



Media Information

September 18, 2025

All-New BMW iX3 to Make North American Debut in New York City on September 21, Signaling the Future of “The Ultimate Driving Experience.”

- The first model of the Neue Klasse heralds the future of BMW design and technology; arrives in Canada mid-2026.
- Built on the Neue Klasse principles of electric, digital, and circular, the BMW iX3 will be presented as part of a showcase underlining BMW Group’s commitment to responsible innovation.
- BMW Group’s “Technology Openness” strategy will include Fuel Cell Electric Vehicles (FCEV) powered by hydrogen starting in 2028.

Richmond Hill, ON. Following its World Premiere at IAA Mobility 2025 in Munich earlier this month, the all-new BMW iX3 – the first of BMW’s Neue Klasse, or “New Class” of vehicles – will make its North American Premiere at a special event at Bathhouse Studios in New York City on Sunday, September 21, 2025. Presented by BMW Group Member of the Board of Management, Development, Dr. Joachim Post, the BMW iX3 Sports Utility Vehicle is not just the first series-production Neue Klasse model, but a preview into an entirely new era of The Ultimate Driving Experience.

“The BMW iX3 is much more than one vehicle,” said Dr. Joachim Post, BMW Group Member of the Board of Management, Development. “As the first of our Neue Klasse, the BMW iX3 set new industry standards for user experience, digitalization, driving dynamics, and circularity. These characteristics will be incorporated throughout our entire vehicle lineup and usher in a whole new era for BMW.”

Over the next two years, BMW will launch nearly 40 new and refreshed models featuring Neue Klasse design language, technology, and driving dynamics.

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BMW Panoramic iDrive: First-of-its-Kind User Interface.

The BMW iX3 features a completely new user interface, which will inform all future BMW models. The new user interface, dubbed BMW Panoramic iDrive, redefines the user experience by balancing digital functions and physical elements and elevating intuitive operation to a new level of driver focus. The system is highlighted by a first-of-its-kind BMW Panoramic Vision display which projects relevant information across the entire base of the windscreen from one side to the other. The most important driving information is projected directly into the driver's line of sight while the driver is able to personalize content in the central and right-hand areas of the BMW Panoramic Vision via the 17.9- inch Central Display. BMW has filed several patent applications resulting from the development of the projection technologies used in the two displays, underlining just how much innovation has gone into them.

New Standards for Efficiency, Range, and Charging Speed.

With sixth-generation BMW eDrive technology, an estimated range of up to 650 kilometres (according to preliminary BMW AG tests based on the EPA's test procedure standards) and a peak charging rate of 400 kW, the new BMW iX3 50 xDrive also sets new standards for efficiency, range, and charging speed.

The new high-voltage battery concept with lithium-ion cylindrical cells for the Neue Klasse also achieves significant advances. The energy density on a cell level is 20% higher than with fifth generation BMW eDrive technology and also enables a 30% increase in charging speed. The advances brought by sixth-generation BMW eDrive technology also have a significant influence on the charging experience. A maximum charging rate of 400 kW enables users to charge from 10 to 80% capacity in just 21 minutes at an 800V DC charging station.



In order to give owners the best possible charging experience, the new BMW iX3 will be fitted as standard with an NACS (North American Charging Standard) compatible charging port. This will provide iX3 owners access to the vast Supercharger network, while a standard CCS (Combined Charging System) adapter will preserve access to other providers from coast to coast.

Unmatched Driving Dynamics.

A new electronics and software architecture including four “superbrain” high-performance computers makes the first Neue Klasse model more intelligent and better equipped for the future than ever. The “Heart of Joy” drivetrain and driving dynamics management technology brings the hallmark characteristics of the “Ultimate Driving Experience” to the Neue Klasse by enabling unmatched poise, assurance, and precision, while the latest systems for automated driving optimize symbiotic human-vehicle interaction.

New Design Language: Reduced, Characterful, and Timeless.

The new BMW iX3 will launch the new BMW design language, which will expand across the whole of BMW’s range as new models and variants are introduced. This new use of forms provides a very modern interpretation of BMW’s original and enduring blueprint. For this reason, comprehensive design protection has been registered for the new BMW design language used in the new BMW iX3.

The new BMW iX3 has the hallmark proportions of a BMW SUV infused with the authoritative presence of a BMW X model and has a reduced surface treatment that emphasizes all four wheels. Created squarely and exclusively for electric vehicles, the vehicle architecture enables an extremely favorable ratio of exterior size to interior space.



