



Media Information  
11 June 2025

## **Fact Sheet**

### **At a glance: pioneering technologies of the Neue Klasse.**

Revolutionary drive system, driving dynamics, ADAS, and operating technologies will enter series production for the first time with the BMW iX3.

- First production model of the Neue Klasse: BMW iX3 50 xDrive
- Start of production: end of 2025
- **Electric range: up to 800 km (WLTP)\*** (CLTC: 900km\* / EPA: 400 mls\*)
- **Charging capacity: peak charging capacity up to 400 kW.**
- **Charging rate: maximum range of more than 350 km in just 10 min\*.**

**BMW stands for sheer driving pleasure.** With the innovations of the Neue Klasse, BMW is taking its hallmark driving experience to a new level. The beginning of a new era. All future BMW models, regardless of drive train, will benefit from the technologies of the Neue Klasse.

#### **Mike Reichelt, Head of Neue Klasse BMW:**

“Longer range, faster charging, an all-new display and operating concept, and the intelligence of four superbrains are the distinguishing features of the Neue Klasse. With the upcoming BMW iX3 – the first model of the new car generation – we are introducing fundamental technology upgrades with the clear aim of raising the typical BMW driving pleasure to a whole new level. With the all-new BMW iX3, we bring our revolutionary technologies into series production for the first time, and we can hardly wait to see it in action on the road. All future BMW models,



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regardless of powertrain type, will benefit from the innovations and technology clusters of the Neue Klasse."

#### **Stephan Durach, Senior Vice President UI/UX Development BMW Group:**

"The overall concept of the new BMW Panoramic iDrive with BMW Operating System X is made possible by a major technological leap. It offers intuitive operation, emotive driving experiences and individual personalization. The new BMW Panoramic iDrive with Operating System X shows the potential of a 'Software Defined Vehicle'."

#### **Florian Preuß, Senior Vice President, High-Voltage Battery and Charging:**

"The fundamentally new high-voltage battery concept for Gen6, with cylindrical cells at its heart, represents an expression of BMW's extensive expertise into the finest details – from the cell chemistry and overall concept design for hardware and software to the integration into the vehicle. Gen6 promises to introduce a far-reaching technological leap across our range of fully electric vehicles, and the BMW iX3 represents the first stage of this process. It sets new standards in terms of energy density, charging experience and range."

#### **Mihir Ayoubi, Senior Vice President Driving Experience, BMW Group:**

"The new BMW iX3 offers our customers a driving experience unlike anything before. The Heart of Joy with BMW Dynamic Performance Control breaks new ground for a series-production car in controlling the drive system, recuperation, brakes and driving dynamics control in a central 'superbrain'. This genuine innovation in automotive design has been developed and industrialised by BMW. The 'Superbrain of Automated Driving' has a 20 times higher processing speed than the previous generation. It adds new, market-leading ADAS functions to the new BMW iX3. And all in keeping with our philosophy: smart, symbiotic and safe."

#### **BMW Panoramic iDrive**

- Four central interaction elements make up the new BMW Panoramic iDrive: **BMW Panoramic Vision**, the **Central Display**, the new **multifunction steering wheel** and the new **BMW 3D Head-Up Display** are all about



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driver orientation ("Hands on the Wheel, Eyes on the Road") and set new standards.

- BMW Panoramic Vision with the latest head-up technology enables **projection of customisable content** across the full width of the windscreen and can be experienced by all occupants.
- The new **Central Display** with matrix backlighting is in an ergonomically ideal position near the steering wheel and enables **user-friendly touch control** with good accessibility.
- The new **BMW 3D Head-Up Display** is located directly in the driver's field of vision.
- The **multifunction steering wheel** with buttons is the **most important haptic surface** for content in the BMW Panoramic Vision and BMW 3D Head-Up Display.
- The **upgradability** of BMW Operating System X paves the way for the integration of future digital innovations.

### Sixth generation of BMW eDrive technology (Gen6)

- The energy content of the high-voltage battery, together with the efficient-oriented design of the drive system and the vehicle as a whole, enables a range of up to **800 kilometres** (497 miles) as per WLTP\*.
- The **cylindrical li-ion cells** have an energy density **20 per cent** greater than that of the prismatic cells in Gen5, and are integrated directly into the high-voltage battery (cell to pack). The high-voltage battery takes on a **load-bearing role in the body structure** of Neue Klasse models (pack to open body).
- With **400 kW maximum charging capacity** a maximum range of more than **350 kilometres / 217 miles\* (WLTP) can be added in just 10 minutes**. The charging performance and charging curve can be monitored **live via the My BMW App**.
- Paving the way for rapid charging is the use of **800V technology**. Charging at **400V DC points** will, of course, still be possible.



