 i4.
- New exterior lighting designs including laser-accented taillights.
- Production to commence in July 2024. Pricing to be announced soon.

Richmond Hill, ON. Already innovators in the premium midsize class in terms of aesthetic appeal, driving pleasure, electrification, and digitalization, the new BMW i4 is building further on its unique status in the marketplace with updates in all these areas.

New exterior paint finishes and light-alloy wheels, new designs for the headlights, and rear lights available with laser-lit accents accentuate the bold visual impact of both models.

Inside, the BMW Curved Display provides the stage for the latest evolution of BMW iDrive with QuickSelect, based on BMW Operating System 8.5. The display and control/operation system can be specified with an Augmented View display for the BMW Maps navigation system. And new steering wheel designs, interior trim elements, and upholsteries bring modern touches to the premium ambience of the interior.

The new BMW i4 will be built at BMW's home plant in Munich, whose transformation into a production facility geared exclusively to all-electric models is being fueled by substantial investment. In Canada, the Gran Coupe bodystyle for the 4 Series continues to be exclusive to the i4. The worldwide market launch of the new BMW i4 will get underway in July 2024.

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New design for the BMW kidney grille, headlights, and rear lights.

Slim headlights and a vertically arranged BMW kidney grille dropping deeply towards the road define the front-end styling of the BMW i4. A refreshed design brings additional visual



impact to these signature brand features. The surround of the BMW kidney grille is now finished in matte chrome, both as standard and in conjunction with the optional M Sport package. Due to the lower cooling requirement of the electric drive system, the BMW kidney grille of the new BMW i4 has a fully enclosed upper section, below which is a high-gloss black surface topped by a matte-silver honeycomb pattern.

As well as a front apron with large side air intakes, the M Sport package for the BMW i4 includes a diffuser element in the lower section of the rear bumper, now finished in high-gloss black. If the optional Black Exterior Contents is specified, the BMW kidney grille surround also comes in high-gloss black.

The slim headlights have been visually and functionally upgraded. Low and high beam are generated from a single LED module, and pair of vertical and subtly arrow-shaped LED units house the side marker lights, daytime running lights, and turn signal functions. The new headlights generate a Welcome Light animation once the driver approaches the vehicle.

Adaptive LED Headlights are optional on all other variants as part of the M Sport Pro Package. Vehicles equipped as such are also fitted with new LED Taillights with Laser Technology. This innovative lighting effect employs a technology first seen on the BMW M4 CSL, a high-performance special edition model. Here, laser diodes illuminate a fibre optic bundle, giving the rear units an intricate light graphic.

New exterior paint finishes and aerodynamic wheels.

The selection of exterior paint finishes for the BMW i4 now includes Cape York Green Metallic and Vegas Red Metallic. A wide variety of BMW Individual paint finishes are also available.

The range of optional alloy wheel designs also features an attractive new addition. A new 19-inch Aero Wheel, style 996M, in Jet Black with a burnished finish can be ordered on cars specified with the optional M Sport Package.



New interior accents enhance a progressive sporting appeal.

The changes to the interior of the new BMW i4 are focused on digitalization and achieving a sharper sporting profile. The upgraded BMW iDrive with QuickSelect further reduces in the number of buttons and controls in the cockpit. The functions of the automatic climate control system, seat ventilation, and seat and steering wheel heating, where equipped, can now be operated by touch via the BMW Curved Display or by voice command through the BMW Intelligent Personal Assistant. New adjustment controls for the air vents allow the airflow direction to be adjusted using rotating and tilting movements.

The new BMW i4 is fitted as standard with sport seats in Perforated Sensatec. Vernasca Leather with Contrast Stitching is available in five colours including the new bi-colour Black with Coral Red Highlight. Also new to the i4 are optional Merino and Full Merino interiors in Black, Tartufo Brown and Ivory White.

2025 BMW i4 comes standard with a two-spoke steering wheel with polygonal rim and illuminated multifunction buttons. Adding the M Sport Package now brings an M Leather Steering Wheel in a three-spoke design with a flat-bottomed rim and a black centre stripe marking the 12 o'clock position. The three-spoke M Leather Steering Wheel standard on the i4 M50 xDrive additionally features M tricolour stitching and a red, 12 o'clock marker.

High-quality materials and new interior trim.

New interior trims include Brushed Aluminum, Fineline Light Open-Pored Wood Trim and Ash Grey Blue Open-Pored Wood Trim.

The optional Sensatec upholstery covering the dashboard now has a smoother, more refined surface that extends to the upper portion of all four door panels. And customers can now specify the gear selector, BMW iDrive Controller, and Start/Stop button on the centre console in glass.

Unique design elements for the M Performance model.



The BMW i4 M50 xDrive underlines its sporty character with M-specific design features. It now features a BMW kidney grille with a high-gloss black surround and horizontally arranged bars adorned by a BMW M logo. And the front apron elements previously finished in Cerium Grey now come in high-gloss black.

The M Carbon Exterior Package available as an option includes side air intake trim at the front end, M specific exterior mirror caps, finishers on the sides of the rear diffuser, and a subtle rear spoiler all made from carbon fibre-reinforced plastic (CFRP).

Display and control/operation system, connectivity.

The latest generation of the BMW iDrive display and control/operation system with QuickSelect based on BMW Operating System 8.5 opens up a new way of intuitively controlling vehicle functions and accessing digital services in the BMW i4. With the digital BMW Curved Display screen grouping and the expanded capabilities of the BMW Intelligent Personal Assistant, the driver-centric cockpit has been optimized for touch control and natural language.

