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¹ Statements such as "new" and "revolutionary" relate to technologies and innovations in BMW's Neue Klasse vehicles compared with previous vehicles. The technologies and innovations were introduced with the BMW iX3 as the first model of the Neue Klasse.

Technical specifications valid for ACEA markets/registration-related data only relevant to Germany in some cases. All figures are provisional.

All of the equipment features, fuel/electric power consumption and CO₂ figures in this media information refer to the German market. These may vary in other markets.

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Model variants of the new BMW 3 Series.

BMW M350 xDrive:

Six-cylinder in-line petrol engine, 48V mild hybrid technology, eight-speed Steptronic transmission, BMW xDrive

Overall drive system:

Maximum output: 326 kW/443 hp, torque: 580 Nm

BMW TwinPower Turbo engine:

Capacity: 2,998 cc

Rated output: 313 kW/426 hp at 5,600 rpm

Rated torque: 540 Nm at 1,980–5,400 rpm

Electric motor:

Rated output: 13 kW/18 hp

Rated torque: 200 Nm

Performance/consumption/emissions:

Acceleration [0 – 100 km/h]: 4.1 s

Top speed: 250 km/h

Combined fuel consumption (WLTP): 7,5 - 7.7 l/100 km

Combined CO₂ emissions (WLTP): 171 - 175 g/km¹

BMW 320:

Four-cylinder in-line petrol engine, 48V mild hybrid technology, eight-speed Steptronic transmission

Overall drive system:

Maximum output: 155 kW/211 hp, torque: 330 Nm

BMW TwinPower Turbo engine:

Capacity: 1,998 cc

Rated output: 155 kW/211 hp at 5,000 rpm

Rated torque: 330 Nm at 1,500–4,400 rpm

Performance/consumption/emissions:

Acceleration [0 – 100 km/h]: 7.4 s

Top speed: 240 km/h

Combined fuel consumption (WLTP): 6,5 - 6.8 l/100 km

Combined CO₂ emissions (WLTP): 148 - 155 g/km¹

¹ The figures stated were determined based on the prescribed WLTP measurement procedure. The real-world values depend on various factors, such as load, driving style, route, weather, auxiliary consumers (including climate control systems), tyres, and battery condition.



BMW i3 50 xDrive:

Sixth-generation BMW eDrive, 800V technology and high-voltage batteries with new cylindrical cells

Two highly efficient electric motors with EESM and ASM technology

Maximum output: 345 kW/469 hp

Maximum torque: 645 Nm

Motor at the front:

Rated output: 123 kW/167 hp at 4,607 rpm

Rated torque: 255 Nm at 0–4,607 rpm

Motor at the rear:

Rated output: 240 kW/326 hp at 5,500 rpm

Rated torque: 435 Nm at 0–5,000 rpm

Combined range (WLTP): 814 - 912 km¹

DC charging rate: up to 400 kW

– range added in ten minutes of charging: up to 423 km
(as per ISO 12906 in the WLTP cycle)¹

AC Charging Professional: up to 22 kW

Bidirectional charging

Performance/consumption/emissions:

Acceleration [0 – 100 km/h]: 4.7 s

Top speed: 200 km/h

Combined electric power consumption (WLTP): 13.4–16.2 kWh/100 km²

Combined CO₂ emissions (WLTP): 0 g/km²

¹ The added range after ten minutes of high-power charging was determined in accordance with ISO 12906 in the WLTP cycle and assumes that the charging infrastructure enables the maximum DC charging power. The actual range added and charging performance depend on the vehicle equipment, state of charge/condition of the battery, ambient/battery temperature, driving profile, auxiliary consumers, vehicle-specific charging settings and the charging power provided at the charging station.

² The figures stated were determined based on the prescribed WLTP measurement procedure. The real-world values depend on various factors, such as load, driving style, route, weather, auxiliary consumers (including climate control systems), tyres, and battery condition.

BMW i3 40 xDrive:

Sixth-generation BMW eDrive, 800V technology and high-voltage batteries with new cylindrical cells

Two highly efficient electric motors with EESM and ASM technology

Maximum output: 275 kW/374 hp

Maximum torque: 520 Nm

Motor at the front:

Rated output: 123 kW/167 hp at 4,607 rpm

Rated torque: 255 Nm at 0–4,607 rpm

Motor at the rear:

Rated output: 195 kW/265 hp at 6,000 rpm

Rated torque: 345 Nm at 0–5,000 rpm

Combined range (WLTP): 631 - 710 km¹

DC charging rate: up to 300 kW

– range added in ten minutes of charging: up to 337 km
(as per ISO 12906 in the WLTP cycle)¹

AC Charging Professional: up to 22 kW

Bidirectional charging

Performance/consumption/emissions:

Acceleration [0 – 100 km/h]: 5.4 s

Top speed: 200 km/h

Combined electric power consumption (WLTP): 14.3–16.1 kWh/100 km²

Combined CO₂ emissions (WLTP): 0 g/km²

¹ The added range after ten minutes of high-power charging was determined in accordance with ISO 12906 in the WLTP cycle and assumes that the charging infrastructure enables the maximum DC charging power. The actual range added and charging performance depend on the vehicle equipment, state of charge/condition of the battery, ambient/battery temperature, driving profile, auxiliary consumers, vehicle-specific charging settings and the charging power provided at the charging station.

² The figures stated were determined based on the prescribed WLTP measurement procedure. The real-world values depend on various factors, such as load, driving style, route, weather, auxiliary consumers (including climate control systems), tyres, and battery condition.

The new BMW 3 Series. Introduction.



For more than five decades, the BMW 3 Series has embodied driving pleasure with a clear sporting character, distinctive design and unrelenting technical progress. The result is a long and enduring story of success on which each new generation of the BMW 3 Series is duty-bound to build. Representing a technological leap forward, the new BMW 3 Series extends this story into a new era.

The first fully electric BMW 3 Series based on the Neue Klasse celebrates its premiere in the form of the new BMW i3. It refines the familiar character of the BMW 3 Series with the addition of standout new attributes. Two fully electric models will be available from launch. These will be joined by further new BMW 3 Series variants with highly efficient petrol engines and 48V mild hybrid technology. Taking to the stage as the most sporting member of the range, the new BMW M350 xDrive combines the allure of an M Performance model with the inimitable character of a BMW six-cylinder in-line engine. A plug-in hybrid drive variant (PHEV) will be added to the BMW 3 Series line-up over the coming year.

The drive system variants of the new BMW 3 Series highlight the BMW Group's technology-open approach to impressive effect.

A modern, unmistakable and consistent exterior design for all new BMW 3 Series models.

The new BMW 3 Series models tailor the visually striking Neue Klasse design language to the dynamic character of the sporting BMW sedan. The fully electric BMW i3 and its sister models with internal combustion engine (ICE) differ only in details that reflect the drive system type at hand.

The new BMW 3 Series with modern 2.5-box design is instantly recognisable as a BMW. Its silhouette showcases the signature BMW sporting proportions. A longer wheelbase, short overhangs and eye-catching surfaces shape the distinctive appearance of the BMW 3 Series. The set-back glasshouse teams up with the prominently flared wheel arches to imbue the car's shoulders with exceptional athleticism. The flanks are defined by a striking character line that lowers the visual

centre of gravity of the new BMW 3 Series closer to the road. The door handles of the new BMW 3 Series are flush fitting and extend automatically when the car is unlocked.

The front end of the new BMW 3 Series models includes a fresh but at the same time familiar interpretation of two design icons: the BMW kidneys and twin headlights. They merge into a visually striking single unit, creating an innovative light signature. Meanwhile, new M Yellow Lights adopted from racing car design provide a bold identifying feature for the new BMW M Performance models.

The rear end of the new BMW 3 Series – with its markedly horizontal light arrangement – exudes both technical progress and precision. And the pronounced wheel arches accentuate the sedan's broad, sporting stance.

The wheels available for the fully electric BMW i3 range from 19-inch to 21-inch items. The BMW 3 Series models with a combustion engine can be specified with light-alloy wheels between 18 and 20 inches in size. The new BMW 3 Series can also be ordered as an option with the M Sport package or M Sport package Pro. These underscore the sporting character of the individual models and give them a particularly dynamic appearance. The extensive range of exterior paint finishes for the new BMW 3 Series includes the exclusive shade M Le Castellet Blue metallic. A host of BMW Individual paint finishes will follow over the course of 2027.

The interior: sporty, inviting and with a new level of BMW-typical driver orientation.

The reduced design language of the Neue Klasse extends into the high-quality interior of the new BMW 3 Series. The dynamic-, airy- and modern-feeling cabin features a whole new form of driver orientation with the display and operating system BMW Panoramic iDrive. It is made up of four elements: the BMW Panoramic Vision, BMW 3D Head-Up Display, Central Display and multifunction steering wheel.

In the new BMW 3 Series, the BMW Panoramic Vision and optional BMW 3D Head-Up Display project driving-relevant content into the driver's line of sight. The 17.9-inch Central Display is positioned on the instrument panel and angled clearly towards the driver. The newly designed BMW steering wheel featuring a central spoke in its upper section now also takes its place in the BMW 3 Series. With its multifunction buttons, the steering wheel has been optimised to be particularly intuitive to use. The

M steering wheel and BMW Individual steering wheel can also be specified as an option for the new BMW 3 Series models.

The lines flowing forwards from the doors on either side into the instrument panel create an enveloping wraparound effect for the driver and passengers in the new BMW 3 Series, while a large panoramic sunroof with climate comfort glazing teams up with the large-surface windows to provide an extremely airy and light-filled ambience.

The standard seats of the new BMW 3 Series models offer secure lateral support and high comfort levels. They feature electric adjustment, a memory function and the Travel & Comfort System. Multifunction seats and M Sport seats can be specified as options. Seat heating for the rear seats can also be added as an option. As an alternative to the standard-fitted hi-fi sound system, hi-fi and surround sound systems from Harman Kardon are available to bring outstanding sound quality to the new BMW 3 Series.

The new BMW 3 Series models give customers a choice between four different interior designs each offering a harmoniously coordinated selection of colours and materials. The My Modes also offer new BMW 3 Series customers extensive scope for customising their car's displays, sound, lighting and drive system.

Comprehensive digital user experience with BMW Panoramic iDrive, BMW Intelligent Personal Assistant and future-proofed software & electronics architecture.

Flawless ergonomics and intuitive operation have been standout features of the BMW 3 Series for decades. And the display and operating system BMW Panoramic iDrive with BMW Operating System X in the latest-generation models continues this tradition. It follows the principle of showing the right information in the right place at the right time. The multimodal operating logic of BMW Panoramic iDrive combines touch-based, haptic and voice-based interaction. The BMW Intelligent Personal Assistant plays a key role here, and the integration of Amazon Alexa+ AI technology¹ further expands its range of functionality, enabling more dialogue-based and extremely intuitive verbal interaction.

¹ Will be rolled out gradually for all BMW models with BMW Operating System 9 and X from the second half of 2026 at the latest. Availability will be steadily expanded, starting with the German and US markets.

BMW Operating System X serves as an intelligent platform for the display and operating system. It is based on the Android Open Source Project (AOSP) and designed to offer excellent update and upgrade capabilities. This means that the system enables the continuous addition of new functions and digital services – and stays up to date for a long time. In addition, BMW Operating System X in the new BMW 3 Series unlocks a larger entertainment offering than ever. And new features added to the optional BMW Digital Premium package make the new BMW 3 Series models particularly user-friendly and attractive. Among these features are the Security Assistant and the extended navigation functions included in BMW Maps. Regular Software Updates keep the BMW 3 Series up to speed.

Fully electric BMW i3 with long range and fast charging times.

As well as models with highly efficient combustion engines and 48V mild hybrid technology, the BMW 3 Series line-up now also includes a fully electric version. As a Neue Klasse model, the new BMW i3 comes with sixth-generation (Gen6) BMW eDrive technology. This comprises fundamentally new high-voltage batteries with cylindrical cells, highly efficient electric motors, 800V technology and bidirectional charging functionality. The Gen6 BMW eDrive system offers considerably longer range than the predecessor generation and enables significantly faster charging. The BMW i3 will be available in two versions from launch, both of which have one electric motor on the front axle and another on the rear axle.

The new BMW i3 50 xDrive has a system output of 345 kW/469 hp and develops peak torque of 645 Nm (475 lb-ft). It accelerates from 0 to 100 km/h (62 mph) in 4.7 seconds. The BMW i3 50 xDrive is fitted with a 108.7 kWh high-voltage battery and impresses with its long-distance ability – it offers a maximum range of 912 km / 567 miles (WLTP)¹. In addition, DC charging rates of up to 400 kW ensure dramatically shorter charging times: at a DC fast-charging station, the BMW i3 50 xDrive can take on enough energy in ten minutes² for up to 423 km (263 miles) of driving.

¹ The figures stated were determined based on the prescribed WLTP measurement procedure. The real-world values depend on various factors, such as load, driving style, route, weather, auxiliary consumers (including climate control systems), tyres and battery condition.

² The extra range added after ten minutes of high-power charging was determined in accordance with ISO 12906 in the WLTP cycle and assumes that the charging infrastructure enables the maximum DC charging power. The range added and charging performance depend on the vehicle equipment, state of charge/condition of the battery, ambient/battery temperature, driving profile, auxiliary consumers, vehicle-specific charging settings and the charging power provided at the charging station.

The system output of the new BMW i3 40 xDrive is 275 kW/374 hp. The second fully electric variant of the new BMW 3 Series has an 82.8 kWh high-voltage battery and offers a maximum range of 710 km / 441 miles (WLTP)¹.

The new BMW i3 line-up will be topped by an exceptionally dynamic model variant in the near future, with the ultra-potent BMW i3 M60 xDrive M Performance model set for launch in 2027.

From entry-level variants to BMW M Performance models, the new BMW 3 Series range will therefore span a wide performance spectrum, regardless of the drive system at work.

BMW M350 xDrive: sporting flagship with powerful six-cylinder engine.

The new BMW M350 xDrive is the combustion-engine flagship of the BMW 3 Series range, elevating BMW's six-cylinder in-line engines to a new level of perfection. Under the bonnet of the BMW M350 xDrive is a 3.0-litre petrol unit that benefits from a 48V mild hybrid system complete with crankshaft-driven starter generator and develops maximum output of 326 kW/443 hp. As its performance attributes underscore in compelling style, the new BMW M350 xDrive marks the entry point into the world of BMW M. It sprints from 0 to 100 km/h (62 mph) in 4.1 seconds on its way to an electronically governed top speed of 250 km/h (155 mph).

