

BMW iX3 Opens Pre-Sales with a Uniform Retail Price Starting at RMB 269,900; BMW i3 Makes Its Full Debut. BMW Redefines Intelligent Premium Electric Mobility

- **China-specific BMW iX3 officially opens pre-sales under BMW's United Sales Model, with nearly 40 high-value features as standard.**
- **The driver's car for the intelligent era, BMW i3, makes its full debut, with customer deliveries starting in Q1 2027.**
- **BMW Engineering Excellence Meets Chinese Innovation: Delivering a safe, confidence-inspiring and human-centric BMW Intelligent ADAS experience across all driving scenarios.**
- **Over 1,000 km range without compromising BMW driving pleasure: Setting a new benchmark for long-distance electric mobility.**
- **BMW Launches the BMW M3 Edition 40 Jahre, Debuts the BMW X3 LWB Profile Change, and Hosts Pop-Up "Urban Auto Shows" Featuring over a Dozen Customized MINI Models.**

(Chengdu) At the 2026 Chengdu Motor Show, the BMW Group leads with the Neue Klasse family—the China-specific BMW iX3 officially opens Pre-sales with a Uniform Retail Price starting at RMB 269,900, which will also apply at market launch. Simultaneously, the driver's car for the intelligent era—the China-specific BMW i3—makes its full debut, with customer deliveries starting in Q1 2027. The joint presentation of these two landmark models marks the moment when the next generation of BMW models, powered by the Neue Klasse technology cluster, becomes a reality for customers.

Christian Ach, President and CEO of BMW Group Region China, said: "Every era has its BMW. With pre-sales of the China-specific BMW iX3, BMW is entering a new phase of development in China. Neue Klasse is far more than a new vehicle. It is our answer to what premium mobility should mean in the intelligent electric age. By bringing together more than a century of engineering excellence and the innovation strength of China, we are building the BMW for this era in China. The future is built by innovation, but it is chosen through trust. We are committed to transforming that trust into product experiences that are more intelligent, more enjoyable and more reliable, creating long-term value for our customers that exceeds their expectations."

BMW iX3 Opens Pre-Sales with a Uniform Retail Price

The China-specific BMW iX3 includes nearly 40 high-value features as standard across the range, delivering a seamless premium technology experience tailored for Chinese customers. Innovative design elements, including the Phygital Front Face and next-

generation human-machine interaction interfaces, come as standard across all variants. Key technologies including the 800V high-voltage architecture and Heart of Joy come as standard across the range, delivering a next-level driving experience. For the intelligent cockpit, features like the BMW AI-powered Intelligent Personal Assistant—deeply integrated with Alibaba Large Language Models (LLM)—and the BMW AI Particles are standard across all variants. Premium comfort features, including ventilated front seats, driver-seat massage, heated front and rear seats, the Harman/Kardon high-fidelity audio system, etc. are also fully standard. With this extensive suite of standard equipment, the three variants of the BMW iX3 allow customers to choose primarily based on battery capacity and range requirements. Regardless of the choice, forward-looking technology and a premium experience are guaranteed.

In intelligent driving assistance—a key priority for customers—the BMW iX3 goes further by making BMW Intelligent ADAS (valued at over RMB 20,000) standard across all models. This ensures every owner enjoys confident and effortless electric driving pleasure from day one.

The overseas BMW iX3 has achieved a five-star rating in the latest Euro NCAP safety assessment conducted in July 2026. Over the past year, the BMW iX3 was named 2026 World Car of the Year and 2026 World Electric Vehicle. Beyond earning high acclaim from global media juries and authoritative safety assessment organizations, cumulative orders for the BMW iX3 in Europe are approaching the 100,000 milestone. Built on BMW's global safety standards, the China-specific BMW iX3 combines intelligence, efficiency, and signature driving pleasure, while offering intelligent technology and high-value features tailored for Chinese customers—and is set to earn strong recognition and favor among consumers.