The climate control functions are also operated digitally in the new BMW i4, enabling a further reduction in the number of physical buttons and controls. The control/operation system additionally comprises multifunction buttons on the steering wheel, the BMW iDrive Controller and, as an option, the BMW Head-Up Display.

BMW iDrive with QuickSelect: simplified and even more intuitive.

The system's QuickSelect feature paves the way for an improved menu structure that takes cues from consumer electronics devices. It allows the driver to navigate to functions directly from the newly arranged home screen without having to enter submenus. The new, flat menu structure makes it much easier to switch between different functions and helps the driver to focus their attention on what's happening on the road.

The new home screen continuously displays the navigation system's map view. On the same level, there is a vertical bar on the driver's side of the display containing widgets that



can be individually selected and arranged. The BMW i4 also includes a widget for the charging functions. Some of the widgets can also be swiped horizontally to show additional content. The related functions can then be called up directly with QuickSelect. And once the relevant settings have been chosen, a quick tap on the home icon at the lower edge of the control display is all it takes to return to the home screen. Icons for direct access to the climate control menu, Apps menu, and Apple CarPlay® and Android Auto™ can also now be found next to the home icon.

BMW Intelligent Personal Assistant with additional languages and new graphics.

Voice control using the BMW Intelligent Personal Assistant is set to become even more interactive and intuitive in the new BMW i4. There is now a choice of two different looks for the graphics visualising the digital companion on the control display, with additional graphics also appearing here in response to selected voice commands. For instance, the BMW Intelligent Personal Assistant acknowledges the request to look for a filling station nearby by showing the image of a fuel pump, enriching the dialogue between driver and vehicle.

BMW Maps navigation system with new charging-optimised route guidance and Augmented View.

The cloud-based BMW Maps navigation system forms part of the standard BMW Connected Package Professional. Underpinned by BMW Operating System 8.5, the system now makes it even easier to input destinations and can offer additional information while driving. Further enhancements include better usability of filters, a flatter menu structure with touch buttons shown directly on the map view and proactive route recommendations.

The latest version of BMW Maps also gives BMW i4 drivers access – both from the vehicle and via the My BMW App – to improved functions that enable charging-optimized route



planning over long journeys. The charging stops are planned so that the selected destination is reached as quickly as possible. The driver's preferred minimum charge level when arriving at mid-journey stops and the final destination can be adjusted in increments of five percent and incorporated into the route planning. The system can also give preference to charging stations operated by selected providers and exclude others from the route planning at the driver's request. The system will then propose the latter only if there seems to be no alternative for an efficient route without any large detours.

Additional information is provided for the selected charging stations, such as supported connector types and payment options, as well as the availability of sanitary, catering or shopping facilities in the vicinity. The expected duration of the planned charging stop and the resulting electricity costs can also be shown in advance. The closer the vehicle gets to a scheduled mid-journey stop, the more frequently the availability of the charging point is checked so that an alternative route can be recommended in good time if necessary. Regardless of the charging-optimized route given, a constant stream of alternative charging options are also displayed, e.g. for spontaneous mid-journey breaks.

Specifying the optional BMW Digital Cockpit Professional adds not only the full-colour BMW Head-Up Display, but also the Augmented View function. This offers contextual, real-time information to complement the navigation system's map display by showing a live video stream of the driver's view on the control display or instrument cluster and augmenting it with information that is currently relevant. At confusing junctions, for instance, an animated directional arrow is integrated into the video image to help the driver take the best turn-off for the planned route.

Personalization and remote access with BMW ID and My BMW App.

BMW Operating System 8.5 also makes it even easier to personalise the user experience in the BMW i4. Signing in to the vehicle by scanning a QR code with a smartphone is all it takes to import the customer's personal profile, load synchronizable settings and automatically link the key detected in the vehicle with the BMW ID.



The vehicle is also automatically added to the My BMW App. Available free of charge from the app stores for both iOS and Android, the My BMW App acts as a universal digital interface that provides information on the vehicle's condition, charging status or remaining range at any time. Depending on the car's specification, it also gives the user access to various remote functions. For example, the vehicle can be located remotely via the My BMW App and the doors locked and unlocked. The Remote 3D View functions included with the optional Parking Assistant Plus give drivers the ability to call up a three-dimensional live image of their vehicle's immediate vicinity on their smartphone.

Besides this, the My BMW App can also be used to send destination addresses from the user's smartphone to the vehicle's navigation system for route planning and to initiate, purchase or extend ConnectedDrive Upgrades. It is also possible to control the charging process and pre-conditioning for the BMW i4 from the My BMW App. The My Trips feature including Efficiency Coach provides a monthly review to the user with data and evaluations for distances travelled, consumption and average speed, as well as offering helpful tips for driving more efficiently.

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BMW Group in Canada

BMW Group Canada, based in Richmond Hill, Ontario, is a wholly owned subsidiary of BMW AG and is responsible for the distribution of BMW luxury performance automobiles, Sports Activity Vehicles, Motorcycles, and MINI. BMW Group Financial Services Canada is a division of BMW Group Canada and offers retail financing and leasing programs and protection products on new and pre-owned BMW and MINI automobiles, as well as retail financing for new and pre-owned BMW Motorcycles. A total network of 51 BMW automobile retail centres, 24 BMW motorcycle retailers, and 31 MINI retailers represents the BMW Group across the country.

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