

Media information

10 March 2026.

BMW Group Plant Rosslyn reaches 100,000 fourth-generation BMW X3 production milestone

+++ Rosslyn celebrates 100,000 fourth-generation BMW X3 vehicles produced +++ Milestone reflects the dedication of associates and the plant's role in BMW Group's global production network +++ Rosslyn is the only plant producing the BMW X3 plug-in hybrid for global markets +++

Pretoria. BMW Group Plant Rosslyn has reached a significant production milestone with the completion of its **100,000th fourth-generation BMW X3**, marking an important moment for the South African manufacturing facility and the people behind its success.

The milestone reflects the collective effort of associates across the plant and the broader ecosystem of suppliers, logistics partners and dealerships that support vehicle production. Together, these teams contribute to delivering vehicles that meet BMW Group's global standards for quality and performance.

The 100,000th vehicle produced is a **Fire Red BMW X3 plug-in hybrid destined for Australia**. BMW Group Plant Rosslyn is the only production facility globally manufacturing the BMW X3 plug-in hybrid for international markets, underscoring the plant's strategic role within BMW Group's global production network. Located north of Pretoria, BMW Group Plant Rosslyn continues to play an important role in South Africa's automotive industry. Since the plant's inception, more than 1.8 million vehicles have been produced at the facility, including the previous third-generation BMW X3.

Behind every vehicle produced at BMW Group Plant Rosslyn is a team of people. Production associates, technicians, engineers and support teams work together across multiple production stages to ensure each vehicle meets the high standards expected by customers.

"Producing 100,000 fourth-generation BMW X3 vehicles is a significant milestone for BMW Group Plant Rosslyn and a testament to the dedication and professionalism of our associates," said Danny Bester, Director of BMW Group Plant Rosslyn. "Every vehicle that leaves this plant represents the skill, commitment and pride of the people who build it. It also reflects the trust that customers place in the BMW brand and in the quality delivered here in South Africa."

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The milestone also highlights the plant's contribution to skills development and talent cultivation. Apprentices, trainees and graduate engineers gain hands-on experience in a real manufacturing environment, helping to develop the next generation of technical and engineering professionals in South Africa.

Each vehicle produced at BMW Group Plant Rosslyn moves through multiple production stations where associates focus on precision, teamwork and continuous improvement. For many employees, the milestone represents years of dedication and a shared commitment on the production floor.

While reaching this 100,000-vehicle milestone marks an important moment, work at the plant continues every day as teams remain focused on building vehicles with the same attention to quality, precision and care that defines the BMW brand.

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If you have any questions, 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 over 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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