



Press release  
24 April 2026

### **The Start of a New Era: The BMW Group at Auto China 2026.**

World premieres of the long-wheelbase BMW iX3, the long-wheelbase BMW i3, and the new BMW 7 Series – New BMW 7 Series featuring BMW Neue Klasse technologies for the first time – BMW digital experience and driver assistance systems developed specifically for the Chinese market – Emotional MINI concept cars

**Beijing.** The BMW Group's exhibition stand at Auto China 2026 is dedicated entirely to the Neue Klasse. In Beijing, the new long-wheelbase BMW iX3, the new long-wheelbase BMW i3, and the new BMW 7 Series featuring Neue Klasse technologies are celebrating their world premieres. "With the introduction of the new BMW iX3, the BMW i3 for China, and the new BMW 7 Series, we are marking an important milestone in the biggest future project in BMW's history: the Neue Klasse. We are making a major leap – in technology, driving experience, and design," said **Oliver Zipse, Chairman of the Board of Management of BMW AG**. "With the new BMW 7 Series, we are demonstrating how we are scaling the new technology clusters and the new design language across our entire portfolio. This is a powerful example of how every future model will benefit from the innovations of the Neue Klasse."

The BMW Group's presence at Auto China 2026 highlights its technological focus. The company is showcasing numerous forward-looking innovations in Beijing, including a digital experience featuring BMW Panoramic iDrive that is tailored entirely to the needs of customers in China, as well as driver assistance systems developed specifically for the demands of Chinese traffic conditions. The MINI brand is also present at Auto China 2026, attracting attention with two emotional concept cars.

### **The BMW iX3 and BMW i3: world premieres for the first two Neue Klasse models developed specifically for China.**

The first Neue Klasse models developed in China for China are celebrating their world premieres at Auto China 2026: the new BMW iX3 and the new BMW i3. Both models embody the leap into a new era and reflect BMW's ambition to lead innovation in China, the company's largest single market, particularly in electrification, digitalisation, and software-defined vehicles.



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With their distinctive Neue Klasse design language, the BMW iX3 and the new BMW i3 herald a new era in BMW design. Both models combine typical BMW proportions with a pared-back, more technical design language. Key features include a reinterpretation of the iconic BMW kidney grille, integrated light signatures, and forward-oriented lines.

Both the new BMW iX3 and the new BMW i3 are based on the sixth generation of BMW eDrive technology (Gen6). A key feature of Gen6 BMW eDrive technology is the cylindrical cell technology of the high-voltage battery. This enables a range of more than 900 kilometres on a single charge in the new BMW iX3, according to the CLTC cycle. In the new BMW i3, the maximum range, according to the CLTC cycle, exceeds 1,000 kilometres. Thanks to the Neue Klasse's 800-volt architecture, both models can be charged at a fast-charging station with a peak charging power of 400 kW. According to the CLTC standard, this allows enough energy for up to 400 kilometres of driving to be added in ten minutes.

### **World premiere of the new BMW 7 Series – the first luxury sedan featuring Neue Klasse technologies.**

The BMW Group is making a powerful statement with the new BMW 7 Series: as the most exclusive interpretation of sheer driving pleasure, it underlines its leadership in the luxury segment.

The new BMW 7 Series represents the most extensive model revision in the history of the BMW Group. In its seventh generation the BMW 7 Series once again makes a significant leap forward. As the brand's flagship and image leader, the new BMW 7 Series assumes a pioneering role in introducing Neue Klasse technologies into existing models. This step also marks the beginning of a cross-segment and cross-powertrain technology roll-out that will benefit all future BMW models.

### **Design premiere of BMW's luxury class.**

The new BMW 7 Series embodies the specific interpretation of the new BMW design language for the luxury segment. A monolithic exterior, the new BMW Iconic Glow kidney grille, and minimalist crystal headlights create a striking presence and strong visual identity. The side profile impresses with reduced



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surfaces, a distinctive character line, and refined details, while the rear is defined by newly designed lights and clear, precise forms.

**Exclusive in-car experience: a sense of well-being with luxurious materials, modern design, and innovative technologies.**

The interior of the new BMW 7 Series stands out through its combination of luxurious materials, modern design, and advanced technologies. The clear design language featuring high-quality surfaces, such as leather, textiles, wood, crystal glass, and metal, together with an immersive lighting concept with an ambient light strip and new lighting elements, creates an exclusive yet welcoming atmosphere.

**BMW Panoramic iDrive and the BMW Passenger Screen open up new dimensions in entertainment and information.**

The new BMW 7 Series combines the strengths of a luxury sedan with innovative Neue Klasse technologies to deliver a comprehensive digital user experience that places both the driver and the passengers centre stage. Highlights include the new BMW Panoramic iDrive with optimal driver orientation and the first-ever BMW Passenger Screen, the enhanced BMW Theatre Screen for a cinematic experience or mobile working in the rear, as well as the Bowers & Wilkins sound system with Dolby Atmos support for an outstanding audio experience.

