

Media information
17. December 2025

BMW Group to showcase new BMW iX3 with its key innovations at Consumer Electronics Show (CES) 2026.

+++ First-time demo of AI-powered BMW Intelligent Personal Assistant with Alexa+ technology +++ Revolutionary user-interaction with BMW Panoramic iDrive +++ Sixth generation BMW eDrive Technology +++ Next level driving dynamics with the Heart of Joy +++ Seamless driver assistance with BMW Symbiotic Drive +++ Ever-evolving Entertainment and App ecosystem in BMW Operating System X +++

Munich. The new BMW iX3 and its trailblazing innovations will be shown at the CES 2026. Having won multiple innovation- and car-of-the-year awards* even before hitting the streets, the first vehicle of BMW's Neue Klasse is set to impress the visitors of the most influential technology trade show.

At the BMW booth in the Silver Lot in front of the South Hall at the Las Vegas Convention Center, visitors can experience the BMW Panoramic iDrive with the new AI-powered BMW Intelligent Personal Assistant in the BMW iX3. Through its collaboration with Amazon, BMW becomes the first automaker to integrate Alexa+ technology into its vehicles—a major step forward for in-vehicle conversational AI. With natural dialogue and intelligent capabilities, the system moves beyond simple voice commands to deliver a context-aware, personalized experience that helps drivers stay focused on the road. This new level of voice interaction can also be experienced at Amazon's Devices & Services Exhibit in the Venetian Hotel, Ballrooms G-J.

The new BMW iX3 represents a leap forward in development that extends well beyond the reaches of a conventional model renewal. The advances made in terms of design and technology create the impression that a complete vehicle generation has been skipped. For the BMW Group, the launch of the new BMW iX3 also represents a milestone in the transformation process when it comes to electrification, digitalization and circularity. Spearheading the arrival of the Neue Klasse, it offers customers the latest design and technological innovations, which will shape the brand's entire model range moving forwards. The technologies of the Neue Klasse will be incorporated into a total of 40 new models and model updates between now and 2027.

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In 2023, the BMW i Vision Dee showed a vision of the Neue Klasse becoming a true companion with conversational AI capabilities. With a gigantic dashboard, the new display and operating concept BMW Panoramic iDrive was revealed in a spectacular way at CES 2025. With the new BMW iX3 coming to CES 2026, which embodies these key innovations, the BMW Group delivers on the promises made at previous CES appearances.

*** References:**[Car of the Year from Electrifying.com](#)[Time Magazine Best Inventions 2025](#)[Top Gear's Car of the Year](#)[Beste Innovation 2025 Autobild Goldenes Lenkrad](#)[Carwow Auto Innovation Award](#)[CAR Magazine: BMW iX3 \(2025\) review: Neue Klasse, new benchmark](#)[Auto Express: The New BMW iX3 Is So Good, it Might Just Be The Best Car On Sale](#)[The Sun: BMW's new iX3 is a tech-packed electric SUV that rewrites the rulebook — it's cheaper, faster and goes way further](#)

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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 and mobility 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 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 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 success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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