

Media Information

12 September 2025

**Neue Klasse for world-class performance – The new BMW iX3 is the Hole-in-One Prize for the BMW PGA Championship.**

+++ The new all-electric BMW iX3 heralds the start of a new era of Sheer Driving Pleasure +++ Hole-in-One Prize: First model of the Neue Klasse for the first ace on the 14th hole +++ UK premiere at the BMW PGA Championship +++

**London.** Just a few days ago, the new BMW iX3 celebrated its world premiere in Munich, and this week, the all-electric Sports Activity Vehicle (SAV) is making its debut in the United Kingdom at the BMW PGA Championship. As the flagship event of the DP World Tour, it is a highlight of the British sporting calendar and the perfect stage for the first Neue Klasse model. One player from the world-class field at Wentworth could even be among the first to experience a new era of Sheer Driving Pleasure on the road as the first ace on the 14th hole (Par 3) at the Wentworth Club will be rewarded with a new BMW iX3 50 xDrive.

The Neue Klasse is not just a new car. It represents the redefinition of the BMW brand and is the logical dawn of a new era for the BMW Group. The new BMW iX3 also marks a huge leap forward in terms of electromobility, display and operating concept, digitalisation, connectivity, design, and sustainability. The whole product range will benefit from the innovations brought by the Neue Klasse – whichever drive system technology is employed.

The fully electric BMW eDrive technology of the 6th generation drive system with 800V technology and cylindrical battery cells with 20% higher energy density achieves a range of up to 805 km (500 miles, WLTP). A maximum charging rate of 400 kW enables an additional 372 km (231 miles) of range (WLTP) in just 10 minutes of charging.

The "Heart of Joy" drivetrain and driving dynamics management technology enables unmatched handling dynamism and precision, while the latest systems for automated driving optimise symbiotic human-vehicle interaction. The new BMW Panoramic iDrive elevates

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operation and driver focus for which the brand is renowned to a new level. With its balanced combination between digital functions and physical elements, the revolutionary display and control/operation concept facilitates intuitive operation according to BMW's fabled "hands on the wheel, eyes on the road" principle.

Visitors to the BMW PGA Championship can experience the new BMW iX3 50 xDrive not only at the 14th tee but also as a display vehicle in the Championship Village. Should a pro achieve the dream shot on the 14th hole, it would mark the seventh time in tournament history that a special prize is awarded.

In 2015 (Andrew Johnston, ENG, BMW M4 Coupé, and Chris Wood, ENG, BMW i8) and 2016 (Scott Jamieson, SCO, BMW M2 Coupé, and James Morrison, ENG, BMW i8 Protonic Red Edition), there were two Hole-in-One Prizes each year which found happy owners. In 2020, David Howell holed out on the 14th hole with a single stroke. That year, the tournament was held during the Covid-19 pandemic, and BMW donated the equivalent value of the 530e xDrive Touring – £71,675 – to the Alzheimer's Society. The Albatross Award offered in 2020 on the 18th hole, a BMW i8 Roadster Rosso Corsa, was claimed by Ross Fisher with a spectacular shot. To this day, the Englishman's albatross on the iconic finishing hole of the West Course remains the only one in the tournament's long history.

If you have any questions, please contact:

**Corporate communications**

Tim Holzmüller

Press Spokesperson BMW Group Sport Engagement, Real Estate

Telephone: +49 151 601 33309

E-Mail: [tim.holzmueller@bmwgroup.com](mailto:tim.holzmueller@bmwgroup.com)Internet: [www.press.bmwgroup.com/global](http://www.press.bmwgroup.com/global)E-Mail: [presse@bmw.de](mailto:presse@bmw.de)

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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 also 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 over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 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 the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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