

Innovation Evolves. Performance Endures.

BMW M Concept Neue Klasse Makes Its China Debut, Opening a New Chapter for Electric High Performance

Shanghai, 11 October 2026 – The BMW M Concept Neue Klasse celebrated its China premiere at the 2026 BMW M Festival. As a bold statement of BMW M's future in the era of electric high performance, the concept vehicle showcases a new design language, advanced driving technologies and an all-electric drivetrain, providing a clear vision for the next generation of BMW M automobiles.

As BMW enters the Neue Klasse era, BMW M is also opening a new chapter of performance, “said Christian Ach, President and CEO of BMW Group Region China. “For decades, BMW M has pushed the boundaries of innovation while defining the ultimate driving experience. It has inspired generations of enthusiasts with its ultimate performance, individuality and emotional appeal. The debut of the BMW M Concept Neue Klasse marks another milestone for BMW M and shows how future technologies can take driving pleasure to the next level.

New Technologies for Uncompromised Driving Pleasure

The pursuit of a more engaging driving experience through innovation has been at the heart of BMW M for more than five decades. From high-revving engines and lightweight construction to M Double-Clutch Transmission, M xDrive intelligent all-wheel drive and adjustable traction control systems, every technological breakthrough has been driven by one goal: delivering sharper responses, greater precision and deeper driver involvement.

The high-revving engine exemplifies this philosophy. By bringing race-inspired throttle response, linear power delivery and sustained performance into series-production vehicles, it not only established the distinctive character of BMW M but also helped redefine high-performance driving beyond the pursuit of maximum output alone.

“We remain committed to transferring core motorsport innovations and iconic design elements directly into future production vehicles,” said Franciscus van Meel, CEO of BMW M GmbH. “In the field of electric high performance, BMW M remains as focused as ever. It is our promise for the future: innovation will continue to evolve and set the pace, while our commitment to building the ultimate driving machine and passion for high-performance cars will remain unchanged.”

Electric Drive and Intelligent Architecture Expanding the Boundaries of Performance

For BMW M, developing electric high-performance vehicles is not simply about embracing electrification. It is an opportunity to expand the limits of performance and explore new paths within the high-performance segment. The instantaneous response, precise controllability and highly flexible torque distribution enabled by electric powertrains create entirely new possibilities

for vehicle driving experiences. For drivers, this means more direct response, increased vehicle control and increased confidence when exploring the limits of performance on both road and track.

The BMW M Concept Neue Klasse features the BMW M eDrive high-performance electric powertrain developed specifically for future BMW M electric performance and high-performance vehicles. Four electric motors independently power all four wheels managed by the M-specific Heart of Joy with BMW M Dynamic Performance Control software stack. Together, they enable highly precise control of drive and recuperation possibilities at each wheel, further enhancing traction, responsiveness and energy management. An 800-volt architecture, combined with M specific sixth-generation cylindrical battery cells and a high-voltage battery structure optimized for performance applications, delivers sustained peak performance, rapid charging capability and increased structural rigidity.

Motorsport Shapes Design. Performance Defines Form.

“The strongest BMW M designs have always made performance visible. With our new BMW M design language, we are defining the most expressive interpretation of the Neue Klasse, where form follows function and every detail serves a clear purpose. The result is a bold, intense and focused design that transfers the unique BMW M character into the future”, said Oliver Heilmer, Head of Design for BMW Compact Class, Neue Klasse and BMW M.

This philosophy has shaped BMW M throughout its history. From the low-slung silhouette of the BMW M1 to the widened wheel arches and aerodynamic components developed for the first-generation BMW M3's touring car racing ambitions, vehicle proportions have always been defined by performance requirements.

On the BMW M Concept Neue Klasse, pronounced wheel arches and muscular shoulder lines create a powerful, poised stance. Hood air outlets, M aerodynamic mirrors, a floating rear diffuser and a ducktail spoiler work together to optimize airflow and aerodynamic balance. Distinctive yellow lighting elements inspired by GT racing cars and the BMW M Hybrid V8 transform motorsport heritage into a bold visual signature for future BMW M models.

Performance and Passion: The Foundations of M Culture

The appeal of BMW M extends far beyond its vehicles. This year, more than 2,600 enthusiasts and members of 18 BMW M Owner Clubs gathered at the BMW M Festival, highlighting the enduring vitality of M culture.

The BMW M Festival transforms BMW M's performance philosophy into meaningful connections between people. Track experiences, heritage vehicles, individual vehicle customization and enthusiast interactions create a shared platform where engineering achievements can be

experienced, discussed and celebrated. The engineers' relentless pursuit of performance, owners' passion for driving dynamics and individuality, and the cultural legacy built across generations of BMW M automobiles together form the enduring spirit of BMW M.

Multiple Powertrains. One Commitment to Driving Pleasure.

BMW M's commitment to driving pleasure also means respecting customers' diverse preferences when it comes to powertrains.

“Going forward, BMW M will offer both fully electric vehicles and combustion engine powered M vehicles,” said Franciscus van Meel. “Regardless of the powertrain, every BMW M will continue to deliver the high-performance driving experience and emotion that define the brand.”

In China, BMW M will continue to address diverse customer demands through a comprehensive product portfolio, evolving brand experiences and a vibrant enthusiast community, enabling more drivers to discover the unique appeal of BMW M in a way that best suits them.