

Media Information

12 February 2026

BMW ALPINA: Standalone automobiles with a new brand emblem.

+++ New brand emblem links heritage with future +++ Refined and precise design reflects key brand attributes +++ Brand embodies an exceptional balance of supreme ride comfort and high performance +++ Standalone automobiles, produced in select BMW Group plants +++ Iconic heritage colours, distinctive accents and personalised details will define brand's unique character +++

Munich. Following its brand activation in early January 2026, BMW ALPINA is presenting itself as an exclusive new brand under the custodianship of the BMW Group. The brand embodies an exceptional balance of supreme ride comfort and high performance. The new badge design complements the recently revealed wordmark, collectively defining the brand's contemporary iconography. BMW ALPINA automobiles will be manufactured in BMW Group plants that have been comprehensively enabled to meet the high standards expected of this new and exclusive brand.

Heritage: The new BMW ALPINA brand emblem reinterprets classic elements.

The new BMW ALPINA emblem honours the brand's heritage while authentically evolving into the modern age. The new design features the same two significant elements as before – throttle body and crankshaft – central to the historic story of the brand. As with the already revealed wordmark, which encircles the badge, the elements within the badge benefit from clear and concise linework. A unique transparent execution emphasises the emblem's modern silhouette, and reduced colouring enhances the contemporary look and feel. The new badge design conveys a precise and refined execution, perfectly suited to the exclusive positioning of BMW ALPINA.

Enhanced personalisation and high-value materials central to the brand's modernisation.

BMW ALPINA automobiles will be manufactured in select BMW Group plants that have been comprehensively enabled to meet the high standards expected of this new and exclusive brand. These qualities allow for an extraordinary range of personalisation options, ensuring customers can create personal and distinctive automobiles, if desired. Continuity is assured with the sensitive modernisation of signature design elements such as the iconic exterior colour palette and 20-spoke alloy wheel design. Establishing



yet another link between future and heritage. Superior quality leather will come as standard in all BMW ALPINA interiors. Available in a comprehensive range of colours that can be further complemented by a selection of desirable materials – ensuring future owners can curate everything from the smallest of details to the boldest of statements. Defining their own, unique automobile.

Commitment to power and discretion.

Restraint, power and superior quality have always been hallmarks of the Alpina brand. BMW ALPINA is committed to authentically evolving these values, elevating them with heightened precision and modern sophistication. BMW ALPINA automobiles will combine exceptional high-speed performance with outstanding levels of comfort. Focusing on long-distance journeying.

BMW Alpina is a maker of automobiles for connoisseurs who appreciate the exceptional.

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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.

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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 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 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 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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