The multimodal operating logic of the BMW Panoramic iDrive combines touch-based, haptic, and voice interaction. The BMW Intelligent Personal Assistant, featuring Amazon Alexa+ AI technology, plays a central role in this.<sup>1</sup> In China, the BMW Intelligent Personal Assistant is enhanced with DeepSeek AI technology.

**New driver assistance systems in the BMW 7 Series.**

The comprehensively upgraded Level 2 driver assistance systems in the new BMW 7 Series enable hands-free driving on motorways at speeds of up to 130 km/h in many European countries, the United States, and Canada, including automated lane changes following eye confirmation and "Entry-to-Exit" assistance. The City

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<sup>1</sup> Roll-out to all BMW models equipped with BMW Operating System 9 and X from the second half of 2026 at the latest. Availability will be expanded gradually, starting with the German and US markets.



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Assistant offers navigation-guided "Address-to-Address" driver assistance through BMW Symbiotic Drive.<sup>2</sup> BMW Symbiotic Drive ensures seamless interaction between assistance systems and human driving behaviour. The driver's intention to accelerate, brake, or steer merges intuitively with AI-supported software. The BMW 7 Series relies on driver assistance technologies that were specifically adapted for the Chinese market.

### **New "Address-to-Address" driver assistance system specifically for the Chinese market.**

Beginning with the BMW iX3, BMW is introducing a new driver assistance system developed specifically for Chinese traffic conditions. By the end of 2027, it will be available in 12 BMW models in China, including the new BMW 7 Series and BMW i3. For more than 20 years, BMW has been a pioneer in the development of driver assistance systems, always placing safety and reliability under complex, real-world conditions at the forefront. For the new generation of intelligent BMW driver assistance in China, BMW combines decades of experience in functional integration and operational safety with the strengths of locally trained end-to-end AI, developed in partnership with the Chinese company Momenta. The result is a unique system for navigation-guided "Address-to-Address" driver assistance. The central computer for automated driving works in harmony with the "Heart of Joy". In the new iX3 and i3, BMW Soft-Stop technology delivers the smoothest assisted driving experience to date.

Another highlight of these new driver assistance technologies is the unique cooperative braking system. When driver assistance is activated, it allows the driver to influence the system with light braking input without deactivating assistance. This function underlines BMW's symbiotic philosophy for Level 2 driver assistance systems, including in China. As a result, the driver remains involved in a collaborative interaction between human and artificial intelligence. The entire user experience with BMW Panoramic iDrive is designed to ensure that the driver is always informed about the system's status and remains intuitively attentive.

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<sup>2</sup> Roll-out in Germany starting in late 2026, followed by a gradual roll-out in many other European countries via over-the-air updates. In the United States, the system will initially offer assisted stopping and starting at traffic lights. Further features will follow in the United States at a later date.



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**A digital leap forward: BMW Panoramic iDrive and the digital user experience for China.**

With the start of the Neue Klasse, the display and control concept becomes a key driver of the in-vehicle digital user experience. At its heart is BMW Panoramic iDrive, which will be shown for the first time in China in models with Neue Klasse technologies presented at Auto China 2026. These cutting-edge technologies were adapted to meet local market needs.

It is based on BMW Operating System X. The system is designed to be scalable within the brand: core functions, architecture, and design principles are globally uniform, while content, services, and technologies can be adapted to specific markets and regions.

This scalability allows BMW to tailor digital functions to different usage habits and regulatory frameworks. One example is voice interaction: while BMW relies on Amazon technologies in Europe and the United States, in China, it uses a proprietary solution developed in collaboration with local technology partners such as DeepSeek. This way, BMW integrates different technological approaches within the same system architecture without compromising quality, safety, or user experience.

BMW has comprehensively enhanced the digital system for the Chinese market. This goes beyond localisation, representing a version designed for China. Around 70 per cent of the Chinese version of the BMW Operating System X is developed in local development centres. On-site teams contribute their expertise in Chinese user behaviour, for example, in voice interaction, navigation, personalisation, and the integration of digital ecosystems.

A key factor in this success is close collaboration with leading Chinese technology companies. Together with partners like Alibaba, DeepSeek, Amap, and Huawei, BMW develops digital functions and services that integrate deeply into the Chinese ecosystem. These collaborations support the integration of modern AI technologies, local services, and content into the in-car experience.

Navigation is also deeply integrated into the overall digital experience. In collaboration with Amap, BMW offers high-resolution, lane-accurate navigation in



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China that precisely visualises complex traffic situations and urban junctions. The content appears consistently across all relevant display levels for safe and intuitive navigation.

