

BMW Group Debuts 16 Models at Auto China 2026, Led by the New BMW 7 Series and Neue Klasse.

+++ The new BMW 7 Series strengthens its position as the brand's flagship, bringing next generation technologies into the luxury segment. +++ The BMW 7 Series, BMW iX3 Long Wheelbase and BMW i3 Long Wheelbase celebrate their public premieres, representing a new generation of BMW models shaped by next generation technologies. +++ The BMW iX3 Long Wheelbase will hit the market in the fourth quarter. +++ China continues to play a central role as a driver of innovation and growth. +++ A total of 16 premier models across BMW, MINI and BMW Motorrad demonstrate the Group's product strength and its commitment to Sheer Driving Pleasure. +++ Sustainability across the entire lifecycle: "Sustainable Premium" delivered through Design for Circularity and green manufacturing.

(Beijing, April 24, 2026)

At Auto China 2026, BMW Group presents a forward-looking lineup of 16 models across BMW, MINI and BMW Motorrad with the collective public premieres of the new BMW 7 Series together with the BMW i7, the BMW iX3 Long Wheelbase, and the BMW i3 Long Wheelbase, and a world premiere of the MINI Countryman Vagabund. The presentation is led by the new BMW 7 Series. As the flagship of the brand, it represents BMW's highest expression of modern luxury and technological innovation. With the integration of next generation technologies, it sets a new benchmark for intelligent driving experience in the luxury segment.

The new BMW 7 Series defines the next stage of luxury at BMW.

The BMW 7 Series introduces key elements of BMW's next generation technology portfolio into the luxury segment. It reinforces the role of the flagship through a pure luxury experience combined with cutting-edge innovations.

The new BMW 7 Series offers the most extensive personalized exterior paint options in its segment, providing Chinese customers with over 500 choices, extending luxury into personal expression. The vehicle is equipped with BMW Panoramic iDrive, creating an immersive digital interaction experience. A rich local digital ecosystem covers diverse scenarios including business and family use, with more than 50 China-exclusive digital features deeply tailored to local user needs. In terms of electrification, the vehicle features revolutionary large cylindrical battery technology, delivering a CLTC range of nearly 800 kilometers. As the brand's technology benchmark, the new BMW 7 Series integrates intelligent driving assistance systems, the intelligent cockpit and a more mature vehicle architecture into a coherent overall concept. It will be launched in China in 2027.

A new generation of BMW models shaped by next generation technologies.

With the new BMW 7 Series, BMW iX3 Long Wheelbase and BMW i3 Long Wheelbase, BMW is introducing a new generation of vehicles that collectively define the next stage of the brand's development.

Across these models, BMW brings forward key elements of its next generation technology portfolio, combining electrification, digitalization and driving dynamics in a fully integrated approach. By 2027, the new generation design and technologies will come to 40 new models globally.

The BMW iX3 Long Wheelbase and BMW i3 Long Wheelbase, both built on a dedicated architecture, feature an 800-Volt architecture and next generation BMW eDrive technology, with a wheelbase of over 3 meters. The BMW iX3 Long Wheelbase offers a CLTC range of over 900 kilometers and increased rear space. It will hit the market in the fourth quarter of this year.

The BMW i3 Long Wheelbase sets a new benchmark in its segment with a range exceeding 1,000 kilometers.

Both models are equipped with BMW's Heart of Joy central computing unit and Dynamic Performance Control, ensuring precise handling and consistent driving experience.

The new BMW 7 Series, the BMW iX3 Long Wheelbase and the BMW i3 Long Wheelbase all feature the Level 2 address-to-address Navigation-Guided-Assistance System, which combines BMW engineering excellence with advanced AI, to deliver full-scenario intelligent driving capabilities

At the same time, the BMW 7 Series brings these next generation technologies into the luxury segment, reinforcing its position at the top of the BMW portfolio.