Joining the BMW M350 xDrive at the launch of the new BMW 3 Series models powered by highly efficient combustion engines are two variants with four-cylinder in-line petrol units. All petrol engines for the new BMW 3 Series feature the latest generation of BMW TwinPower Turbo technology.

BMW i3: Heart of Joy brings a new dimension in driving pleasure to electric vehicles. BMW M350 xDrive now with Drift Moment.

For five decades now, the BMW 3 Series has been a byword for unadulterated driving pleasure. Sporting prowess, precise handling and long-distance comfort are an integral part of its DNA. The new fully electric BMW i3 carries these attributes into the Neue Klasse age,

¹ The figures stated were determined based on the prescribed WLTP measurement procedure. The real-world values depend on various factors, such as load, driving style, route, weather, auxiliary consumers (including climate control systems), tyres and battery condition.

harnessing the full potential of electric mobility in the process. The result is a new dimension in Sheer Driving Pleasure. The BMW i3 thrills with razor-sharp, fleet-footed and composed handling. The Heart of Joy high-performance computer dictates the all-new driver experience. It works ten times faster than previous systems and represents a leap forward in technology. In time-honoured BMW 3 Series fashion, the BMW i3 sets new dynamic standards.

The Heart of Joy was developed specifically for the sixth generation of the fully electric drive system architecture employed in the Neue Klasse. Its Driving Stack brings all the drive system and driving dynamics functions together into a single control unit for the first time. Like its all-electric stablemate, the BMW 3 Series with combustion engine also features an intelligent BMW Driving Stack, in this case optimised over the course of decades and again honed precisely for the drive system at hand. Both Driving Stacks are high-end solutions tailored to their respective applications. The new BMW 3 Series models all serve up an unmistakable driving experience that differs according to the type of drive system employed.

Customers looking to enhance the sporting ability and maximise the comfort of their combustion-engined BMW 3 Series can specify the optional adaptive suspension or adaptive M suspension. Adaptive M suspension comes as standard on the BMW M350i xDrive and is available as an option for the all-wheel-drive BMW i3.

The new BMW M350i xDrive represents the dynamic pinnacle of the new BMW 3 Series ICE line-up. It combines agility and precision with high levels of comfort in everyday use and over long-distance journeys. In addition, it brings a completely new driving experience to the road with the new Drift Moment feature. Designed to extract maximum pleasure from sliding sideways through corners and activated via the Central Display, Drift Moment allows the driver to send the engine's power to the rear wheels only. This creates an unbridled, emotionally thrilling experience at the wheel that has previously been reserved for the high-performance models from BMW M GmbH.

Advanced assistance systems maximise safety and comfort both out on the road and when parking.

All the new BMW 3 Series models will be offered with an extensive array of standard-fitted and optional assistance systems. The application of cutting-edge technology and the increased use of artificial intelligence in the new BMW 3 Series provide even greater safety and genuinely reduce

the strain on the driver during partially automated driving and parking. Innovative SAE Level 2 driver assistance systems and active safety functions offer clear improvements over the predecessor generation; BMW Symbiotic Drive ensures intuitive interaction between human behaviour and driver assistance; the Motorway Assistant enables hands-free driving up to 130 km/h (81 mph) in 21 countries¹; and from 2027, new assistance functions will offer navigation-guided, partially automated driving in urban areas.

BMW Group Plant Munich is the home of the new BMW i3. Production of the BMW 3 Series with combustion engine will take place in Dingolfing, Bavaria.

The new fully electric BMW i3 is built at BMW Group Plant Munich – the BMW Group's home plant. BMW has been producing vehicles at this tradition-rich location for more than 100 years. In 1975, the first ever BMW 3 Series rolled off the assembly line here. And now, in 2026, the plant is entering a new era with the first fully electric BMW 3 Series. Next year, Plant Munich will switch entirely to the production of fully electric Neue Klasse models. The new BMW 3 Series with highly efficient combustion engines will be built at BMW Group Plant Dingolfing – the BMW Group's largest European manufacturing facility. Meanwhile, production of the core components for the fully electric drive system and combustion engines powering the new BMW 3 Series is handled by BMW Group Plant Steyr in Austria. The high-voltage batteries will be supplied by the new BMW Group Plant Irlbach-Straßkirchen in Bavaria.

The new BMW 3 Series follows the BMW Group's holistic approach to sustainability across the supply chain, production and use phase.

¹ By the end of 2026 in Germany, United Kingdom, Ireland, Belgium, Netherlands, Luxembourg, France, Spain, Portugal, Italy, Switzerland, Liechtenstein, Austria, Czechia, Poland, Denmark, Sweden, Norway, USA, Canada and Japan.

Exterior.

Modern. Dynamic. Unmistakable.

And consistent across all drive variants.



Highlights:

- Unmistakable silhouette: 2.5-box design with eye-catching surfaces, long wheelbase and short overhangs.
- The new BMW 3 Series front end is a symbiosis of geometry and light.
The BMW 3 Series M Performance models with M Yellow Lights make a spectacular impression¹.
- The personal touch: BMW Iconic Glow exterior package provides customisable lighting effects.
- Cutting a dynamic figure: powerful rear end with horizontal light signature.
- Fitting the bill: extensive range of attractive light-alloy wheels available for all drive variants of the new BMW 3 Series.
- Striking and exclusive: the new M Le Castellet Blue metallic colour shade.
- The M Sport package: designed to create a confident and highly distinctive look.
- Going all in for sporting appeal: the M Sport package Pro.
- Still to come: the BMW i3 M60 xDrive.

The dimensions of the new BMW 3 Series:

	BEV	ICE*	Predecessor (G20)
Length	4,760 mm	4,765 mm	4,713 mm
Width	1,865 mm	1,850 mm	1,827 mm
Height	1,480 mm	1,455 mm	1,448 mm
Wheelbase	2,897 mm	2,860 mm	2,851 mm
Track width, front	1,606 mm	1,597 mm (1,595 mm)	1,571 mm
Track width, rear	1,614 mm	1,617 mm (1,599 mm)	1,589 mm

* Figures in brackets are for the BMW M350 xDrive.

¹ ECE: only at night with low-beam headlights activated; USA: only during the day without low-beam headlights activated.

The new BMW 3 Series displays the clear and expressive design of the Neue Klasse across all drive variants. It is tailored to the dynamic character of the BMW 3 Series, which is instantly identifiable as a BMW. Sharp lines and eye-catching surfaces headline a reduced exterior appearance, while forward-looking modernity blends with the unmistakable proportions of a sporty BMW sedan for the compact segment.

The exterior dimensions of the new BMW 3 Series are slightly larger than those of its predecessor. In all drive variants it remains true to the tradition of agile, dynamically potent, compact BMW sports sedans. This is also reflected in the significantly increased track widths front and rear, which further accentuate the wide stance of the new BMW 3 Series. This eighth generation of the model offers customers "more sedan" than ever before.

The concept behind the BMW i3 and its BMW 3 Series siblings dictates slight changes to its exterior dimensions and its wheelbase, overhangs and track widths.

Unmistakable silhouette: 2.5-box design with eye-catching surfaces, long wheelbase and short overhangs.

The BMW 3 Series has a track record of success spanning decades, and its DNA is immediately apparent in the new car's modern 2.5-box design. The silhouette of the new BMW 3 Series encompasses the sporty proportions for which BMW is renowned. And the long wheelbase, short overhangs and striking surfaces are key to the four-door sedan's appearance. The form of the new BMW 3 Series is aerodynamically optimised and exudes an elegant, modern and dynamic appeal.

Muscular wheel arches and short overhangs reinforce the sporting stance. The set-back glasshouse is another character-defining feature of the new BMW 3 Series. It combines with the prominently flared wheel arches to imbue the car's shoulders with exceptional athleticism. The low character line running along the flanks has similar stylistic impact and lowers the visual centre of gravity of the new BMW 3 Series closer to the road.

Hidden seals ensure a harmonious transition between the glass surfaces and body on the new BMW i3. And they also bring a considerable sense of modernity and precision to the car's side view. On the new BMW 3 Series with internal combustion engine (ICE), the vertical seals are concealed behind a window recess finisher strip.

The door handles of the new BMW 3 Series models are flush fitting and extend automatically when the car is unlocked.

The new BMW 3 Series front end is a symbiosis of geometry and light. The BMW 3 Series M Performance models with M Yellow Lights¹ make a spectacular impression.

The front end of all new BMW 3 Series models includes a distinctive, modern take on the Neue Klasse face. The kidneys and twin headlights – both hallmark BMW design icons – merge with the front-mounted sensors to form a single visual unit in a symbiosis of geometry and light. With meticulous precision, they accentuate the car's feeling of width.

The horizontal light signature extends almost all the way across the front end. The pairs of vertically arranged daytime driving lights – including integral turn signal repeater function – on the left and right bring a new and modern look to the familiar BMW four-eyed face.

The new M Yellow Lights¹ give M Performance models like the BMW M350 xDrive a sporting presence at all times. These light icons at the front end have their roots in motor sport, with GT racers and the BMW M Hybrid V8 providing the inspiration. The M Yellow Lights¹ are part of standard specification for the new M Performance model.

The front end of all the BMW 3 Series models – with its BMW-typical “sharknose” design – arrows dynamically towards the road, emphasising their sporty, agile character. The BMW badge is positioned in the “valley” above the BMW kidneys.

On cars specified with the Iconic Glow option, precise contour lighting further enriches the alluring sense of visual depth created by the BMW kidneys. Iconic Glow also offers three impressive dynamic light animations. The M Performance models in the BMW 3 Series range come with the BMW Iconic Glow exterior package as standard.

The personal touch: BMW Iconic Glow exterior package provides customisable lighting effects.

As the driver approaches, the new BMW 3 Series comes to life with a choreography of light. The Welcome Light Animation begins on the outside of the car and continues in the interior. The welcome and goodbye animations vary according to the car's specification.

¹ ECE: only at night with low-beam headlights activated; USA: only during the day without low-beam headlights activated.

The BMW Iconic Glow exterior package offers three compelling light effects: Balanced, Relaxed and Excited. This allows BMW 3 Series owners to adjust the Welcome Light Animation to their personal tastes.

Cutting a dynamic figure: powerful rear end with horizontal light signature.

The modern and dynamic design language of the new BMW 3 Series also spreads to the rear end. One distinctive feature here is the athletically sculpted shoulders with deeply inset glasshouse. The prominent wheel arches emphasise the width of the sedan, and the car's powerful on-the-road stance underscores the sporting character radiated by the new BMW 3 Series in all its drive variants.

The rear lights – with their markedly horizontal arrangement – have a new, three-dimensional light signature and extend well into the car's pronounced shoulders. They exude precision and technical progress. The two light elements on each side represent an abstract take on the L-shaped rear lights familiar from previous BMWs and emphasise the distinct character of the BMW 3 Series. The BMW badge takes its place in the "valley" between the two rear lights.

The rear of the BMW M350 xDrive M Performance model features a rear spoiler as standard. Together with the characteristic quartet of exhaust tailpipes, the associations with racing car design are inescapable.

Fitting the bill: extensive range of attractive light-alloy wheels available for all drive variants of the new BMW 3 Series.

The fully electric BMW i3 comes as standard with 19-inch light-alloy wheels. But customers can choose from a total of nine different light-alloy wheels or aerodynamic wheels in sizes from 19 to 21 inches for this drive variant of the new BMW 3 Series.

The light-alloy wheel offering for ICE versions of the BMW 3 Series is composed of 18- to 20-inch items. 18-inch rims are specified as standard, with the exception of the BMW M350 xDrive; standard specification for the most powerful model in the line-up is the "1139" 19-inch M light-alloy wheel in Bi-colour Jet Black.

Striking and exclusive: the new M Le Castellet Blue metallic colour shade.

Up to eleven different exterior colours will be offered for the new BMW 3 Series from launch. The particularly attractive new metallic shade M Le Castellet Blue is an exclusive finish available for all drive variants. And it

is joined by a spectrum of other solid, Frozen and metallic options. The range will expand further over the course of 2027 with a broad array of BMW Individual paint finishes.

The exterior colours available for the BMW 3 Series from market launch at a glance:

Alpine White	solid
Sapphire Black	metallic
Space Silver	metallic
M Brooklyn Grey	metallic
Eucalyptus Green	metallic
M Le Castellet Blue	metallic
Mineral White	metallic
Fire Red	metallic
Polarized Grey	metallic
Ocean Wave Blue	metallic
BMW Individual Frozen Space Silver*	Frozen

* For BMW 3 Series models with a combustion engine: available from 03/27.

The M Sport package: designed to create a confident and highly distinctive look.

The M Sport package can be specified as an option for the new BMW 3 Series. It comprises M-specific design features, including side skirts in body colour for the combustion-engined BMW 3 Series. The BMW M Performance models are fitted with this equipment item as standard.

The M Sport package brings features including the M Aerodynamics package with specific bumpers, skirts and an M-specific diffuser. These are joined by M Sport brakes in Blue.

Going all in for sporting appeal: the M Sport package Pro.

The optional M Sport package Pro maximises the sporting character of the new BMW 3 Series. It adds exclusive equipment features to give all drive variants even greater visual impact. Among these are black exterior mirror caps, a black rear spoiler and M Sport brakes in Red.

Still to come: the BMW i3 M60 xDrive.

As with all the BMW M Performance variants of the BMW 3 Series, the front end of the BMW i3 M60 xDrive – scheduled to premiere in 2027 – features its own area light graphic. It is complemented by the distinctive new M Yellow Lights. The slightly slimmer, linear rear light graphic is

another distinguishing feature. 21-inch aerodynamic wheels in Style 1067M will be available exclusively.

Interior.

Inviting, modern and with a sporting aura. Clear drive focus.

Highlights:

- Modern cabin environment with a wraparound effect: inviting, driver oriented and digital.
- BMW takes its customary driver orientation approach to a new level thanks to the exceptional display and operating system.
- Multiple steering wheel options: M steering wheel, sports steering wheel and BMW Individual steering wheel.
- Comfortable, but also sporty: the standard seats and multifunction seats.
- Even greater lateral support: the M Sport seats.
- Intuitive operation; three-zone automatic climate control as an option.
- Practical appeal: the split/folding rear seat backrests.
- Standout audio appeal: optional sound systems from Harman Kardon.
- Myriad interior designs allow customers to express their own tastes.