Furthermore, BMW Panoramic iDrive opens up new possibilities for personalisation. Configurable content, customisable widgets, and AI-powered functions allow the digital vehicle experience to adapt to different usage scenarios, from daily commuting and family journeys to business trips.

That is why China plays a key role in the BMW Group's global digital strategy. The combination of scalable system architecture, local development expertise, and close partnerships with Chinese technology companies allows BMW to implement market-specific digital innovations while making them available worldwide.

### **The BMW iX3 Flow Edition demonstrates the production-ready status of BMW E Ink technology.**

The world premiere of the new long-wheelbase BMW iX3 at Auto China 2026 is accompanied by the BMW iX3 Flow Edition concept car. It offers a striking example of the transition from a static to a dynamic vehicle surface. Its E Ink technology, seamlessly integrated into the bonnet, allows the driver to choose among eight carefully selected animations at the touch of a button. The iconic Chinese buildings resemble modernity and progress. Ranging from subtle to expressive, the design makes innovation visible and conveys the driver's style and mood in a personalised and context-sensitive way. By integrating this technology into the bonnet of the BMW iX3 Flow Edition, the BMW Group takes E Ink to a new level. Integrated into a large-scale bodywork element for the first time, the concept car demonstrates the technology's readiness for series production.

### **Special editions and one-offs highlight the diversity of the MINI brand.**

With its diverse vehicle portfolio, MINI underscores its commitment to individual design and a broad range of character at Auto China 2026. This includes several special editions highlighting the brand's design and heritage, including the MINI Paul Smith Special Edition, as well as various models from the high-performance John Cooper Works sub-brand.



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A highlight of the display is the one-off MINI x Vagabund. Based on the MINI Countryman, two unique vehicles were created in collaboration with the Austrian design studio Vagabund. With a bespoke sound system, striking graphic accents, and an expressive colour scheme, the MINI concept cars become a mobile soundstage, embodying a spirit of adventure, community culture, and festival lifestyle. One of the two MINI x Vagabund vehicles will be presented in Beijing.

MINI will also showcase the MINI JCW "The Skeg" at Auto China 2026. The model is the result of a collaboration with Deux ex Machina and combines influences from surf and motorsport culture to highlight the sporty, progressive side of the MINI brand.

### **A series production preview of BMW's hydrogen fuel cell technology: the BMW iX5 Hydrogen prototype in 'Flow Emergence' design.**

Another eye-catcher at the BMW Group's exhibition stand at Auto China 2026 is the redesigned vehicle from the BMW Hydrogen Pilot Fleet, which has been in global operation since 2023. From 2028, the new BMW iX5 Hydrogen will become the first BMW series-production vehicle powered by a hydrogen fuel cell drive. In doing so, the BMW Group is bringing the benefits of this technology into everyday use: electric driving with long ranges and short refuelling stops.

The BMW iX5 Hydrogen from the pilot fleet, presented at Auto China 2026, also draws attention with its design concept developed by Designworks Shanghai. Thematically aligned with BMW's hydrogen fuel cell technology, the wrap concept, developed under the motto 'Flow Emergence', uses water as a metaphor to visualise the generation and transformation of energy in nature. Inspired by water landscapes and Far Eastern watercolour painting, it illustrates the condensation of time and energy. The flowing visual language, with gentle colour gradients, conveys the transition from stillness to movement and the unfolding from within. The design of the pilot fleet vehicle at Auto China 2026 symbolises the continuous transformation of energy for climate-friendly and sustainable mobility in the future.

### **Innovation and bespoke individuality across 4,400 square metres of exhibition space.**

The BMW Group is exhibiting its BMW and MINI brands at Auto China 2026 across a record exhibition space of around 4,400 square metres. This space is

# BMW

## Press and Public Relations



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almost three times larger than in 2024 and underscores the importance of the Chinese market to the company. The exhibition stand showcases a total of 42 vehicles, including 28 BMW vehicles and 14 MINI vehicles, with three world premieres and 14 vehicles that are individualised, customised, classic cars, or special edition cars. Two BMW motorcycles will also be featured at Auto China 2026.

The BMW Highlight Show, featuring a 300-square-metre LED wall, presents the new long-wheelbase BMW iX3 and the new BMW 7 Series to visitors throughout the day. Through interactive exhibits, ten 'Deep Dive' stations invite visitors to explore the latest technologies and charging solutions, including robotics and bidirectional charging. The extensive BMW Individual range is illustrated through an exhibition of 164 paint samples and 36 leather samples. An immersive audio experience with Dolby Atmos and Bowers & Wilkins creates an exceptional sound environment.

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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 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to € 133,5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 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 through production to the end of their useful life.

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