From the outset, the Neue Klasse has been developed in line with "Design for Circularity" principles, reducing resource consumption and carbon emissions at source. For instance, recycled polyester fibers are innovatively used in selected interior trims. Meanwhile, production of vehicles and core components such as high-voltage batteries and glass is powered entirely by renewable electricity. In doing so, BMW brings measurable and verifiable substance to its promise of "Sustainable Premium," translating ambition into tangible, data-driven results.

China as a central pillar of BMW's transformation.

China remains a key driver of BMW's transformation, both as a market and as an innovation hub.

"Introducing the first China-specific models goes far beyond the presentation of two new products – it marks the start of a new era. The BMW iX3L and the BMW i3L are a testament to our innovative strength, to the effectiveness of our "In China, for China, with China" approach, and to our strong commitment to our biggest market," said Oliver Zipse, Chairman of the Board of Management of BMW AG. "With the new BMW 7 Series, we are demonstrating how we are scaling the new technology clusters and the new design language across our entire portfolio. This is a powerful example of how every future model will benefit from the innovation of the Neue Klasse."

By combining next generation technologies with locally developed digital solutions, BMW continues to tailor its products to the needs of Chinese customers.

Strong product momentum across all segments.

BMW Group continues to expand its product offering in China in 2026, with around 20 new and updated models across BMW, MINI and BMW Motorrad.

At Auto China 2026, 16 premier models are presented across nearly all premium segments.

The BMW Concept Speedtop makes its China debut as an exceptionally exclusive model, strictly limited to just 70 units worldwide.

The BMW M3 40 Years Edition also makes its China debut, celebrating four decades of BMW M. It is available in both sedan and touring versions, limited to 20 units each in China, paying tribute to four decades of driving legend with exclusive design and track-level performance.

The BMW X5 Horse Edition and BMW 3 Series Horse Edition, developed by BMW Group DesignWorks Shanghai, draw inspiration from Dunhuang culture.

MINI presents a curated range of models, including the world premiere of the MINI Countryman Vagabund, the first China appearance of the electric MINI JCW X DEUS The Skeg, and several special edition models and limited color offerings soon to be launched in China. From diverse customization to personalized modification, each show car has its own character and personality that needs no definition.

Staying true to its long-term commitment to the mid-to-large displacement motorcycle segment, BMW Motorrad showcases the new BMW R 1300 RT and BMW R 12 G S. The former combines comfort and technology to set the benchmark for premium touring motorcycles; and the latter blends classic design with off-road spirit, interpreting pure, free adventure riding.

Innovation in China for China.

BMW is significantly expanding its development of products and technologies in China, in close collaboration with local partners.

The new generation of BMW models introduces the next generation of human machine interaction with BMW Panoramic iDrive, based on BMW Operating System X for China, with around 70 percent of its source code developed locally.

BMW's AI capabilities are developed together with partners such as Alibaba and DeepSeek, enabling more natural interaction and improved functionality.

Integration with Amap, Huawei Digital Key, HiCar and HarmonyOS ensures seamless connectivity within the local digital ecosystem.

BMW also introduces a China specific Level 2 address to address navigation assisted driving system tailored to local traffic conditions, with rollout planned across multiple models by 2027.

Technology leadership through partnerships.

BMW's innovation in China is supported by close collaboration with leading technology partners. In assisted driving, BMW integrates advanced AI technology from Momenta into its China specific systems. In the intelligent cockpit, BMW works with Alibaba and DeepSeek to enhance the BMW Intelligent Personal Assistant.

"The Year of the Horse carries special meaning for BMW in China," said Jochen Goller, Member of the Board of Management of BMW AG, responsible for Customer, Brands and Sales. "It reflects the momentum with which BMW is entering a new era that is more innovative, more digital and more closely connected to customers."

Commitment to long term development.

BMW Group combines innovation with uncompromising standards in quality and safety. With its strong presence in China, the company continues to advance innovation while applying the same rigorous global standards across development, production and after sales.

As BMW enters the Neue Klasse era, it continues to evolve Sheer Driving Pleasure for a new generation of customers. Looking ahead, BMW will continue driving full value-chain sustainability as a core competitive pillar, further strengthening its long-term position in the world's largest automotive market.