The Neue Klasse design language spreads through every corner of the high-quality new BMW 3 Series interior. The cabin makes a modern, sporty and inviting impression, the commitment to reduced design ensuring a focus on the essential. The display and operating system BMW Panoramic iDrive with BMW Operating System X represents a fundamental rethink of BMW's customary driver orientation and user experience. The concept-led differences between the various drive variants of the new BMW 3 Series result in minor variations in their respective interiors.

Modern cabin environment with a wraparound effect: inviting, driver oriented and digital.

The interior of the new BMW 3 Series treats customers to a particularly vivid expression of the Neue Klasse design language each time they climb on board. Future focused, dynamic and airy, the interior design introduces a whole new experience of driver orientation and a new approach to user interaction. The interior also showcases the harmonious interplay of geometry, light and sound. The coordinated

design of the ambient lighting and the graphics on the Central Display and BMW Panoramic Vision merges digital and real-world content.

The Central Display in free-cut design is angled clearly towards the driver. It is part of a consistently applied interpretation of the BMW-typical driver orientation. The instrument panel also feeds into the sporting philosophy of the new BMW 3 Series. Forward-slanting lines flow from the doors on either side into the instrument panel to create an enveloping wraparound effect for the driver and passengers.

The new BMW 3 Series offers customers extensive scope for adapting the light, sound, displays and drive system of their car to their personal desires via the different My Modes.

A large panoramic glass sunroof with climate comfort glazing provides a light-filled feeling of space inside the new BMW 3 Series.

BMW takes its customary driver orientation approach to a new level thanks to the exceptional display and operating system.

The BMW Panoramic iDrive in the new BMW 3 Series provides a whole new experience of the driver orientation for which BMW is renowned. Here, four central elements come together into a unique display and operating system: the BMW Panoramic Vision, BMW 3D Head-Up Display, newly designed multifunction steering wheel and Central Display ensure the driver is always given the right information in the right place at the right time.

The BMW Panoramic Vision projects driving-related information and the optional BMW 3D Head-Up Display directly into the driver's line of sight. This removes the need for other cockpit displays behind the steering wheel, which has a completely new design.

In a first for the BMW 3 Series, the new steering wheel features a central spoke in its upper section, and it also has pronounced thumb rests. With its multifunction buttons, the wheel is extremely intuitive to use – in keeping with the established BMW principle of "hands on the wheel, eyes on the road".

Positioned immediately next to the steering wheel of the new BMW 3 Series is the 17.9-inch Central Display in free-cut design. As per the BMW brand's commitment to driver focus, it is angled towards the driver.

Multiple steering wheel options: M steering wheel, sports steering wheel and BMW Individual steering wheel.

Like all M Performance variants of the BMW 3 Series, the BMW M350 xDrive is fitted as standard with the M steering wheel, with its flattened, dynamic design and spokes in the four and eight o'clock positions. The M steering wheel can also be specified as part of the optional M Sport package Pro or separately as an option for the other BMW 3 Series models.

The white BMW Individual steering wheel with central spoke is available exclusively as an option in combination with the Contemporary interior design variant in Digital White. Every steering wheel available for the combustion-engined BMW 3 Series comes as standard with shift paddles.

Comfortable, but also sporty: the standard seats and multifunction seats.

The standard seats of the new BMW 3 Series models offer a high level of comfort and secure lateral support. They come as standard with electric adjustment including memory function, plus the backrest-mounted Travel & Comfort System for passengers in the second row of seats. The control panels for the seat adjustment are located in the respective door panels.

Multifunction seats can be ordered as an option for all new BMW 3 Series models and include lumbar support and backrest width adjustment. The multifunction seats in the fully electric BMW i3 also offer a massage function, while those in the ICE variants have seat ventilation.

Even greater lateral support: the M Sport seats.

Standard specification for the high-performance BMW M350 xDrive includes M Sport seats. These stand out with their sporty, expressive design and pronounced side sections for particularly secure lateral support. There is an illuminated M logo in the upper section of each seat backrest that is visible from outside the car through the windscreen and side windows. This underscores the distinctly sporty aura of the interior at first glance.

The M Sport seats are available for all new BMW 3 Series models as an optional addition to the M Sport package. They are included in the M Sport package Pro as standard.

Intuitive operation; three-zone automatic climate control as an option.

The new BMW 3 Series has electrically operated door openers front and rear. In the centre console between the driver's seat and front passenger seat is a storage tray with inductive charging function and physical buttons. These can be used by the driver to operate functions including the parking brake, rear window heating and hazard warning lights. Also located here are along with the transmission selector lever is the volume control button.

All new BMW 3 Series models are delivered as standard with two-zone automatic climate control with electrically adjustable air vents. Among the items included in the optional High equipment specification is three-zone automatic climate control. The rear seats in the new BMW 3 Series can be specified with a heating function as an option.

Practical appeal: the split/folding rear seat backrests.

The combustion-engined variants of the new BMW 3 Series have a boot capacity of 450 litres. The fully electric BMW i3 offers customers 420 litres of space in the rear load compartment and a 31-litre compartment under the bonnet. The rear seat backrests of all drive variants can be split/folded 40:20:40.

Standout audio appeal: optional sound systems from Harman Kardon.

Standard specification for all new BMW 3 Series models (with the exception of the BMW M350 xDrive, which comes as standard with a Harman Kardon hi-fi system) includes a hi-fi system with seven speakers and output of 205 watts.

The range also includes specially tailored systems from Harman Kardon, which offer more output and speakers. The Harman Kardon systems bring with them the advantages of Dolby Atmos, which enables a particularly rich and varied audio experience. Dolby Atmos creates a three-dimensional soundscape for compatible audio formats and allows sound objects to be moved around freely within the cabin. The result is an immersive audio experience in which sounds can be clearly localised within the space or even move around the listener in a realistic fashion, bringing significant extra intensity and detail richness to video, music and games. The Atmos formats also help ensure that all the Harman Kardon hi-fi systems offer a premium audio experience.

Myriad interior designs allow customers to express their own tastes.

Four interior designs with harmoniously coordinated materials and colour schemes can be specified for the new BMW 3 Series and reflect

the car's overall character. The range of choice comprises the standard Essential interior design as well as the Contemporary, BMW M and BMW Individual options.

In all the new BMW 3 Series models, the Essential interior design features the surface material Econeer in Vivid Grey. The Contemporary design variant comprises Veganza seat coverings in Digital White, Castanea, Agave Green or Black. This high-quality, leather-like material is also used for the seats in the BMW M interior design option – in Black and in combination with M PerformTex – and customers can also specify BMW M Sport seats here. The BMW Individual design world, meanwhile, offers exclusive Merino leather in Black for luxurious seating comfort. Customers can order BMW M Sport seats as an option for the BMW Individual variant too. They are available in Black for the combustion-engined BMW 3 Series variants or Adelaide Grey for the fully electric BMW i3.

The interior design variants for the new BMW 3 Series at a glance:

Interior design	Material	Colours
Essential	Econeer	Vivid Grey
Contemporary	Veganza	Digital White, Castanea, Agave Green, Black
BMW M	Veganza/ M PerformTex	Black
BMW Individual	Merino Leather	Black, Adelaide Grey

Display and operating system, digital user experience.

The hallmark BMW driver focus, reimagined.



Highlights:

- BMW Panoramic iDrive with BMW Operating System X: complete driver orientation, BMW-style.
- BMW Panoramic Vision: keeping the driver fully focused on the road.
- Optional BMW 3D Head-Up Display with spatial representation and projection directly into the line of sight.
- Ideally positioned within perfect reach: 17.9-inch Central Display in free-cut design.
- Intuitive operation with new multifunction steering wheel and shy-tech controls.
- BMW Operating System X: customisable, context sensitive and fully up to date.
- Intelligent voice control with the self-learning BMW Intelligent Personal Assistant, enhanced by Amazon's Alexa+ AI technology¹ for natural communication.
- Extensive app, video and gaming portfolio takes in-car entertainment to a new level; now includes Amazon Prime Video.
- BMW Digital Premium: the flexible, complete package for entertainment, security functions and extended navigation features.
- Navigation with BMW Maps: sophisticated, precise, anticipatory and with new driver assistance visualisation function².

For many decades now, BMW models have blazed a trail when it comes to intuitive operation and flawless ergonomics. This continues with the latest BMW Panoramic iDrive display and operating system with BMW Operating System X in the new BMW 3 Series range. The entire system follows the principle of showing the right information in the right place at the right time. It is operated using ergonomically optimised analogue and digital controls. The BMW Group has filed patent applications to protect many of the display and operating system innovations found in the BMW 3 Series.

¹ Will be rolled out gradually for all BMW models with BMW Operating System 9 and X from the second half of 2026 at the latest. Availability will be steadily expanded, starting with the German and US markets.

² The BMW Maps with driver assistance feature is only available in conjunction with the Motorway Assistant or Motorway & City Assistant in selected countries and cities and on certain roads. Availability is gradually being expanded.

In the new BMW 3 Series, all relevant content is projected across the entire width of the lower area of the windscreen by the BMW Panoramic Vision. This is supplemented by the 17.9-inch Central Display in free-cut design with touch control, the optional BMW 3D Head-Up Display and the multifunction steering wheel with shy-tech controls. Wireless smartphone integration with Apple CarPlay and Android Auto™ is included as standard. This creates a digital and modern user experience that is quintessentially BMW.

The BMW Intelligent Personal Assistant voice assistant offers numerous features to enhance convenience, personalisation and voice control in the new BMW 3 Series, as well as offering proactive suggestions. The introduction of large language model technology (LLM, Alexa+)¹ – a type of generative AI – refines the spoken dialogue and enables intuitive and intelligent exchanges, while also allowing access to external knowledge bases.

BMW Panoramic iDrive featuring BMW Operating System X: complete driver orientation, BMW-style.

BMW Panoramic iDrive is centred on the interaction between the driver and their car and redefines vehicle operation, the display of information and driver orientation. By intelligently linking displays, controls and software, it creates a fully integrated system that is intuitive, convenient and ergonomic and provides the driver with the relevant information at all times.

BMW Panoramic Vision: keeping the driver fully focused on the road.

At the system's heart is the BMW Panoramic Vision, which employs newly developed technology to project content across the entire width of the lower area of the windscreen. This content is always visible – including with polarised glasses – and forms the visual basis of the entire display and operating system. Driving-related information is displayed in a clearly structured form on the left-hand side (in left-hand-drive models) in the driver's field of vision, without restricting their view of the road ahead. The content in the front passenger and central areas of the display can be personalised and is visible to all passengers.

¹ Will be rolled out gradually for all BMW models with BMW Operating System 9 and X from the second half of 2026 at the latest. Availability will be steadily expanded, starting with the German and US markets.

Optional BMW 3D Head-Up Display with spatial representation and projection directly into the line of sight.

The optional BMW 3D Head-Up Display integrated above the BMW Panoramic Vision projects selected content directly into the driver's line of sight and purely for their benefit. This display enables extremely precise spatial perception – with navigation instructions, for example, or information from the driver assistance systems. The content shown in the BMW 3D Head-Up Display and the BMW Panoramic Vision is perfectly coordinated, with the two complementing each other to create a consistent, clearly structured display experience.

Ideally positioned within perfect reach: 17.9-inch Central Display in free-cut design.

The 17.9-inch Central Display in free-cut design is integrated into BMW Panoramic iDrive as another essential control element. It features sophisticated matrix backlight technology for super-sharp graphics and excellent readability in all light conditions. The special free-cut design allows for optimal ergonomic positioning, with the display angled towards the driver in traditional BMW style. Thanks to the improved menu structure featuring QuickSelect, the display enables convenient, simple and intuitive touch control.

A menu on the Central Display contains widgets that can be transferred to the BMW Panoramic Vision by drag and drop. Up to six widgets can be freely arranged in this way. Besides the familiar widget formats, larger widgets are also available for the first time. These can be placed in either the central area or another area of the BMW Panoramic Vision. This allows selected content to be displayed even more prominently and clearly¹. The various views can be selected intuitively via the Central Display or the multifunction steering wheel.

Intuitive operation with new multifunction steering wheel featuring shy-tech controls.

The multifunction steering wheel employs the shy-tech principle, meaning the controls on the left side for driving assistance and parking functions are only illuminated when available. The infotainment controls, meanwhile, provide haptic feedback. The clear partitioning into assistance, parking and infotainment functions lends itself to safe, intuitive operation, with no need for drivers to take their eyes off the road.

¹ For all BMW 3 Series models from the start of production in 11/26; via Software Update for BMW i3 models manufactured prior to that.

BMW Operating System X: customisable, context sensitive and fully up to date.

BMW Operating System X serves as an intelligent platform for the display and operating system and is designed squarely for a software-defined vehicle (SDV) approach. The architecture is based on the Android Open Source Project (AOSP) and offers excellent update and upgrade capabilities. This means that the system stays up to date for a long time and enables the continuous addition of new functions and digital services. BMW Operating System X manages all interaction elements and ensures information is consistently presented in a context-sensitive manner that suits the situation at hand.

One of the system's key features is its wide-ranging customisability. Content, widgets and displays are individually configurable, allowing them to be adapted to personal preferences. Users can select colours, display schemes and background images to create a personalised digital experience. They will also be able to set their own pictures as wallpaper for the Central Display using the My BMW App. The use of colour for the user interface design across all displays can automatically adjust to the selected image if desired. And there is a wealth of options for tailoring the user interface design in Personal mode, enabling even greater customisation of displays, interactions and vehicle-related settings. Further My Modes, such as Sport, Efficient and Silent, offer yet more scope for personalisation.

The BMW ID opens the door to the customisable driving experience with BMW Operating System X. Up to seven different users can sign in with their BMW ID and enjoy every journey to the full with their individual settings. Before the driver pulls away, a message greeting them by name – together with their personal profile picture if desired – automatically appears in the Central Display.

Intelligent voice control with the self-learning BMW Intelligent Personal Assistant, enhanced by Amazon's Alexa+ AI technology¹ for natural communication.

The multimodal operating logic of BMW Panoramic iDrive combines touch, haptic and voice-based interactions. The BMW Intelligent Personal Assistant plays a key role here, enabling numerous vehicle functions, navigation destination entry and media content to be controlled using natural language, without the need for defined voice commands.