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- The **intelligent charging flap** has various triggers for prompt automatic opening and closing and for this also uses AI.
- **Bidirectional charging capability** - the use cases are Vehicle-to-Load (V2L) Vehicle-to-Home (V2H) Vehicle-to-Grid (V2G).
- Positioned on the high-voltage battery, the **Energy Master** works as the Gen6 control unit. It provides the interface for high- and low-voltage power supply and for data from the high-voltage battery. The Energy Master is a fully inhouse BMW development in terms of both hardware and software.
- **The portfolio of e-motors for Gen6:** The **EESM (electrically excited synchronous motor) technology** has undergone major upgrades. Rotor, stator and inverter have all been fully designed for the new 800V architecture in order to maximise drive system performance and efficiency. The inverter is completely integrated into the electric motor's housing. The EESM technology will be applied at the rear axle.
- A second, additional electric motor technology will be employed in Gen6 in the form of the **asynchronous motor (ASM)**. It offers the advantage of a more compact design and superior cost efficiency. The ASM motor variants will be fitted at the front axle of Neue Klasse cars with BMW xDrive.
- When compared to a Gen5 xDrive model, a future Gen6 Neue Klasse model complete with EESM and ASM technology boasts the following improvements: **energy losses have been reduced by 40 per cent, costs by 20 per cent and weight by 10 per cent.**

**With the new BMW iX3, BMW is elevating sheer driving pleasure to the next level.**

- **The Heart of Joy with BMW Dynamic Performance Control** responds more directly than ever to the driver's command. It controls **brakes, recuperation, steering sub-functions and powertrain** at the same time with a new level of **speed and precision.**



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- **Heart of Joy** = one of the four highly integrated control units (superbrains) of the Neue Klasse. It combines, for the first time, all of the control units responsible for the driving experience in a single high-performing unit.
- **BMW Dynamic Performance Control** is the first driving dynamics control system developed by an OEM. It was **developed entirely by BMW**.
- Motor and chassis control are **combined within a single unit for the first time. Control responses are therefore ten times faster** than is possible today using split control units.
- BMW Dynamic Performance Control enables **extremely precise driving characteristics, faster-than-ever processing speed** and a less **complex control unit architecture** within the vehicle.

### Providing huge added value for customers: automated driving and parking functions for the new BMW iX3 – smart, symbiotic and safe.

- The central intelligent high-performance computer **Superbrain of Automated Driving** pools together all the customer functions of the new automated driving toolkit.
- **20 times higher computing power** than the previous generation.
- **Expanded range of functions: lane change warning, Road Priority Warning, Safe Exit and Assisted View.** Safe Exit uses side-mounted radars to monitor traffic next to the car while at a standstill and warn the driver of approaching objects. The new Assisted View shows the latest driving situation precisely in the Central Display, Panoramic Vision and 3D Head-Up Display, as desired.
- **Motorway assistant with automatic lane change** now also available in the BMW iX3 class.
- **Assisted driving through** tight corners, along motorway slip roads and around roundabouts.
- Improved availability of automatic **response to traffic lights** at complex intersections and **automatic pulling away** when lights turn to green.



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- **Symbiotic driver assistance** creates a seamless transition between assistance and driver-led steering **with cooperative steering and – a world first – cooperative braking**. This function remains active even when the driver makes light brake inputs.
- **Automatic evasion** of obstacles within the vehicle's lane when the driver is driving the car.
- **Optimisation of parking functions and AI-assisted parking space recognition**, improvement of the parking experience through extended monitoring of objects during parking manoeuvres.

\* As this is a development-phase prototype, the figures given are provisional. Energy consumption information as per WLTP is not yet available.

If you have any questions, please contact:

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### The BMW Group

With its four brands BMW, MINI, Rolls-Royce, and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and provides premium financial services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2024, the BMW Group sold 2.45 million passenger cars and more than 210,000 motorcycles worldwide. Profit before tax in the financial year 2024 was €11.0 billion, and revenue €142.4 billion. As at 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of BMW Group's corporate strategy covering supply chains and production of all products until they reach the end of their use phases.

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