

Media  
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## **BMW Presents New BMW 7 Series and China-Specific Neue Klasse Models at Brand Night in Beijing.**

+++ BMW iX3 Long Wheelbase and BMW i3 Long Wheelbase mark the start of Neue Klasse in China. +++New BMW 7 Series reinforces BMW's position in the luxury segment. +++Focus on electrification, digitalisation and locally developed technology.

**Beijing.** BMW Group presented three new models at its Brand Night in Beijing: the BMW iX3 Long Wheelbase and the BMW i3 Long Wheelbase, the first Neue Klasse vehicles developed specifically for China, as well as the new BMW 7 Series. The three vehicles highlight BMW's continued focus on electrification, digitalisation and software-defined vehicles in its largest single market.

"With the introduction of the new BMW iX3 Long Wheelbase, the new BMW i3 Long Wheelbase, and the new BMW 7 Series, we are marking another important milestone in the biggest future project in BMW's history: the Neue Klasse. We are making a major leap – in technology, driving experience and design," said **Oliver Zipse, Chairman of the Board of Management**. "In our new China-specific models, we create the best of both worlds: we combine our global technology platforms with locally developed solutions for our customers in China – specifically tailored to their needs and preferences."

### **Design: Clear evolution of BMW design language**

The BMW iX3 Long Wheelbase and BMW i3 Long Wheelbase introduce the next stage of BMW design. The vehicles combine familiar BMW proportions with a reduced and more technical design language. Key elements include a new interpretation of the kidney grille, integrated lighting elements and a forward-oriented front design. Sensors for driver assistance systems are fully integrated into the vehicle architecture. New semi-recessed door handles have been developed in line with Chinese regulatory requirements and BMW's global safety standards.

### **Digital experience: China-specific ecosystem integration**

Both Neue Klasse models are equipped with BMW Panoramic iDrive and a China-specific version of BMW Operating System X. Key features include:

- Navigation developed with Amap, including integrated visualisation with driver assistance systems
- BMW Intelligent Personal Assistant enhanced through cooperation with Alibaba and DeepSeek
- Multi-agent AI functions for different use cases
- Compatibility with HarmonyOS NEXT for integration into the local digital ecosystem

The system is designed to provide a consistent and intuitive user experience tailored to customer expectations in China.

### **Driver assistance: Developed in China for China**

The new driver assistance system has been developed in cooperation with Momenta and is tailored to local traffic conditions. It offers Level 2 Navigation-Guided Assistance across urban roads, highways and parking scenarios. The system is based on an

AI-supported architecture combining perception, planning and control functions, with continuous improvement via over-the-air updates. All data processing complies with Chinese regulatory requirements.

### **Electric drivetrain and charging**

The BMW iX3 Long Wheelbase and BMW i3 Long Wheelbase are based on sixth-generation BMW eDrive technology and use cylindrical battery cells. Key performance data:

- Range: over 900 km (BMW iX3 Long Wheelbase, CLTC) and over 1,000 km (BMW i3 Long Wheelbase, CLTC)
- 800V architecture with up to 400 kW DC charging
- Up to 400 km range added in 10 minutes (CLTC)

The BMW iX3 50L xDrive delivers a system output of 345 kW and 645 Nm of torque. Energy recuperation covers the majority of braking scenarios in everyday driving, contributing to overall efficiency.

### **New BMW 7 Series: Focus on comfort, presence and digitalisation**

The new BMW 7 Series continues to represent BMW in the luxury segment, with a focus on ride comfort, digital experience and design presence.

**Jochen Goller**, Member of the Board of Management of BMW AG responsible for Customer, Brands and Sales, said: "The new generation of our flagship BMW 7 Series reflects the expectations of our customers in China, particularly in terms of comfort, digital features and personalisation." Design updates include a more upright front section, revised lighting elements and additional options for exterior and interior customisation.

### **Interior and digital features**

The new BMW 7 Series introduces an extended display concept, including a co-driver display alongside the central and rear screens. Additional features include:

- Bowers & Wilkins Diamond 4D audio system with Dolby Atmos
- Updated interaction bar with integrated lighting functions
- Expanded ambient lighting and Sky Lounge
- AI-supported user interface with China-specific functions

### **Driving characteristics**

The vehicle combines driving dynamics with a high level of ride comfort. The chassis system, including the "Magic Carpet" air suspension, continuously adapts to road conditions and driving style. Driver assistance systems support both active driving and chauffeured use. Thanks to the latest round cells technology, the new BMW i7 boasts close to 800 km range under CLTC conditions.

With the BMW 7 Series, BMW iX3 Long Wheelbase and BMW i3 Long Wheelbase, BMW continues to expand its portfolio in China with a focus on electrification, digitalisation and locally relevant innovation, for which various patent applications were filed.

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. 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 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to €133,5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 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 through production to the end of their useful life.

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