The BMW Intelligent Personal Assistant forms a core element of the operating system for the new BMW 3 Series, serving as a self-learning assistant that turns the vehicle into an intelligent digital companion. The

voice assistant can be summoned in the usual way with the prompt "Hey BMW" or the push of a button on the steering wheel's right-hand control panel. The BMW Intelligent Personal Assistant can help to control the windows, air conditioning, seating comfort, phone calls, in-car entertainment and far more besides. It can also be used to call up a large number of function menus or operate certain apps. The addition of Amazon's Alexa+ AI technology¹ to the BMW Intelligent Personal Assistant increases the range of functions even further. The integration of Amazon Alexa+ into the BMW Intelligent Personal Assistant marks a technological leap forward focused on adding value for the customer. The AI technology¹ used is a large language model (LLM), a type of generative AI that "understands" language and is capable of formulating its own responses. This results in more dialogue-based verbal interaction, enabling intuitive and intelligent exchanges, access to external knowledge bases, cloud-based services and media content, and control of vehicle functions. The option of linking the BMW Intelligent Personal Assistant to an Amazon account makes it easy to search for and stream music. This also allows the user to effortlessly catch up on the latest news and access a wide range of other content.

If desired, the BMW Intelligent Personal Assistant can also offer proactive suggestions based on usage patterns and other factors. BMW Operating System X further expands this intelligent capability by taking far more contexts into account, e.g. based on the driving situation, environmental analysis or interior sensing. The Routines function further adds to the ways in which the BMW Intelligent Personal Assistant can help the driver. This enables the driver to easily teach the assistant routines for maximising driving pleasure as they want it. If the steering wheel heating, seat heating and defrost function are all switched on at the start of every journey in winter, for instance, these same actions can be simply combined into a routine and performed automatically or semi-automatically. In addition to this, it is also possible for drivers to create their own personalised routines based, for example, on user-defined elements such as the situation at hand, seat occupancy, time and temperature.

Extensive app, video and gaming portfolio takes in-car entertainment to a new level; now includes Amazon Prime Video.

BMW Operating System X offers customers more in-car entertainment options than ever before. They can choose the convenience of using the extensive app, video and gaming portfolio with unlimited data as part of

¹ Will be rolled out gradually for all BMW models with BMW Operating System 9 and X from the second half of 2026 at the latest. Availability will be steadily expanded, starting with the German and US markets.

the BMW Digital Premium package. Or connectivity can be achieved by using a smartphone as a mobile hotspot or logging in to a Wi-Fi network.

The BMW 3 Series provides access to the Video app (powered by TiVo™), which offers an ever-expanding range of content such as news and live/on-demand streaming platforms. Videos can be streamed on the Central Display when the vehicle is parked. By signing in with existing accounts, customers can resume movies or series from the exact point they left off at home. The Video app will be made available across all BMW ConnectedDrive markets over the course of 2026. In the second half of 2026, Amazon Prime Video¹ will be added as a new highlight in the digital entertainment offering for BMW 3 Series customers.

The AirConsole app included with BMW Operating System X provides great entertainment for all passengers – with world-famous classics that have been specially adapted for the in-car gaming experience, such as UNO® Car Party! Hot Wheels: Xtreme Overdrive™ from Mattel is another highlight of the extensive AirConsole gaming library. With AirConsole, players can use their smartphones as controllers, allowing all passengers to play with or against each other.

The newly available Boosteroid app offers BMW customers a fresh gaming highlight. The cloud gaming platform brings world-renowned blockbuster games directly into the car. They include popular racing games such as Forza².

Further games and apps for in-car entertainment are available from the BMW ConnectedDrive Store. Selected games can now also be controlled with the Bluetooth controllers for standard games consoles. The BMW ConnectedDrive Store already features over 60 apps worldwide. Categories include music & audio, entertainment, gaming, news, and travel & local – and the choice will continue to grow.

BMW Digital Premium: the flexible, complete package for entertainment, security functions and extended navigation features.

The optional BMW Digital Premium package includes the Security Assistant, which comprises a host of useful functions to provide greater peace of mind. Attempted thefts and parking collisions will trigger push notifications in the My BMW App, for instance. And in the event of an

¹ Amazon Prime Video is available via the Video app from BMW or as an app download from the in-car app store.

² Availability varies according to the market and model variant. Cars must have BMW Operating System X and enable access to the BMW ConnectedDrive Store. Customers with a Boosteroid account can access games they already own on other gaming platforms.

accident, the BMW Drive Recorder instantly makes exterior footage of what happened available in the car, and this footage can then be exported to a mobile phone. The anti-theft and parking collision recorder also makes automatic video recordings. The optional Remote Inside View and Remote 3D View functions make it possible to glance into the cabin and check the car's immediate surroundings using the My BMW App.

BMW Digital Premium additionally has various M-specific in-car apps¹ to offer. These provide access to technical vehicle signals and driving dynamics data as well as additional media content. The M Cockpit app allows customers to create individually configured dashboards with real-time data, while the M Drag Meter displays data on the vehicle's acceleration. And the M Channel offers motor racing videos along with exclusive insights into the world of BMW M.

BMW Digital Premium also includes the data required for entertainment functions, meaning that there is no need to provide a data connection by using a smartphone as a hotspot or connecting to a Wi-Fi network. What's more, the 5G-ready vehicle telematics system ensures the best possible streaming speed at all times.

The package can be activated as desired and has been designed for ongoing upgrades. New features and services can be added over time to provide an always up-to-date, connected and future-ready digital user experience.

With BMW ConnectedDrive Upgrades, further digital products and services can be added to the vehicle after purchase. Most BMW ConnectedDrive Upgrades offer the option of a free trial period. Depending on the product in question, these functions can be activated for the vehicle's lifetime, one year or one month. They can be obtained from the BMW ConnectedDrive Store online, in the My BMW App or directly from the car.

The BMW ConnectedDrive Store serves as the main gateway for obtaining third-party apps, activating BMW ConnectedDrive Upgrades or managing existing activations.

¹ The BMW M Apps are currently only available for cars with BMW Operating System X and the optional BMW M Sport package.

Software Updates also ensure the BMW 3 Series stays up to speed. The updating capability and process have been enhanced specifically for BMW Operating System X. Updates can be carried out automatically if desired.

Navigation with BMW Maps: sophisticated, precise, anticipatory and with new driver assistance visualisation function¹.

In addition, BMW Digital Premium expands the range of navigation functions in BMW Maps. Real-time traffic information, satellite views, 3D building models and proactive tips help with accurate and anticipatory route planning in BMW Maps. Information on parking facilities is also presented in greater detail. Search results and the points of interest in BMW Maps are now supplemented by Google Places for the first time. The integration of Google into the BMW navigation system significantly improves the quality and completeness of search results and points of interest and helps to ensure they are up to date. As a result, customers benefit from more intelligent searching, a greater number of results and additional information such as reviews or images. The cloud-based BMW Maps navigation system will also calculate a charging-optimised route once the destination has been entered if the vehicle's current range is insufficient for the journey's distance (see chapter on Charging).

During the journey, the innovative **Drive Challenge** function provides direct, real-time feedback on the levels of precision and safety in the driver's acceleration, steering and braking inputs. Driving manoeuvres carried out particularly skilfully are also acknowledged. The direct visual feedback in the BMW Panoramic Vision can help drivers to improve their personal driving style. And after leaving the vehicle, drivers can also consult the My BMW App to check which journeys the Drive Challenge was activated on and how their driving manoeuvres were rated. The function will be introduced gradually across the various vehicle models²; the link-up with the My BMW App is expected to be available from late 2026.

BMW Maps with driver assistance¹: On models fitted with the optional Motorway Assistant or Motorway & City Assistant, the driver's own vehicle and any objects in the surrounding area detected by the system

¹ The BMW Maps with driver assistance feature is only available in conjunction with the Motorway Assistant or Motorway & City Assistant in selected countries and cities and on certain roads. Availability is gradually being expanded.

² For all BMW 3 Series models from the start of production in 11/26; via Software Update for BMW i3 models manufactured prior to that.

of sensors will be shown directly on the 3D navigation map in the full-screen BMW Maps view on the Central Display. Thanks to the high-precision mapping information used in the background, the navigation view shows the vehicle positioned in exactly the right place within the actual lanes available. This is the first time that relevant navigation and driver assistance graphics – and therefore the vehicle and its surroundings – have been merged in a single screen. The navigation system shows the way, driver assistance helps with the task of driving, and the combined 3D view clearly shows the driver how the two interrelate. The actual driving situation can therefore be compared at a glance with the driving situation as perceived by the vehicle. This increases confidence in the new, advanced Level 2 driver assistance functions and makes the navigation display even easier to follow.

BMW Maps with driver assistance¹ has been developed in-house by the BMW Group and uses navigation data and mapping technology from its partner Mapbox. Its combination of navigation, 3D map display and driver assistance therefore allows BMW Maps to offer a point of differentiation in international markets when it comes to intelligent vehicle guidance.

¹ The BMW Maps with driver assistance feature is only available in conjunction with the Motorway Assistant or Motorway & City Assistant in selected countries and cities and on certain roads. Availability is gradually being expanded.

Drive systems and battery.

Exemplary efficiency and exhilarating dynamism – with all drive types.

Highlights:

- The BMW M350 xDrive with six-cylinder engine: a cutting-edge interpretation of an icon.
- The new BMW 3 Series: also available with four-cylinder engines from launch.
- Petrol engines with highly efficient, state-of-the-art technology.
- The all-electric BMW i3: a technological leap forward with the sixth-generation electric drive system.
- The BMW i3 debuts with a choice of two motor variants.
- New-generation battery with newly developed lithium-ion cylindrical cells for higher energy density.
- Cell-to-pack design for high energy density at pack level.
- Reduced weight thanks to pack-to-open-body construction.
- Power and data control centre: the Energy Master.
- Exceptionally efficient: electric motors with EESM and ASM technology.

With a choice of all-electric power or highly efficient internal combustion engines, the drive variants for the new BMW 3 Series are an impressive demonstration of the BMW Group's technology-open strategy. This makes it possible to precisely address the individual needs of customers worldwide.

The new BMW i3 marks the premiere of the first ever fully electric BMW 3 Series, based on the Neue Klasse. It is fitted with sixth-generation BMW eDrive technology, comprising a new drive system with a fundamentally new high-voltage battery concept. As one of the standout innovations of the Neue Klasse, it showcases BMW's extensive expertise.

The new BMW 3 Series will offer a choice of two all-electric models from launch in the form of the BMW i3 50 xDrive and BMW i3 40 xDrive. The new BMW i3 M60 xDrive M Performance model will join the BMW i3 portfolio shortly afterwards.

Variants with highly efficient petrol engines also form part of the model line-up for the new-generation BMW 3 Series. The state-of-the-art ICE units from the BMW Group belong to the latest generation of the BMW EfficientDynamics engine family. They stand out with a wide variety of technologies that combine to optimum effect to meet customer needs in terms of dynamic performance and efficiency.

The four- and six-cylinder engines for the new BMW 3 Series come with the latest version of 48V mild hybrid technology. A plug-in hybrid model is set to join the range at a later date.

The BMW M350 xDrive with six-cylinder engine: a cutting-edge interpretation of an icon.

Spearheading the line-up of combustion-engined BMW 3 Series models is the new BMW M350 xDrive. This model marks the entry point into the world of BMW M within the BMW 3 Series range, making it a beacon of exceptional sporting prowess. At the same time, it elevates BMW's six-cylinder in-line engines to a new level of perfection.

Indeed, the BMW M350 xDrive boasts a notable increase in engine output compared with the model it replaces. Its drive system, comprising a 3.0-litre straight-six petrol unit and 48V mild hybrid technology, generates 326 kW/443 hp. Maximum torque stands at 580 Nm (428 lb-ft). The 48V mild hybrid system features an electric motor that is integrated into the transmission housing as a crankshaft-mounted starter generator. With an output of up to 13 kW/18 hp, the mild hybrid system greatly enhances the car's dynamic response when accelerating.

The BMW M350 xDrive is equipped as standard with xDrive intelligent all-wheel drive and the eight-speed Steptronic Sport transmission. It powers from 0 to 100 km/h (62 mph) in 4.1 seconds and goes on to reach an electronically limited top speed of 250 km/h (155 mph). The distinctive exhaust system with its quartet of tailpipes also underlines the highly dynamic character of the BMW M350 xDrive with its sporty acoustics.

The new BMW 3 Series: also available with four-cylinder engines from launch.

Two models with four-cylinder in-line petrol engines will join the BMW M350 xDrive to complete the launch line-up of BMW 3 Series variants with highly efficient combustion engines.

The new BMW 320 comes with a 2.0-litre four-cylinder in-line petrol unit including a 48V mild hybrid system with a belt-driven starter generator. This engine produces 155 kW/211 hp and delivers maximum torque of 330 Nm (243 lb-ft). Power is relayed to the rear wheels by an eight-speed Steptronic transmission as standard. The new BMW 320 takes 7.4 seconds to sprint to 100 km/h (62 mph) from rest and posts a top speed of 240 km/h (149 mph).

Petrol engines with highly efficient, state-of-the-art technology.

The BMW Group's petrol engines are developed in-house, manufactured in-house and approved for appropriate fuels up to E20.

All the combustion engines in the new BMW 3 Series range feature latest-generation BMW TwinPower Turbo technology and are fitted with the latest version of the Valvetronic fully variable valve control system. In addition to fully variable intake valve lift control, they come with switchable exhaust valves. The advantage of this is that the resulting reduction in engine drag torque of around 66 per cent enables significantly more energy to be stored during recuperation phases. The energy that is temporarily stored in the mild hybrid system's 48V battery can be reused very efficiently, even enabling purely electric driving.

All petrol engines for the new BMW 3 Series use the Miller combustion cycle for an optimum air–fuel ratio at all operating points. The Miller cycle shortens the opening time of the intake valves, which has a positive effect on engine efficiency, leading to a significant reduction in fuel consumption.

The highly efficient internal combustion engines for the new BMW 3 Series also feature more minor enhancements. As well as redesigned intake ports and combustion chambers, these include modifications to the camshaft timing, injection, ignition system and exhaust gas routing. Compared with its predecessor, the output of the new BMW M350 xDrive has increased notably, from 275 kW/374 hp to 326 kW/443 hp, helped by the addition of new turbochargers. The BMW 320 has also gained in power, now boasting an extra 20 kW/27 hp compared with the outgoing generation.

The all-electric BMW i3: a technological leap forward with the sixth-generation electric drive system.

The Gen6 BMW eDrive system fitted in the all-electric BMW i3 achieves much higher range figures than the preceding generation. It also has faster charging, 800V technology and bidirectional charging capabilities.