Sustainability Showcase.

BMW will present a series of discussions and displays at Bathhouse Studios focused on the key principles of the Neue Klasse, with an emphasis on design, technology, and BMW's approach to reducing emissions across the entire value chain.

The new BMW iX3 demonstrates the BMW Group's holistic approach to product sustainability across the entire vehicle life cycle. During product development, extensive measures were implemented throughout the supply chain, production and use phases, explicitly focused on conserving resources and reducing the model's environmental footprint. A central focus of this approach lies in the increased use of innovative and secondary materials. For example, 30% of the secondary raw material used for the engine compartment cover and the storage compartment under the front hatch is recycled maritime plastic. This post-consumer material consists of old fishing nets and ropes, preventing these materials from potentially being dumped in the ocean.

For the first time, the BMW Group will also show the Natural Fiber Roof, a vehicle roof developed in collaboration with Swiss clean tech company Bcomp. Bcomp uses natural flax fiber composites to create more sustainable and lightweight vehicle parts which can replace conventional carbon fiber components. The CO₂e footprint from production is reduced by about 40 percent, including end-of-life considerations. Following their successful use in certain BMW race models, these innovative natural fiber composites are now ready for BMW M production models.

In addition, the BMW Group will provide an outlook on future sustainable materials through two research projects: the M Visionary Materials Seat Evo and the Bumper. The M Visionary Materials Seat Evo is an evolution of a concept first presented last year and demonstrates how circular design principles with recyclable mono-materials and secondary

raw materials can be applied to interior components. Developed with partners FSCM, the Bumper is an example of Future Sustainable Car Materials, and explores how used car bumpers can be collected, processed, and partly reshaped into new components, enhancing material circularity in the automotive industry.

“Technology Openness” as a Strategic Success Factor and the Benefits of Hydrogen.

By offering a broad range of drivetrain options – including highly efficient internal combustion, plug-in hybrid electric, battery-electric, and, starting in 2028, fuel cell electric vehicles powered by hydrogen – BMW Group offers customers the ability to choose the vehicle and drivetrain that best suits their needs. This “technology openness” strategy has proved to be a key success factor for the BMW Group globally.

Following the successful testing of its pilot fleet of BMW iX5 Hydrogen vehicles, BMW will launch its first series-production hydrogen-powered model in 2028. This drivetrain technology is based on a [third-generation fuel cell system](#) developed in collaboration with Toyota Motor Corporation which enables a more compact design, while delivering a more powerful and efficient system that increases range and performance while simultaneously reducing energy consumption.

Hydrogen is also recognized as a promising future energy carrier for global decarbonization. It acts as an effective storage medium for renewable energy sources, helping to balance supply and demand and enabling a more stable and reliable integration of renewables into the energy grid. BMW Group sees hydrogen as the missing piece for completing the electric mobility puzzle in locations where battery electric vehicles are not an optimal solution.

Live Podcast Recordings.

A series of three live podcast recordings will also be hosted throughout the day on September 22 during which BMW experts will discuss the engineering and design behind the BMW iX3, how BMW is putting decarbonization goals into practice, and the future of Fuel Cell Electric Vehicles (FCEV) powered by Hydrogen.

- **From Vision to Reality: Setting Impulses for the Circular Economy:** BMW's Neue Klasse is built on the three guiding principles of electric, digital, and circular. Nils Hesse, BMW Group Vice President of Product Sustainability and & Glenn Schmidt, Vice President of Sustainability Communications will discuss how the Neue Klasse is simultaneously setting the stage for the future success of the company and setting a new standard for the automotive industry.
- **Powering Progress: What's Next in Hydrogen Innovation:** Dr. Michael Rath, BMW Group Vice President of Hydrogen Powered Vehicles will discuss Hydrogen Fuel Cell Electric Vehicles (FCEV) as a viable drivetrain alternative, including the advantages of FCEV technology, the challenges of fostering widespread adoption, and what it will take to make it happen.
- **Successful Together: Resilient, Innovative and Future-Proof Supply Chains:** Hendrik Lang, BMW Group Senior Vice President of Supply Chain Strategy and Sustainability, and Inga Grieger, BMW i Ventures Business Development Manager and Managing Director, will discuss the complexity and need of emission reduction in automotive supply chains and how innovative start-up solutions can contribute to making the BMW Group's supply chain future-proof.

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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,



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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, 26 BMW motorcycle retailers, and 31 MINI retailers represents the BMW Group across the country.

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