



## Media Information

May 6, 2026

### **BMW Group Canada announces pricing and exceptional range for the all-new 2027 BMW iX3 50 xDrive.**

- **MSRP starting at \$75,900 CAD.**
- **Confirmed range up to 698 km.**
- **Production at Plant Debrecen, BMW's all-new iFactory in Hungary.**
- **On sale in Canada in Fall 2026.**
- **Reservations are possible at [BMW.ca](http://BMW.ca) or with a BMW Retailer.**

**Richmond Hill, ON.** BMW Group Canada today announced Canadian pricing and confirmed the NRCAN-certified driving range for the all-new, next-generation 2027 BMW iX3, setting a new benchmark for everyday electric mobility. When sales begin in Canada, the 2027 BMW iX3 50 xDrive will carry a highly competitive starting price of \$75,900 CAD and deliver driving range that underscores the vehicle's efficiency leadership. The model's EPA-cycle range is confirmed at up to 698 km, significantly exceeding preliminary estimates of 650 km and positioning the iX3 as the most capable long-range electric vehicle in its class.

The big story is the range - now confirmed well above early projections. This increase reflects BMW's continued advances in electric powertrain efficiency, aerodynamics, and intelligent energy management. For Canadian drivers, the result is more real-world flexibility: longer weekend getaways without intermediate charging, greater peace of mind during winter months, and fewer stops on intercity routes.

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**Key points:**

- Canadian starting price: \$75,900 CAD.
- Confirmed range: NRCan-certified (EPA-cycle) up to 698 km.
- Substantial improvement over preliminary 650 km estimate.
- Advanced sixth-generation BMW eDrive technology for high efficiency and performance.
- DC fast-charging capability up to 400 kW designed for rapid top-ups on the go.
- First vehicle to feature BMW's new Panoramic iDrive, a pillar-to-pillar driver information screen at the base of the windshield.
- Spacious, premium interior with the latest BMW Operating System X and ConnectedDrive Services.
- Refined chassis tuning for hallmark BMW driving dynamics.

With its combination of long-distance capability, cutting-edge technology, and a compelling entry price, the 2027 BMW iX3 is poised to redefine expectations in the midsize electric SAV segment. The model's range stands at the forefront of its competitive set and is only surpassed by vehicles in larger classes carrying substantially higher price tags - an achievement that underlines BMW's commitment to accessible innovation.

"We are thrilled to offer Canadian customers more range, next-generation battery and electric motors and uncompromising BMW driving dynamics," said Andrew Scott, President and CEO of BMW Group Canada. "Exceeding our preliminary range target while introducing advanced technologies at this price point is a testament to the progress of our electrification strategy."



### **Product highlights**

The new BMW iX3 showcases BMW's latest EV innovations, combining performance and efficiency with hallmark driving dynamics. Highlights include powerful next-generation electric motors that deliver instant torque and confident acceleration; a high-capacity battery featuring sixth-generation BMW battery cell technology designed for improved energy density, charging capability, and durability; and the latest "Heart of Joy" driving dynamics control unit that orchestrates powertrain, chassis, and traction control functions for a seamless, engaging drive. Together with a low-drag silhouette, optimized thermal management, and advanced regenerative braking, these technologies enable its outstanding range while preserving the precise, connected feel that defines every BMW. Inside, BMW Panoramic iDrive introduces a new, pillar-to-pillar display concept that presents key driving information at a glance and helps keep the driver focused on the road.

### **Availability**

Canadian market launch will take place in Fall 2026. Customers can reserve their BMW iX3 at [www.bmw.ca](http://www.bmw.ca) or with their local BMW Retailer.

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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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