In addition to more advanced, highly efficient electric motors, Gen6 features brand new high-voltage batteries with cylindrical cells. Compared with Gen5 in other BMW model series, range has increased by 30 per cent – and in some BMW models the margin is significantly more. Charging speed, meanwhile, is 30 per cent faster.

The BMW i3 debuts with a choice of two motor variants.

The first fully electric BMW 3 Series will be available in two versions from launch: the BMW i3 50 xDrive and the BMW i3 40 xDrive.

The new BMW i3 50 xDrive is equipped with one electric motor at the front axle and another at the rear. These produce combined output of up to 345 kW/469 hp, with peak torque of 645 Nm (475 lb-ft). The BMW i3 50 xDrive accelerates to 100 km/h (62 mph) from rest in 4.7 seconds. It also stands out with its impressive long-distance capabilities, achieving a maximum range of up to 912 km¹ (567 miles, WLTP).

The new BMW i3 40 xDrive likewise features intelligent all-wheel drive, with one electric motor on each axle. And with a range of up to 710 km¹ / 441 miles (WLTP) it also offers a high degree of everyday usability. Maximum output is 275 kW/374 hp, with torque peaking at 520 Nm (383 lb-ft). The BMW i3 40 xDrive takes 5.4 seconds to sprint to 100 km/h (62 mph) from a standstill. It is equipped with a 82.8 kWh (net) high-voltage battery.

The all-electric BMW i3 M60 xDrive Sedan sets new standards and quickens the pulse at the same time. With its Gen6 M eDrive technology, it gets the maximum out of every journey, the two electric motors infusing the sedan with power and precision. This remarkably efficient drive technology ensures low energy consumption and creates the perfect blend of sporting prowess and real-world practicality. The BMW i3 M60 xDrive will be added to the model range in the foreseeable future.

¹ The figures stated were determined based on the prescribed WLTP measurement procedure. The real-world values depend on various factors, such as load, driving style, route, weather, auxiliary consumers (including climate control systems), tyres, and battery condition.

New-generation battery with newly developed lithium-ion cylindrical cells for higher energy density.

The technological leap forward achieved with the new BMW i3 is partly down to the new-generation battery with its new cylindrical cells. Measuring 46 millimetres in diameter and 95 millimetres in height, these

cylindrical cells offer a 20 per cent increase in volumetric energy density compared with the Gen5 prismatic cells.

Cell-to-pack design for high energy density at pack level.

The cylindrical cells of the first fully electric BMW 3 Series – with their higher energy density – are integrated directly into the high-voltage battery without any modular arrangement or structural elements. This cell-to-pack design enables high energy densities at pack level and saves weight and costs.

The combination of cell design and cell-to-pack construction additionally paves the way for the flat design of the Gen6 high-voltage battery. This is an in-house development and a result – from the cell through to integration into the vehicle – of the expertise amassed by the BMW Group in the field of battery technology since 2008.

Reduced weight thanks to pack-to-open-body construction.

Thanks to the pack-to-open-body construction, the battery housing in the new BMW i3 also acts as a structural component. The chassis has an open floor, which is closed when the high-voltage battery is installed. The housing cover therefore assumes the function of the car underbody.

Dispensing with the customary underbody saves weight and, together with the high-voltage battery's non-modular design, enables the low-slung and aerodynamically efficient form of the BMW i3. The pack-to-open-body concept has the additional advantage of improving the body's torsional rigidity, and it thereby also has a positive effect on the driving dynamics of the new all-electric BMW i3.

Power and data control centre: the Energy Master.

The control centre for power supply in the Gen6 electric powertrain is the Energy Master. It is positioned on top of the high-voltage battery in the area under the rear seat bench. The Energy Master, whose software and hardware were both developed in-house by the BMW Group, supplies power to the electric motors and the vehicle's electrical system. It is also the interface for all data from the high-voltage battery and ensures intelligent, efficient and safe battery operation.

Exceptionally efficient: electric motors with EESM and ASM technology.

All BMW i3 models with the xDrive intelligent all-wheel-drive system are equipped with an electric motor at both the front and the rear axle. The rear axle – the primary drive axle – is driven by an electrically excited synchronous motor (EESM) designed for the 800V architecture. This

EESM unit forms the centrepiece of the Gen6 drive technology. In the new BMW i3 50 xDrive, it delivers a rated output of 240 kW/326 hp and rated torque of 435 Nm (321 lb-ft). The EESM motor in the BMW i3 40 xDrive, meanwhile, produces 195 kW/265 hp and has a maximum torque of 345 Nm (254 lb-ft).

The electrically excited synchronous motor is based on a stator that induces a rotating magnetic field using a three-phase AC supply and a rotor with electrically excited electromagnets. The design of the EESM is therefore fundamentally different from that of motors with permanent magnets, as the magnetic field in the rotor can be flexibly adjusted. This capability makes it possible to reduce the magnetic field at low loads and thus avoid losses. Conversely, very strong magnetic fields can be generated under high loads, resulting in high torque and constant power delivery up to the motor's maximum speed.

The entire system is controlled by an inverter, which converts the DC current from the battery into the required AC current at the same time as ensuring that rotor excitation and all control and monitoring processes are performed. As a result, the EESM operates at optimum efficiency at all times. Its technology clearly sets it apart from the competition, with key benefits including its efficiency and power delivery.

In both the BMW i3 50 xDrive and the BMW i3 40 xDrive, the EESM teams up with an asynchronous motor (ASM) at the front axle with a rated output of 123 kW/167 hp and rated torque of 255 Nm (188 lb-ft) in both cases.

The ASM works in accordance with the principle of induction and complements the EESM as a compact, light unit while differing significantly in terms of rotor design. Instead of using magnets or electrical excitation, the rotor consists of aluminium rods connected by short-circuit rings. The required torque is created by induced currents, which occur when there is a difference in rotational speed – known as slip – between the stator field and the rotor. The ASM is remarkably robust and is characterised by high heat resistance and a compact, sustainable design, as it uses only iron and aluminium.

Combining the two types of motor – EESM and ASM – paves the way for a technological quantum leap, achieving the following improvements over Gen5: energy losses have been reduced by 40 per cent, costs by 20 per cent and weight by 10 per cent. By combining different types of

electric motor, the BMW Group provides clear evidence of its technology-open approach in the field of electric mobility too.

The EESM for the all-electric BMW 3 Series is manufactured at BMW Group Plant Steyr in Austria. The high-voltage battery currently comes from BMW Group Plant Debrecen in Hungary but will soon be sourced from BMW Group Plant Irlbach-Straßkirchen in Bavaria. BMW Group Plant Landshut is responsible for supplying the Energy Master.



BMW Charging.

Neue Klasse models offer revolutionary advances in charging speed combined with innovative charging solutions.

Highlights:

- Charge faster, drive further thanks to sixth-generation BMW eDrive technology.
- Bidirectional charging: an innovation that turns the BMW i3 into a mobile powerbank during a journey and a flexible energy storage device at home.
- Innovative charging products – for at home or on the go.
- Easy, convenient, digital: turning charging into a user-friendly experience

The Neue Klasse marks a major technological leap forward for BMW that was initiated by the first Neue Klasse model, the BMW iX3. Following in its tyre tracks now is the BMW i3, as it embarks on a new era of charging speed, range, ease of charging and charging solutions. The new BMW i3 50 xDrive can be charged with sufficient energy in ten minutes for up to 423 kilometres (263 miles)¹ of driving. The second fully electric model already available, the BMW i3 40 xDrive, tops up with enough power for 337 kilometres (209 miles)¹ of range in the same time.

Like the BMW iX3, the BMW i3 offers DC charging rates of up to 400 kW with its brand new sixth-generation BMW eDrive technology – thanks, among other things, to the 800V architecture. This sixth-generation BMW eDrive technology additionally paves the way for bidirectional charging, opening up a variety of options for using the vehicle as an energy storage device at home or a mobile powerbank on the go (only with optional 22 kW AC charger). This means that multiple electrical consumers can be operated outside the vehicle at the same time up to a total output of 3.7 kW using the Multifunction Charger and Vehicle-to-Load discharge adapter².

¹ The extra range added after ten minutes of high-power charging was calculated in accordance with ISO 12906 using the WLTP cycle and on the assumption that the charging infrastructure enables maximum DC charging power. The actual range added and charging performance are both dependent on vehicle equipment, the battery's charge level and condition, ambient/battery temperature, driving profile, auxiliary consumers, vehicle-specific charging settings, and the charging station's available charging power.

² Multifunction Charger and Vehicle-to-Load discharge adapter expected to be available from the 4th quarter of

Customers can also use electrical energy from the high-voltage battery in their homes or feed it into the power grid.

The charging-optimised route planning function featured in all electric BMW models is a prime example of the ease of charging offered by the BMW i3. The Neue Klasse models also include new features such as the electrically operated intelligent charging flap, which opens and closes fully automatically. Users can plan their route, complete with charging stops, either in the vehicle using BMW Maps or via the My BMW App.

Charge faster, drive further thanks to sixth-generation BMW eDrive technology.

The hardware and software of the sixth-generation (Gen6) BMW eDrive technology fitted in the BMW i3 were newly developed for the Neue Klasse. Gen6 heralds a technological leap forward in terms of energy density, charging power and range. This results in significantly shorter charging times compared with BMW electric vehicles fitted with the high-voltage systems of previous generations. At an 800V DC fast-charging station, the BMW i3 50 xDrive can charge at a rate of up to 400 kW and extend its range by as much as 423 kilometres (263 miles)¹ in just ten minutes. The BMW i3 40 xDrive charges at a maximum of 300 kW, allowing it to add up to 337 km (209 miles)¹ of range in the same time. Thanks to the Energy Master with integral switching matrix, 400V DC stations can also still be used. The new BMW i3 can be charged with AC power at up to 22 kW as an option.

¹ The extra range added after ten minutes of high-power charging was calculated in accordance with ISO 12906 using the WLTP cycle and on the assumption that the charging infrastructure enables maximum DC charging power. The actual range added and charging performance are both dependent on vehicle equipment, the battery's charge level and age, ambient/battery temperature, driving profile, auxiliary consumers, vehicle-specific charging settings, and the charging station's available charging power.

Bidirectional charging: an innovation that turns the BMW i3 into a mobile powerbank during a journey and a flexible energy storage device at home.

The new BMW i3 – like all future Gen6 electric vehicles – will come with the added innovation of bidirectional charging functions. This means that the energy stored in the battery can be used not just for the drive system and the electrical consumers in the vehicle, but for the following applications too:

Vehicle-to-Load (V2L): This transforms the new BMW i3 into a mobile powerbank that provides electricity for multiple consumers directly from the high-voltage battery. Examples here might be operating an electric grill on a weekend trip or topping up an e-bike's battery pack at up to 3.7 kW using the Multifunction Charger with Vehicle-to-Load discharge adapter¹ (only with optional 22 kW AC power charger).

Vehicle-to-Home (V2H): Bidirectional charging turns the BMW i3 into a home energy storage system. When combined with the BMW Wallbox Professional and a home solar PV system, Vehicle-to-Home (V2H) functionality can reduce both vehicle charging costs and the overall household electricity bill. At the same time, the household's degree of self-sufficiency increases by up to 30 percentage points. To achieve this, excess energy from the solar PV system is temporarily stored in the vehicle battery and later fed back into the home when there is no solar power available (availability varies by market).

Vehicle-to-Grid (V2G): This feature allows the BMW i3 to be actively integrated into the public power network by feeding energy from the vehicle's high-voltage battery back into the grid (availability varies by market).

Cost-optimised charging including Vehicle-One-Grid (V1G): BMW also offers cost-optimised charging with a large number of compatible providers as a basic version of energy market integration. Customers of all electrified BMW vehicles (any generation of PHEV or BEV) can take advantage of this option to reduce home charging costs, regardless of the charging accessories used (availability varies by market).

Innovative charging products – for at home or on the go.

Innovative equipment optimises the charging experience, both at home and during a journey. The products from BMW make charging flexible, while new products for bidirectional charging further enhance the vehicle's range. The charging cable (Mode 3) or Multifunction Charger fits into the 31-litre storage compartment under the bonnet.

BMW Wallbox Professional (DC): The innovative new wallbox enables charging and discharging of the BMW i3 at home and can also be used for the Vehicle-to-Home (V2H) and Vehicle-to-Grid (V2G) functions (availability varies by market). The BMW Wallbox Professional (DC) comes with a six-metre charging cable and is capable of charging at a rate of up to 11 kW in Europe.

BMW Multifunction Charger (MFC):¹ The new all-purpose solution for

charging at home and on the go also supports the bidirectional charging functions. A new design with an ergonomically improved charging connector, a six-metre cable and matching adapters for various purposes make the MFC more flexible than ever. In Europe, adapters are available for charging and discharging Gen6 electric vehicles using single- and three-phase domestic power supplies, public charging stations (Mode 3) up to 11 kW, or the Vehicle-to-Load (V2L) function (only with optional 22 kW AC power charger).

Easy, convenient, digital: turning charging into a user-friendly experience

The BMW i3 features many innovations for fast, convenient charging during a journey. These include charging-optimised routes planned according to individual criteria with automatic battery preparation for faster DC charging, as well as user-friendly charging stops – with an intelligent charging flap that opens and closes by itself – and Plug & Charge for automatic authentication at charging stations.

Charging-optimised route planning: The BMW Maps navigation system calculates a charging-optimised route complete with charging stops if the entered destination is beyond the car's current range. The driver sets

¹ Expected to be available from the 4th quarter of 2026.

a preferred minimum charge level for when the vehicle reaches both charging points and the final destination, and determines which charging station operators to give preference to. With the help of AI, the system uses past charging cycles to ascertain e.g. the charging power that can realistically be expected, susceptibility to faults and the exact location data of individual charging stations – and then incorporates the optimal charging station into the route planning. To offer customers complete transparency, they are also given information on current occupancy, the number of charging points and connector types. The estimated duration and the costs of charging stops are shown in advance based on the individually stored charging tariffs. The vehicle and My BMW App synchronise up-to-date information during the journey, allowing passengers to check the route and adapt it if necessary. The availability of amenities near the charging station – such as places to eat and drink, play areas, toilets and shopping facilities – is also indicated.