China-specific BMW i3 Makes Its Full Debut, Setting a Whole New Dimension of Sheer Driving Pleasure for the Intelligent EV Era

As another heavyweight star of the BMW Neue Klasse family, the BMW i3 makes its full debut, with customer deliveries set to begin in Q1 2027. Precisely aligned with the aesthetic preferences of young customers, the new model offers nine exterior paint finishes, including Isle of Man Green—locally produced for the first time—as well as Le Castellet Blue and Eucalyptus Green, specially crafted for BMW Neue Klasse models. Tailored specifically for China, the BMW i3 maintains a sporty stance while balancing dynamic character with passenger space. The 3,005 mm long wheelbase devotes all extra space to the rear, bringing next-level comfort to passengers. Complemented by a panoramic sunroof with triple-silver coating and Low-E composite structure delivering

99.9% UV protection, it creates a transparent, spacious, and comfortable cabin in all **seasons.**

In terms of intelligent experience, the BMW i3 centers on Chinese AI, Chinese ecosystem, and Chinese user experience to create an intuitive and intelligent cockpit. Built on the Chinese version of BMW Operating System X, four interaction interfaces surround the driver's line of sight based on the innovative "Vision Cone" concept. The driver-centric central display features a 17.5° tilt toward the driver—further angled by 3° compared to SAV models—bringing driver focus into every detail to achieve intuitive "hands on the wheel, eyes on the road" operation.

Furthermore, BMW co-developed a dedicated AI engine with Alibaba, integrating DeepSeek reasoning capabilities into the all-new BMW AI-powered Intelligent Personal Assistant for natural, coherent voice interactions and tailored AI agent services. The innovative BMW AI Particles enable instant animation generation via voice, in-car camera, or the My BMW App, extending personalized expression to the BMW PHUD.

BMW Engineering Excellence Meets Chinese Innovation to Deliver a Human-Centric, Safety-First BMW Driving Assistance Experience Across All Scenarios

As the first locally produced Neue Klasse model to open for pre-sales, the China-specific BMW iX3 comes standard with BMW Intelligent ADAS across all variants, covering core scenarios including urban and highway Navigation-Guided Assistant. Customers participating in Pre-sales will enjoy exclusive early-order benefits.

Leveraging BMW's deep partnership with Momenta, the BMW Intelligent ADAS utilizes Momenta's R7 reinforcement learning with world model technologies. Trained on 15 billion kilometers of real-world Chinese road data, the system elevates capabilities from merely 'perceiving the environment' to truly 'understanding' it, tailored specifically for China's complex traffic scenarios.

More importantly, the industry-first 'Heart of Joy' works in deep synergy with the BMW Intelligent ADAS. Through cooperative braking, steering, and acceleration, it delivers a smooth, precise, and unmistakably BMW driving experience in complex road conditions.

The ultimate goal of intelligent driving remains safety and trust. With over 20 years of R&D and serial production experience in driving assistance technologies, BMW has consistently adhered to a 'safety-first' development philosophy.

Over 1,000 km range without compromising BMW driving pleasure: Setting a new benchmark for long-distance electric mobility

The Neue Klasse lineup sets new benchmarks in energy efficiency and electric range. The BMW iX3 50L xDrive achieves a CLTC range of 919 kilometers, while the BMW i3 exceeds 1,000 kilometers CLTC. BMW maintains that an exceptional electric experience extends beyond technical specs; it requires a harmonious balance among range, energy efficiency, fast charging, uncompromising safety, sheer driving pleasure, and long-term reliability.

Behind this exceptional energy efficiency and extended range lies a ground-up re-engineering of the pure-electric driving experience, powered by BMW's sixth-generation eDrive technology. Driven by "new design, new architecture, and new standards," the system unlocks significantly elevated capabilities. The innovative Pack-to-Open-Body design integrates the battery directly into the vehicle structure, maximizing spatial efficiency and structural rigidity.

BMW Launches the BMW M3 Edition 40 Jahre, Debuts the New BMW X3 LWB, and Hosts Pop-Up "Urban Auto Shows" Featuring over a Dozen Customized MINI Models

Alongside its Neue Klasse models, the BMW Group showcases a diverse lineup spanning both high-performance and mainstream premium segments at this year's Chengdu Autoshow. BMW M3 Edition 40 Jahre makes its official market launch. Limited to just 20 units each for the Sedan and Touring variants in China, this milestone edition serves as an exclusive tribute to high-performance enthusiasts. Meanwhile, the new BMW X3 Long Wheelbase makes its debut, with customer deliveries kicking off in September. Adding a distinctive lifestyle flair, the iconic British brand MINI takes to the streets: starting August 21, over a dozen customized MINI models host 'Urban Auto Shows' across trendy commercial hotspots, transforming vibrant city streets into an open-air stage.

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