

**Media Information**

February 12, 2026

**BMW Group Canada launches reservation tool and vehicle configurator for the all-new BMW iX3 at the 2026 Canadian International AutoShow.**

- Much anticipated reservation tool and configurator go live for the upcoming BMW iX3.
- Announced on Media Day at the 2026 Canadian International AutoShow.
- Special appearance by Hussein Al Attar, Director of Automotive Design with BMW Designworks LA.
- The all-new BMW iX3 is the first model from BMW's revolutionary Neue Klasse architecture.

**Richmond Hill, ON.** BMW Group Canada is excited to announce the official launch of the reservation tool and vehicle configurator for the much-anticipated, all-new BMW iX3, now live on [BMW.ca](http://BMW.ca). These tools enable Canadian customers to reserve and begin personalizing BMW's pioneering electric SUV, marking a significant step toward experiencing the future of electric driving.

The announcement takes place on the morning of Media Day at the 2026 Canadian International AutoShow (CIAS), where BMW is showcasing the iX3 in a spectacular takeover display at the Metro Toronto Convention Centre. Adding to the excitement, Hussein Al Attar, Director of Automotive Design at BMW Designworks LA, is joining Media Day to share insights into the design philosophy behind Neue Klasse and the iX3. With a distinguished career in automotive and industrial design, Al Attar is known for his innovative approach that combines aesthetics with advanced functionality, helping shape BMW's electrified future.

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“The launch of the iX3 reservation tool and configurator brings us closer to delivering an exceptional electric driving experience tailored for Canadian drivers,” said Andrew Scott, President and CEO of BMW Group Canada. “Coupled with Hussein’s presence at CIAS, this announcement celebrates BMW’s bold vision for sustainable luxury and cutting-edge design.”

The all-new BMW iX3, built on BMW’s revolutionary Neue Klasse architecture, offers a compelling blend of efficiency, performance, and intelligent connectivity. The vehicle’s sleek design, premium materials, and advanced technology set a new benchmark in the electric SUV segment. Canadian pricing details will be announced soon.

Visitors to the Canadian International AutoShow from February 13-22 are invited to explore the iX3 alongside BMW’s electrified and performance lineup, including the iconic M2 CS and award-winning i4 models. Exclusive test drives and immersive brand experiences will be available, reinforcing BMW’s leadership in innovation and driving pleasure.

For full details and to start building your BMW iX3, please visit [BMW.ca](http://BMW.ca).

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

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