Battery preparation for faster DC charging: Battery preparation gets the high-voltage battery to the ideal temperature prior to charging at a

DC charging station, thereby increasing the charging rate when the car is first plugged in and shortening charging time. When navigating to a DC charging station using BMW Maps, the BMW i3 automatically warms or cools the battery to the temperature required in advance. Alternatively, customers can activate this function manually via the Central Display or My BMW App. The battery's current temperature status and the time remaining for battery preparation can be checked at any time on the Vehicle Status screen in the BMW i3 or via the My BMW App.

Intelligent charging flap: The charging port is located on the right side of the new BMW i3 at the rear. Although the charging flap can still be opened manually with a simple push, there is no longer any need to. That's because the intelligent charging flap on the new BMW i3 opens by itself as soon as it detects that the customer intends to charge the car. One of the triggers for opening the flap is AI-assisted: if the customer heads for a known or learned charging point, the path they take will indicate their intention to charge the car, prompting the flap to open. If a charging cable ultimately isn't connected, the charging flap will automatically close again – just as it does at the end of charging or when the vehicle is switched to drive-ready state.

Plug & Charge Multi Contract: The new BMW i3 is compatible with the Plug & Charge Multi Contract feature, making charging on the go particularly easy. With this service, digital authentication via app or charging card is no longer required to access compatible public charging stations. Instead, the vehicle authenticates itself through a technical interface (ISO 15118-2). What makes it unique is that up to ten individual Plug & Charge-enabled charging contracts from different providers can be displayed digitally in the vehicle. When the vehicle is connected to the charging point, it is not just electricity that passes through the charging cable: the necessary contract data is also transmitted via the communication interface.

Battery preparation for a journey: The new "Battery preparation for a journey" function is available for the new BMW i3, as it has been for all other Gen6 all-electric BMW models since 07/26. It can be used before the start of the journey to adjust the high-voltage battery to the appropriate temperature. This allows the user to ensure optimum power consumption and maximum performance before they have even set off. This is especially useful in low outside temperatures. This function can be activated from the Central Display. Battery preparation consumes energy and should be carried out while the vehicle is plugged in.



Driving dynamics.

An authentic, standard-setting BMW 3 Series, whatever the drive system.

Modern, sporty, precise and comfortable.

Highlights:

BMW 3 Series with highly efficient combustion engines:

- Superior ride comfort and improved driving dynamics.
- Even more precise handling thanks to more advanced front and rear axles.
- Adaptive suspension and adaptive M suspension for increased sporting prowess and maximum comfort.

BMW M350i xDrive:

- Strong emotional appeal combined with outstanding precision and dynamism.
- Improved body rigidity; 20-inch light-alloy wheels as an option.
- Uninhibited driving experience: Drift Moment maximises pleasure of sliding sideways through corners.

BMW i3:

- Heart of Joy delivers a whole new dimension in electrified driving pleasure.
- Soft Stop for the smoothest stopping action in the history of BMW.
- Chassis: excellent agility and comfort for long journeys as standard. Adaptive M suspension as an option.

For decades, the BMW 3 Series has been synonymous worldwide with Sheer Driving Pleasure. This iconic BMW model creates an exceptional blend of sportiness, precise handling and comfort for long journeys in all drive variants.

The new all-electric BMW i3 brings these signature BMW 3 Series qualities into the Neue Klasse era. The Heart of Joy high-performance computer combines with the BMW Dynamic Performance Control Driving Stack to enable the vehicle to harness the full potential of electric mobility. As a result, the BMW i3 offers extremely fleet-footed and composed handling.

The formula for success that the BMW 3 Series has always applied in setting new standards for driving dynamics and ride comfort has been carried over into the new BMW 3 Series models with highly efficient combustion engines. They are equipped with a body structure and chassis technology that have been thoroughly upgraded, producing an exceptional combination of poise and agility.

The new BMW 3 Series offers model-specific components and chassis and control tech tuned to the type of drive system involved. The result is an unmistakable driving experience typical of the BMW 3 Series – whatever the drive system. All the new BMW 3 Series models have a newly developed electronics and software architecture. Leading the way technologically in every car is the BMW Driving Stack. This integrated hardware/software system allows the driving-relevant functions to work together cohesively and is designed to deliver unbridled driving pleasure.

In the fully electric BMW i3, the Heart of Joy high-performance computer teams up with the BMW Dynamic Performance Control Driving Stack to shape the car's all-new driving experience. The Heart of Joy was developed specifically for the sixth-generation fully electric drive system architecture. BMW 3 Series models powered by an internal combustion engine also feature an optimised, intelligent BMW Driving Stack honed precisely for this drive system type. The transverse dynamics management system bundles together all the agility-related driving functions, including the dynamic all-wheel-drive system. This means that as with the Heart of Joy in the fully electric BMW i3, Sheer Driving Pleasure serves as a central guiding principle for the ICE cars' driving dynamics as well. Stabilisation and engine management functions remain part of a carefully orchestrated ensemble of specialised control units that has been continuously developed over decades. This ensures that the strengths of the relevant systems are utilised to optimum effect. Both Driving Stacks are tailored, high-end solutions that play a crucial role in delivering the hallmark driving experience of a BMW. All future variants of the new BMW 3 Series are therefore set to benefit from an intelligent, high-performance driving dynamics management system optimised for the drive system specified.

BMW 3 Series with highly efficient combustion engines: superior ride comfort and improved driving dynamics.

The chassis technology of the new combustion-engined BMW 3 Series models has undergone significant modifications, as has the body structure. The objective here was to further improve the car's ride and long-distance comfort, give it sharper dynamics and optimise steering performance.

Compared with the model it replaces, the new BMW 3 Series has wider tracks at the front and rear as well as a longer wheelbase. Its almost perfectly balanced weight distribution is also a key ingredient for extremely dynamic handling. At the same time, state-of-the-art, highly

interconnected digital driving dynamics systems ensure agile and composed driving characteristics in all situations.

The new BMW 3 Series is an exceptionally precise and nimble car. The revised steering is an important factor here. A new steering ratio gives the driver even finer control over the vehicle. And, depending on the selected driving mode, the steering now provides an even more comfortable feel or more feedback from the road.

The improved integrated braking system gives the driver an even greater feeling of safety with its consistent pedal feel and excellent modulation. It also convinces with its standout acoustic properties.

Even more precise handling thanks to more advanced front and rear axles.

The double-joint spring strut front axle on the new BMW 3 Series features increased positive caster trail and revised elastokinematics. This has a number of benefits, including even more precise handling and improved steering feel. At the same time, the camber at the front wheels has been reduced compared with the outgoing model.

The five-link rear axle has a new set-up with modified negative caster trail and increased wheel camber. The enhancements to the chassis technology include anti-roll bar mounts with high preload at the front and rear axles, which enable body roll to be smoothed out and the vehicle to be stabilised more effectively. The new BMW 3 Series additionally benefits from stiffer chassis mounts. The standard chassis is equipped with newly developed lift-related dampers. And the diameter of the wheels has grown from 654 millimetres on the previous model to 680 millimetres on the new BMW 3 Series, further improving comfort and increasing traction.

The current selection of wheels and tyres contributes to the sharper driving dynamics of the new BMW 3 Series. Thanks to the increased inner rim width, the contact patch between tyre and road is larger. This improves stability, especially when taking corners at speed, and helps the car to handle with even greater composure. The choice of tyres ranges from 18-inch items all round to 19- and 20-inch mixed-size tyres measuring 245 millimetres in width at the front axle and 255 millimetres at the rear. This gives a notable boost to performance without compromising on everyday usability and comfort.

Adaptive suspension and adaptive M suspension for increased sporting prowess and maximum comfort.

Customers seeking handling dynamics and comfort of the highest order can specify the combustion-engined BMW 3 Series models with either adaptive suspension or adaptive M suspension as an option. Both feature electronically controlled valves at the dampers which are adjusted individually, continuously and independently of one another. This has the effect of adapting damping force to the situation at hand. 20-inch sports tyres complete with their own rims are also available to maximise dynamic performance. The even greater inner rim width at the rear wheels combined with a 275-millimetre tyre width ensures exceptional levels of traction, supreme stability and a driving experience with an even sportier edge.

Both adaptive suspension and adaptive M suspension are only available in conjunction with sport steering, which is more direct than the standard steering system, has a variable ratio and produces the signature steering feel of a BMW model. Drivers of cars with adaptive suspension can choose between the basic Personal and Sport settings via My Modes.

Both adaptive suspension and adaptive M suspension improve the car's dynamic steering behaviour as well as shortening its braking distance during ABS braking.

BMW M350 xDrive: Strong emotional appeal combined with outstanding precision and dynamism.

The range-topping BMW M350 xDrive showcases the dynamic handling capabilities of the new BMW 3 Series at their finest. It promises all the exhilarating agility and precision expected of an M Performance model, together with high levels of comfort in everyday use and on long journeys.

The BMW M350 xDrive comes as standard with adaptive M suspension, variable sport steering and the M Sport differential. Standard specification also includes the BMW xDrive intelligent all-wheel-drive system and M Sport brakes.

Adaptive M suspension is optionally available for the other combustion-engined BMW 3 Series models in conjunction with the M Sport package or M Sport package Pro. It offers a choice of three different settings – Personal, M Sport and M Sport Plus – that can be selected via My Modes. The Personal driving mode places the focus on comfortable everyday driving, while M Sport offers sporty handling with increased

agility. Switching the adaptive M suspension to M Sport+ mode, meanwhile, delivers the sharpest handling dynamics and maximises emotional intensity. This means it is also ideally suited to use during track days at race circuits, for example. The M Sport and M Sport Plus driving modes are available exclusively for the BMW M350 xDrive M Performance model.

Improved body rigidity, 20-inch light-alloy wheels as an option.

The chassis technology of the new BMW M350 xDrive incorporates a wealth of new features not found in its predecessor. Besides bespoke tuning of the springs and dampers, these include additional struts at the front end. The new tower-to-front-end strut and improved anti-roll bar mounting significantly increase torsional and vertical rigidity.

Reduced lift – thanks partly to the addition of a rear spoiler – results in even more precise handling, especially at higher speeds. 19-inch light-alloy wheels are fitted as standard, with 20-inch items available as an option – with sport tyres if desired.

Uninhibited driving experience: Drift Moment maximises pleasure of sliding sideways through corners.

The new BMW M350 xDrive brings a completely new driving experience to the road with the new Drift Moment feature. Combining driving purism with supreme agility, it is designed to extract maximum pleasure from sliding sideways through corners.

When activated via the Central Display, drive power is shifted entirely to the rear wheels, thus unlocking a driving sensation that was previously the preserve of high-performance models from BMW M GmbH. With M-style control of the multi-plate clutch and the DSC Off mode engaged, it delivers a puristic and extremely thrilling driving experience.

The new Drift Moment feature will become available in the course of 2027. It will then also be activated in models that have already been delivered via Software Update.

BMW i3: Heart of Joy delivers a whole new dimension in electrified driving pleasure.

The Heart of Joy high-performance computer defines the all-new driving experience in the all-electric BMW i3, delivering even greater precision, composure and agility. Together with the more advanced chassis technology of the BMW i3, this creates a new dimension in Sheer Driving Pleasure.

As one of the car's four superbrains, the Heart of Joy combines with the BMW Dynamic Performance Control Driving Stack to form the high-performance control unit of the BMW i3. This means that these previously dispersed control functions will now be consolidated into a centralised high-performance architecture and implemented as a uniform driving dynamics control concept. Control systems have a long tradition at BMW, beginning with the introduction of the first anti-lock braking system (ABS) in the BMW 7 Series in 1979.

The Heart of Joy controls the drive system, brakes and steering subfunctions, along with charging and recuperation. It performs at a whole new level, acting ten times faster than previous systems. This technological leap forward is evident in the exceptionally precise and composed handling of the first all-electric BMW 3 Series.

As a result, the BMW i3 can navigate corners extremely nimbly and with supreme precision. It instantly responds to the driver's steering inputs and imparts a sense of effortlessness.

The Heart of Joy reduces the number of control inputs required, leading to consistent, repeatable cornering behaviour that reinforces the feeling of safety. Even when it is being pushed to the limit, the new BMW i3 can still be controlled with ease and makes optimum use of the available traction. In typical BMW 3 Series style, it sets new standards for driving dynamics.

The BMW i3 M60 xDrive instantly translates the power of the all-electric BMW M eDrive powertrain into pure driving dynamics. The Heart of Joy and BMW M Dynamic Performance Control coordinate driving-related information in milliseconds, ensuring a very direct and precise driving experience. The driver can use the shift paddles on the steering wheel to actively influence the responses of M eDrive and to adapt performance with exceptional precision according to the driving situation at hand. Speed-dependent, specific sound design and dynamic driving feedback ensure an emotional driving experience typical of M models.

Soft Stop for the smoothest stopping action in the history of BMW.

The Soft Stop feature allows the new BMW i3 to draw to a perfectly smooth stop – without any jerking or braking noise – thanks to energy recuperation. In everyday driving, the BMW i3 decelerates virtually entirely by means of recuperative braking. The conventional brakes are only used for sporty driving or in the event of emergency braking.

Chassis: excellent agility and comfort for long journeys as standard.

Adaptive M suspension as an option.

The new BMW i3 stands out with its combination of the superb driving dynamics for which BMW is renowned and impressive comfort over long journeys. Here it takes advantage of an architecture that has been designed specifically for electric mobility. The new, flat high-voltage battery enables a low centre of gravity.

The BMW i3 is equipped as standard with a chassis featuring lift-related dampers. It has a double-joint spring strut front axle and a new five-link rear axle. Anti-roll bars including mounts with high preload are fitted at the front and rear for even more dynamic handling.

The choice of wheels for the all-electric BMW i3 comprises light-alloy and aerodynamic wheels, both measuring 19 to 21 inches in size.

Adaptive M suspension including sport steering is available as an optional element of the M Sport package and M Sport package Pro. It can be added to both the BMW i3 50 xDrive and the BMW i3 40 xDrive, further enhancing the sporting excellence of the new BMW i3 without any loss of ride comfort. The variable sport steering improves both steering comfort and the car's dynamic handling qualities.

Superbrain high-performance computers and new architecture.

Faster computing and more flexible updates.



Highlights:

- Four specialised superbrain high-performance computers.
- Electronics split into four zones: more efficiency, less weight.
- Software Updates allow for continuous improvements.

The Neue Klasse, as a software-defined vehicle, also marks a fundamental change when it comes to software and electronics architecture. Software is now determining the character of cars and their interaction with drivers more than ever.

Four specialised superbrain high-performance computers.

At the heart of the new architecture are four superbrain high-performance computers. Each is assigned a core task in the new BMW i3: first, there is the Heart of Joy for managing driving dynamics, then there are separate computers dedicated to automated driving and parking, infotainment, and basic and comfort functions like vehicle access and climate control. Together, they provide around 20 times more processing power than the previous generation.

Electronics split into four zones: more efficiency, less weight.

The four-zone cabling reduces the complexity of the wiring harnesses. The new BMW i3 additionally uses smart eFuses instead of classic fuses. This intelligent and flexible form of power protection, combined with the zonal architecture, enables shorter, thinner wiring, saves weight, reduces energy consumption thanks to intelligent power distribution and increases overall vehicle efficiency.

Software Updates allow for continuous improvements.

The new BMW i3, like all new BMW 3 Series models, will continue to receive new functions, performance enhancements or AI-based features via Software Updates long after purchase. With its superbrains, zonal electronics architecture and smart software, the new BMW i3 combines classic driving pleasure with digital intelligence. This creates a symbiosis of unique intensity between human and car. All future BMW models will feature the electronics and software architecture developed for the Neue Klasse.

Driver assistance systems.

BMW Symbiotic Drive for a new dimension in assisted driving pleasure.



Highlights:

- Innovative SAE Level 2 driver assistance systems and active safety functions that genuinely reduce strain on the driver and increase road safety.
- Assured driver assistance on motorways, country roads and city streets with the optional Motorway & City Assistant.
- BMW Symbiotic Drive ensures fluid and intuitive interaction between assistance and human driving behaviour in every driving situation.
- Hands-free driving in 21 countries with the BMW Motorway Assistant¹.
- New assistance functions offer navigation-guided, partially automated driving in urban areas².
- Driving Assistant Plus with BMW Symbiotic Drive available worldwide.
- Even more extensive range of active safety assistance functions than in the outgoing BMW 3 Series.
- Parking has never been so easy – with activation of the new Park Assist directly from the steering wheel, AI-supported parking space detection and manoeuvre planning.
- Intelligent interplay between Heart of Joy and Superbrain of Automated Driving.

Thanks to its next-generation technology toolkits and the gradual expansion of the use of artificial intelligence, the new BMW 3 Series boasts a wealth of assured functions for partially automated driving and parking that truly reduce the strain on the driver. Many comfort and safety features are included as standard.

¹ By the end of 2026 in Germany, United Kingdom, Ireland, Belgium, Netherlands, Luxembourg, France, Spain, Portugal, Italy, Switzerland, Liechtenstein, Austria, Czechia, Poland, Denmark, Sweden, Norway, USA, Canada and Japan.

² Rollout starts in 2027 in Germany. It will then be gradually expanded to other countries.

Innovative SAE Level 2 driver assistance systems and active safety functions that genuinely reduce strain on the driver and increase road safety.

The new BMW 3 Series models feature innovative SAE Level 2 driver assistance systems and active safety functions with BMW Symbiotic Drive. These include a series of major improvements and functional enhancements over the previous models, culminating in an assured driver assistance experience extending uninterrupted from motorways to country roads and city streets.

BMW Symbiotic Drive ensures fluid and intuitive interaction between assistance and human driving behaviour in every driving situation.

The advanced Level 2 driver assistance systems from BMW are designed down to the smallest detail for seamless interaction between assistance and human driving behaviour. This results in a safe and assured driver assistance experience that offers maximum customer benefit while remaining controllable at all times. When driver assistance is active, the driver can accelerate, steer and brake as required without instantly deactivating the assistance system in the process. This means that in any driving situation, the driver can work together with the driver assistance tech if they wish by driving in the way they normally would. This high degree of cooperative interaction is currently unrivalled in this segment. The clear operating logic and displays in BMW Panoramic iDrive facilitate an intuitive driver assistance experience and also play their role in ensuring it is controllable at all times, enabling the safe use of SAE Level 2 partially automated driving functions.

The symbiotic interaction between driver and vehicle can also be experienced with active safety functions, such as the Lane Keeping Assistant. The driver's intention is determined based on steering behaviour and where they are looking, meaning that the system assists with warnings and steering inputs only when the driver is unintentionally drifting out of their lane or the system detects an impending collision.

Hands-free driving in 21 countries with the BMW Motorway Assistant¹.

The Motorway Assistant enables hands-free driving on the motorway up to 130 km/h (81 mph). It also supports navigation-guided Entry-2-Exit driving with BMW Maps in 21 countries thanks to its ability to both carry out automated lane changes (following an eye signal from the driver to

¹ By the end of 2026 in Germany, United Kingdom, Ireland, Belgium, Netherlands, Luxembourg, France, Spain, Portugal, Italy, Switzerland, Liechtenstein, Austria, Czechia, Poland, Denmark, Sweden, Norway, USA, Canada and

Japan.

confirm) and navigate motorway junctions. Customers in Germany, Canada and the USA have already clocked up over 230 million kilometres (143 million miles) with their hands off the wheel using the previous generation of Motorway Assistant technology.

New assistance functions offer navigation-guided, partially automated driving in urban areas¹.

BMW offers customers an exceptional driving experience, and the same applies to assisted driving. From 2027, the new BMW 3 Series will, for the first time, be able to offer customers navigation-guided, partially automated assistance (while route guidance with BMW Maps is active) when turning off the road, negotiating roundabouts or performing lane changes in urban areas, as well as with road priority situations – always provided the system detects that the person behind the wheel is paying attention. This extended functionality is enabled by the new Europe-wide legal framework established by the 02 series of amendments for DCAS (UN ECE R171), which will allow system-initiated driving manoeuvres in urban areas for the first time from 2027.

All new BMW 3 Series models come complete with the necessary hardware for the entire range of driver assistance features, giving customers the option of activating any assistance function at a subsequent time of their choosing. The driver assistance functions are being continuously developed on the basis of anonymised data from the customer fleet of new-generation BMW models in compliance with all data protection regulations. This means that customers will continue to benefit from improvements to the driver assistance systems after purchasing their vehicle thanks to the Software Update facility.

Driving Assistant Plus with BMW Symbiotic Drive available worldwide.

Driving Assistant Plus – which is available worldwide – can control the speed of the BMW 3 Series and its distance from the vehicle in front at the driver's request and help them to easily keep the car in its lane. BMW Symbiotic Drive enables Driving Assistant Plus to also work smoothly and intuitively in tandem with the driver's inputs, if desired.

Even more extensive range of active safety assistance functions than in the outgoing BMW 3 Series.

Thanks to BMW Symbiotic Drive, the active safety functions fitted as standard in the BMW 3 Series work intelligently and unobtrusively in the

¹ Rollout starts in 2027 in Germany. It will then be gradually expanded to other countries.

background as silent companions. The vehicle can recognise what the driver intends to do based on steering behaviour and where they are looking. As a result, the Lane Keeping Assistant, for instance, will only trigger warnings and control the steering if it detects the vehicle veering out of lane unintentionally or an impending collision. The system will therefore not intervene in deliberate manoeuvres, provided there is no foreseeable risk of a collision or the vehicle leaving the road. Deliberate manoeuvres are flagged up by use of the turn signal indicators, for example, as well as active steering movements or the driver glancing over their shoulder.

The new functions include enhanced emergency steering intervention, which now allows the car to automatically steer around objects detected in its lane. Numerous other features also come as standard, such as Lane Change Warning, Side Collision Warning with steering intervention, plus Crossing Traffic Warning with emergency braking function when turning into a road or exiting a parking space. The Emergency Brake Assistant with Evasion Assistant can provide effective assistance in avoiding frontal collisions, employing maximum braking power if necessary. Thanks to new sensor tech, the system is now able to respond even better to the danger of wildlife crossing the road. Added to which, the standard exit warning function can actively delay doors being opened when there is a cyclist approaching, for example, meaning that dangerous "dooring" accidents can be prevented.

Parking has never been so easy – with activation of the new Park Assist directly from the steering wheel, AI-supported parking space detection and manoeuvre planning.

The new Park Assist is capable of semi-automated parking, while the new visualisation function for the area around the car makes selection of detected parking spaces even more intuitive. Automated parking manoeuvres are carried out even more swiftly and smoothly. The optional Parking Assistant Plus provides a 360° view with the option of switching between kerb, 3D and car wash views. There is also a Manoeuvre Assistant that is able to record and then perform recurring manoeuvres covering a distance of up to 200 metres. The Parking Assistant Professional offers the complete package, additionally providing extensive options for carrying out parking and stored manoeuvres remotely from up to six metres away using the My BMW smartphone app. All driver and parking assistance functions can also be activated digitally from the BMW ConnectedDrive Store at a later stage.

Intelligent interplay between Heart of Joy and Superbrain of Automated Driving.

The close interplay between the Heart of Joy and Superbrain of Automated Driving in the new BMW i3 enriches the assisted driving experience with the smoothest stopping ability in the history of BMW – thanks to jerk-free, noiseless recuperative braking all the way to a standstill. All assisted braking manoeuvres are carried out purely by means of electric motor recuperation until the car comes to a halt, with the exception of emergency braking.



Production.

State-of-the-art plants for every drive system type. Highly efficient, flexible and digital.

Highlights:

- Series production of the BMW i3 gets underway at Plant Munich.
- A vision for all technologies: the BMW iFACTORY.
- Manufacturing costs reduced by ten per cent as production of the new BMW i3 ramps up.
- Production at Dingolfing: the new combustion-engined BMW 3 Series.
- Long tradition: car manufacture in Lower Bavaria.
- Made in Steyr: the electric motor for the new BMW i3.
- New Irlbach-Straßkirchen plant supplies high-voltage batteries.

The first ever BMW 3 Series rolled off the production line at the company's home plant in Munich in 1975. And so began the story of the BMW brand's most successful model ever, with over 18 million sold worldwide to date. 2026 will see the BMW 3 Series enter a whole new era at this same historic location, where BMW has been making vehicles since 1923. The first fully electric BMW 3 Series, the new BMW i3, is being built at BMW Group Plant Munich, and the site has undergone extensive modernisation in recent years in preparation. From 2027, BMW will only manufacture all-electric vehicles here.

The new BMW 3 Series models with highly efficient combustion engines will be made at BMW Group Plant Dingolfing, where BMW has been producing vehicles since 1973. Today, Dingolfing ranks as the BMW Group's largest production site in Europe. Around 280,000 BMW cars were manufactured here in 2025 alone, and some 13 million vehicles in all have left the factory to date.

The key components of the all-electric drive system and internal combustion engines for the BMW 3 Series are produced by BMW Group Plant Steyr in Austria. The high-voltage batteries for the BMW i3, meanwhile, are supplied by the new BMW Group Plant Irlbach-Straßkirchen. This assembly plant is located in Lower Bavaria, around one-and-a-half hours from Munich.

Series production of the BMW i3 gets underway at Plant Munich.

The Munich plant has kept reinventing itself since it was founded over a century ago. The BMW Group completely remodelled the site for the Neue Klasse, while continuing to produce up to 1,000 vehicles a day there. A new body shop, state-of-the-art vehicle assembly facilities and new, additional logistics spaces were built to cover around one third of the plant's surface area. The existing production areas and technologies have also been extensively updated in recent years. Series production of the new BMW i3, the second Neue Klasse model, commenced in Munich in August 2026.

In the words of Peter Weber, Head of BMW Group Plant Munich: "BMW Group Plant Munich is the home of the BMW 3 Series. Indeed, the new BMW i3 marks the beginning of a new chapter in the history of our home plant. The BMW i3 heralds the start of Neue Klasse production in Munich and paves the way for further models here. Making our plant fit for the future is above all an achievement of the people here who drive change and innovation with great enthusiasm. Together we set ourselves fresh challenges each day, make astute use of digitalisation and automation, and work step by step to make Plant Munich even more efficient – without compromising on our high quality standards."

A vision for all technologies: the BMW iFACTORY.

The BMW iFACTORY is a vision for the future of production and focuses on efficiency, sustainability and digitalisation. In this context, the company's plants worldwide implement site-specific solutions, thereby reinforcing the company's resilience and its ability to ensure reliable deliveries anytime and anywhere. This vision has now also been implemented consistently across all technologies at BMW Group Plant Munich.

BMW is greatly increasing the plant's efficiency by investing around €650 million in modern, digital production structures. Automation, standardisation, use of AI, and simplified product architecture are just some of the measures that are making a significant difference here. From virtual twins to real-time data analysis, digital technologies and artificial intelligence are used systematically in planning, production, quality assurance and logistics.

Manufacturing costs reduced by ten per cent as production of the new BMW i3 ramps up.

Over the past few years, BMW has already been able to achieve a significant reduction in production costs at its Munich site thanks to, among other things, forward planning, close collaboration with development teams and suppliers, and the introduction of cutting-edge manufacturing techniques. Further optimisation of production processes, targeted automation and digitalisation combine with the Neue Klasse vehicle architecture to give a further boost to efficiency. Production costs have therefore fallen by another ten per cent with the debut of the new BMW i3. As a result, BMW Group Plant Munich is now even more efficient, flexible and digital than ever.

Production at Dingolfing: the new combustion-engined BMW 3 Series.

BMW Group Plant Dingolfing is the BMW Group's largest manufacturing site in Europe – and the workplace of around 18,000 people. In addition to the BMW 4 Series (including M variants), BMW 5 Series (including M variants), BMW 7 Series and all-electric BMW iX, the employees here will also be manufacturing the new combustion-engined BMW 3 Series from November 2026.

The Dingolfing site is considered one of the most flexible automotive plants in the world. A mixture of different model series can be built here in all drive variants on a single production line. As Head of Plant Dingolfing Christoph Schröder says: "This enables us to always keep production in step with actual customer demand and to respond quickly to market changes."

Long tradition: car manufacture in Lower Bavaria.

Dingolfing has a long history of car manufacture that first started with Hans Glas GmbH. In the 1950s and 1960s, this medium-sized firm made the 'Goggomobil' microcar that became a familiar sight in Germany, along with other models including the Glas 2600 V8 luxury coupé. In 1967, the Lower Bavarian manufacturer was acquired by BMW AG.

After initially manufacturing vehicle components at the new Dingolfing site, in the early 1970s BMW made the decision to build a completely new car plant there. The first car rolled off the production line of the new BMW plant in Dingolfing in September 1973. The BMW 3 Series and BMW Group Plant Dingolfing also have a shared history that stretches back a long way, with production of the first BMW 3 Series cars starting

here as long ago as 1980. Following a hiatus, the model series is now returning to Dingolfing in the shape of the new BMW 3 Series Sedan.

The BMW Group invests several hundred million euros annually in future model generations and new technologies at Dingolfing, driving the plant's transformation into a BMW iFACTORY in the process. In addition to cars, Dingolfing also manufactures vehicle components, such as pressed parts and chassis and (electric) drive systems, as well as bodysells for Rolls-Royce.

Made in Steyr: the electric motor for the new BMW i3.

The Gen6 electric motor for the new BMW i3 is being built at BMW Group Plant Steyr in Austria, along with the internal combustion engines for the other BMW 3 Series variants. The BMW Group's largest motor/engine plant has been developing and producing drive systems for over 40 years. More than 1.2 million units left the production halls here in 2025 alone. With the addition of the first electric motor to the portfolio, the plant is reinforcing its status as a standard-bearer for the technology-open approach.

All key components of the highly integrated electric drive unit – the rotor, stator, transmission and inverter – are manufactured on site. A state-of-the-art clean room environment was created for the production of the inverter. The electric drive components are assembled on two newly built production lines. The motor/engine plant in Steyr is supplied with the housing for the electric motor by the aluminium foundry at BMW Group Plant Landshut.

By 2030, the BMW Group will have invested over one billion euros at the Steyr site – since the project's launch in 2022 – to expand its development and production expertise for electric drives.

New Irlbach-Straßkirchen plant supplies high-voltage batteries.

The new BMW Group Plant Irlbach-Straßkirchen will be responsible for producing the high-voltage batteries for the new BMW i3 in future. The assembly plant in Lower Bavaria is only around 30 kilometres (19 miles) from Dingolfing.

The BMW Group has applied the "local for local" principle by locating its various new assembly plants for high-voltage batteries in close proximity to local vehicle production. The new Irlbach-Straßkirchen plant will supply Gen6 high-voltage batteries to the parent plant in Munich as well as to further vehicle plants in Germany. It is one of five new BMW Group

assembly plants for sixth-generation high-voltage batteries worldwide and will come on stream in October 2026. There will be two assembly lines at the site.

The BMW Group will create up to 1,600 jobs at the new plant, thereby giving a major boost to value creation in Bavaria.

Manufacturing of the Gen6 high-voltage batteries at the new BMW Group Plant Irlbach-Straßkirchen combines a rigorous zero-defect approach with cutting-edge production technologies. By using digital twins for planning and optimising production processes, carrying out complete in-line quality checks and making targeted use of artificial intelligence, the BMW Group is setting new standards for battery production.

Sustainability in manufacturing and product design.

Decarbonisation throughout the car's life cycle.



The BMW Group is following a holistic approach to sustainability once again with the new BMW 3 Series. The focus is on decarbonisation across the car's entire life cycle – from product development, through the supply chain, to production and the use phase.

The new BMW 3 Series. Statements.

Dr Joachim Post, Member of the Board of Management of BMW AG responsible for Development: "Whether it's the fully electric Neue Klasse variant with up to 912 kilometres (567 miles)¹ of electric range or highly efficient combustion-engined variants with cutting-edge 48V mild hybrid and plug-in-hybrid drive systems – all the BMW 3 Series models benefit from Neue Klasse innovations in the areas of digitalisation, driver assistance, design and BMW-typical driving pleasure. The result is the best BMW 3 Series of all time."

Jochen Goller, Member of the Board of Management of BMW AG, Customer, Brands, Sales: "Each generation of the BMW 3 Series has been the definitive car of its time. The new BMW 3 Series continues this tradition with a technological leap forward into a new era, a single design spanning all drive system variants. The first fully electric BMW 3 Series based on the Neue Klasse celebrates its premiere in the form of the BMW i3. It enhances the character of the BMW 3 Series with new, standout attributes. As a fully electric model in a high-volume segment, the BMW i3 is a hugely significant car for the BMW Group. Feedback from our customers has already confirmed the car's enormous potential."

Dr Mike Reichelt, Head of Neue Klasse, BMW Compact and Midsize Class: "The Neue Klasse is about far more than a single car. With the BMW iX3 we demonstrated for the first time how our new design language could blend the sixth generation of BMW eDrive technology, BMW Panoramic iDrive and the Heart of Joy into a unique overall experience. Scalable and global, the Neue Klasse innovations are now being rolled out across our entire model range. And with the new BMW 3 Series, we are bringing them to the core of the brand for the first time. The eighth generation of our icon reaps the benefits of this technological leap forward, regardless of the drive system type providing the power. The result is Sheer Driving Pleasure, redefined."

¹ The figures stated were determined based on the prescribed WLTP measurement procedure. The real-world values depend on various factors, such as load, driving style, route, weather, auxiliary consumers (including climate control systems), tyres and battery condition.

Dr Mihiar Ayoubi, Senior Vice President Driving Experience

Development: "The BMW 3 Series has encapsulated Sheer Driving Pleasure for many decades. The new generation of the car sees us building consistently on this strength and elevating the interaction of the driver, car and intelligent dynamic control systems to a new level. Both the new fully electric BMW i3 and the new BMW 3 Series models with combustion engines and plug-in hybrid drive feature their own specific BMW Driving Stacks. They combine state-of-the-art control technology with our dynamic DNA. This enables us to infuse all of the BMW 3 Series drive variants with our brand's signature driving experience – headlined by exceptional precision, intoxicating agility and the poise and assurance for which BMW is renowned. Unmistakably BMW, in other words."

Peter Weber, Head of BMW Group Plant Munich: "BMW Group Plant Munich is the home of the BMW 3 Series. Indeed, the new BMW i3 marks the beginning of a new chapter in the history of our home plant. The BMW i3 heralds the start of Neue Klasse production in Munich and paves the way for further models here."

As Peter Weber points out, this has been a journey shaped by more than new machinery and technology alone: "Making our plant fit for the future is above all an achievement of the people here who drive change and innovation with great enthusiasm. Together we set ourselves fresh challenges each day, make astute use of digitalisation and automation, and work step by step to make Plant Munich even more efficient – without compromising on our high quality standards."

Christoph Schröder, Head of BMW Group Plant Dingolfing: "We're delighted to be welcoming the BMW 3 Series Sedan back to our plant. We have been able to integrate the ICE variant into our existing structures quickly and efficiently and will build the car on the same assembly line as the BMW 4 Series and BMW 5 Series models as part of a flexible approach."

Oliver Heilmer, Head of Design Neue Klasse, BMW Compact Class and BMW M: "The new BMW 3 Series embodies the essence of our brand. Its design blends sporting dynamism and timeless elegance in the clear, reduced design language of the Neue Klasse."

The new BMW 3 Series.

Interesting facts about the new model.¹



What are the starting prices for the BMW 320 and BMW M350 xDrive?

The BMW 320 is priced from 55,450 euros. The starting price for the model marking the entry point into the world of BMW M – the BMW M350 xDrive – is 78,250 euros.

What are the starting prices for the BMW i3 50 xDrive and BMW i3 40 xDrive?

The BMW i3 50 xDrive is priced from 65,400 euros, the BMW i3 40 xDrive from 59,900 euros.

When will the new BMW 3 Series go on sale?

Orders for the new BMW 3 Series open on 30 September 2026.

What are some of the equipment features offered as standard for the new BMW 3 Series?

- High-gloss Shadowline
- Extended exterior mirror package
- BMW Comfort Access
- BMW Panoramic Vision
- Electric seat adjustment with memory function
- Seat heating, front
- Two-zone automatic climate control
- Hi-fi system with seven speakers
- Driving Assistant Plus
- DAB tuner
- 5G Wi-Fi hotspot
- Tyre Pressure Monitor

¹ All of the equipment features, fuel/electric power consumption and CO₂ figures in this media information refer to the German market. These may vary in other markets.

What are highlight features offered additionally by M Performance models such as the BMW M350 xDrive?

BMW Iconic Glow exterior package
M Yellow Lights
M Sport exterior items
Specific features M Sport package Pro
M mirror caps in black
M rear spoiler in black
M logo projection
Adaptive M suspension
Launch Control
BMW M interior design in black
M-specific displays
Harman Kardon hi-fi system
M Sport steering wheel
M Sport interior items

What are the consumption and range figures for the BMW i3 50 xDrive and BMW i3 40 xDrive?

The BMW i3 50 xDrive has a range of up to 912 km (WLTP)¹ and its electric power consumption is 16.2–13.4 kWh/100 km. The BMW i3 40 xDrive offers a range of up to 710 km / 441 miles (WLTP)¹ and electric power consumption of 16.1–14.3 kWh/100 km¹.

Do all BMW i3 models have an 800V vehicle electrical system?

The BMW i3 is a Neue Klasse model. All Neue Klasse models have sixth-generation BMW eDrive, 800V technology and high-voltage batteries with new cylindrical cells.

What does the BMW 3 Series offer for automated driving?

All BMW 3 Series models, regardless of the drive system type, offer innovative SAE Level 2 driver assistance systems and active safety functions with significant improvements, functional enhancements and BMW Symbiotic Drive.

¹ The figures stated were determined based on the prescribed WLTP measurement procedure. The real-world values depend on various factors, such as load, driving style, route, weather, auxiliary consumers (including climate control systems), tyres and battery condition.

Will there also be a BMW 3 Series with a six-cylinder engine?

Yes, the BMW M350 xDrive will be powered by a six-cylinder in-line engine. It has 48V mild hybrid technology and develops 326 kW/443 hp.

Does the combustion-engined BMW 3 Series also come with a Heart of Joy?

Yes, but it is optimised for cars with a combustion engine. In short, "Heart of Joy" represents the core of BMW driving dynamics expertise in the age of the software-defined vehicle / intelligent connected vehicle.

We view "Heart of Joy" as our guiding principle for BMW driving dynamics across the various drive system types. The best way of implementing "Heart of Joy" technologically in each different model is via the BMW Driving Stack. This integrated hardware/software system allows the driving-relevant functions to work together cohesively and is designed to deliver Sheer Driving Pleasure.

The combustion-engined BMW 3 Series employs an intelligent BMW Driving Stack optimised over several decades and honed precisely for the drive system at hand. Working closely with the braking, stability and drive control systems, it utilises the full dynamic potential of the drive system. The transverse dynamics management bundles together all the agility-related driving functions, including the dynamic all-wheel-drive system.

The Heart of Joy in the BMW i3 was created specifically for the sixth-generation fully electric drive system architecture in the Neue Klasse. Developed fully in-house, the Driving Stack with BMW Dynamic Performance Control brings together all the drive system and driving dynamics functions in a central control unit for the first time. The electric drive system plays an active role in shaping the car's driving dynamics, and it does so with exceptional efficiency and an unprecedented control rate – ten times faster than previous systems. This opens up fresh dynamic possibilities, delivering a driving experience of the highest level.

Both Driving Stacks are high-end solutions that are tailored to the car's particular drive system and shape the hallmark BMW driving experience. All future models are therefore set to benefit from an intelligent, high-performance driving dynamics management system tuned to optimum effect to the drive system specified.

Can a BMW M350 xDrive that has already been delivered be retrofitted with the Drift Moment?

The Drift Moment will be available over the course of 2027 and will then also be activated via Software Update in cars that have already been delivered.

Is the new Drift Moment also available for models other than the BMW M350 xDrive?

This function is reserved exclusively for M Performance models such as the BMW M350 xDrive. This underscores the BMW M350 xDrive's status as the entry point into the world of BMW M.

Do the exterior dimensions of the BMW 3 Series differ depending on the type of drive system fitted?

The exterior dimensions of the BMW i3 do differ slightly from those of the other BMW 3 Series models, as dictated by the concepts underpinning them. The BMW i3 is 4,760 mm long, 1,865 mm wide and 1,480 mm tall. Its wheelbase measures 2,897 mm. The combustion-engined models are 4,765 mm long, 1,850 mm wide and 1,455 mm tall. Their wheelbase measures 2,860 mm.

How quickly does the BMW M350 xDrive accelerate from 0 to 100 km/h (62 mph)?

The new BMW M350 xDrive sprints from rest to 100 km/h (62 mph) in 4.1 seconds.

What are the M Yellow Lights on the BMW M350 xDrive?

The new M Yellow Lights on the BMW M350 xDrive are light icons at the front of the car. They have their origins in racing car design, being inspired by GT cars and the BMW M Hybrid V8, and are fitted as standard on the BMW M350 xDrive.

Which wheel options are available for the new BMW i3?

The fully electric BMW i3 can be ordered with a choice of nine different light-alloy and aerodynamic wheels in sizes from 19 to 21 inches.

Is the interior of all new BMW 3 Series models identical regardless of the drive system type?

Yes. Only concept-related necessities result in minimal differences.

Do all steering wheels for the new BMW 3 Series have a central spoke in their upper section as standard?

No. The BMW M350 xDrive is fitted with an M steering wheel with spokes in the four and eight o'clock positions. The M steering wheel can be specified as an option for all BMW 3 Series models – either separately or as part of the optional M Sport package Pro.

Are seats with a massage function available for the BMW i3?

Yes, the optional multifunction seats come with this feature.

Can I also listen to music in the Dolby Atmos format in the new BMW 3 Series?

Yes. the Dolby Atmos format is part of the optional and specifically tailored Harman Kardon sound systems. All these systems provide a premium audio experience.

How many kilometres' worth of energy can the new BMW i3 add in ten minutes of charging at a maximum DC rate of 400 kW?

The new BMW i3 50 xDrive can add 423 kilometres (263 miles)¹ of range in ten minutes of charging at 400 kW.

Does the Motorway Assistant in the new BMW 3 Series enable hands-free driving on the motorway?

Yes, it enables hands-free driving on the motorway at up to 130 km/h (81 mph). In many European countries and beyond, it supports automated lane changes (following an eye signal from the driver to confirm) and navigation-guided Entry-2-Exit driving with BMW Maps.

Where will the new BMW 3 Series be produced?

The fully electric BMW i3 is built at the BMW Group's home plant in Munich. The BMW 3 Series with combustion engine will roll off the assembly line at Dingolfing, the BMW Group's largest plant in Europe.

¹ The extra range added after ten minutes of high-power charging was determined in accordance with ISO 12906 in the WLTP cycle and assumes that the charging infrastructure enables the maximum DC charging power. The actual range added and charging performance depend on the vehicle equipment, state of charge/condition of the battery, ambient/battery temperature, driving profile, auxiliary consumers, vehicle-specific charging settings and the charging power provided at the charging station.