

Media Information
14 May 2026

High Fidelity Meets High Performance: The BMW XM Label Soundmachine.

Apprentices transform the BMW XM Label into a rolling DJ stage – dBTechnologies sound system complemented by Pioneer DJ setup – DJ legend and brand ambassador Carl Cox approves the system – world premiere at Electric Mountain Festival in Sölden – appearances planned at automotive events in Le Mans and Spielberg

Dingolfing. When engineering excellence meets world-class sound, a truly unique combination is created: based on the exclusive BMW XM Label, apprentices at the BMW Group plant in Dingolfing have developed a vehicle that blurs the boundaries between a high-performance automobile and a professional DJ stage.

The BMW XM Label becomes a mobile stage.

The BMW XM Soundmachine is a fully functional and mobile event location. It is based on the BMW XM Label, the most powerful model in the portfolio, built at the Spartanburg plant in the United States. Its M HYBRID system delivers a total system output of 550 kW (748 hp).

To transform the BMW XM into a rolling DJ stage, the roof area has been extensively modified to provide artists and their equipment with sufficient space for an impressive performance. A 6 m² double-sided LED screen behind the DJ booth delivers visual impact. Four fog machines integrated into the wheel arches, a dedicated underbody lighting system, as well as fixed and moving stage lights further showcase the vehicle.

The sound system from dBTechnologies (VIO C12 active speakers and VIO S118R subwoofers) is complemented by a professional Pioneer DJ setup (DJM V10 mixer and CDJ 3000X players). Thanks to the vehicle's hybrid technology, sound, screen and lighting can be operated autonomously for up to one hour – without any external power supply. Despite the extensive modifications, the vehicle remains mobile and can still drive at speeds of up to 15 km/h.

From vision to reality.

The transformation of the production vehicle into the BMW XM Soundmachine was entirely designed and implemented by apprentices at the Dingolfing plant. A five-member cross-functional core team – including automotive mechatronics



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specialists, painters, bodywork technicians, machining specialists and electronics engineers – worked on the project.

Starting in July 2025 without a finalized construction plan, the team developed the concept iteratively. According to project notes, the planning phase alone required “at least 14 sleepless nights” to engineer the supporting structure. Daniel Haider, Head of Vocational Training for Automotive Technology and Individual Professions at the Dingolfing plant, explains: “Projects like this enable our apprentices to gain valuable experience in interdisciplinary, project-based collaboration. The development of the BMW XM Label Soundmachine was not only an exciting change from everyday training routines, but also highly beneficial for building essential skills.”

The result is a technically sophisticated vehicle concept that ensures both stability and flexibility. The superstructure weighs approximately 1,400 kg, with a total vehicle weight of around 2,800 kg. Key features include:

Stability and load-bearing capacity: The most structurally stable points of the vehicle remained uncertain until late in the process, but ultimately a robust support structure was achieved, tailored to the specific load requirements. Particularly noteworthy is the standing platform, constructed from Bosch profiles integrated into the body. The welded support structure provides additional rigidity.

Construction and reinforcement: Numerous custom crossmembers are installed on the vehicle. While they may appear to extend outward at first glance, they are fully integrated into the overall structure. These custom-designed components significantly enhance structural stability. Comprehensive reinforcement measures were also implemented to maximize overall integrity.

Custom adaptations: Each lighting element and speaker is mounted using specially designed brackets to ensure precise and secure installation. Fog machines and other components were also custom-developed, including their dedicated mounting structures.

Interior and layout: A standing platform has been integrated into the vehicle, complemented by a double floor inside, creating additional space and stability. This allows for efficient integration of technical components. The LED wall is



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double-sided and suspended from the support structure, enabling use on both upper and lower levels.

Mobility and flexibility: Despite extensive modifications, the vehicle remains driveable, with a TÜV-approved top speed of up to 15 km/h, ensuring continued mobility.

Power supply: A particularly notable feature is that the vehicle does not require a permanent external power source. It can independently supply sound and visuals for up to one hour, further enhancing its flexibility and mobility.

„The BMW XM Label, with its presence and power, truly belongs on stage“, says Steffi Armbruster, Head of Brand Experience & Cooperations. „Our apprentices have done pioneering work in developing the BMW XM Soundmachine, taking full responsibility from the initial sketch to the finished stage car. It is the perfect fusion of high performance and high fidelity.“

Under the guiding concept of “GEN M”, music serves as a universal language to bring communities together across boundaries. DJ legend and brand ambassador Carl Cox – himself an BMW XM owner – closely accompanied the project and officially approved the system in April 2026.

Following its premiere at the Electric Mountain Festival in Sölden, the BMW XM Soundmachine will be showcased at several major automotive events in Europe in 2026:

- 15 May 2026: 24 Hours of Nürburgring
- 13 June 2026: 24 Hours of Le Mans
- 19 September 2026: MotoGP in Spielberg

Fact Box: Technical Data & Equipment

- Base vehicle: BMW XM Label, V8 engine with M HYBRID technology
- Output: 550 kW (748 hp), M TwinPower Turbo
- Total weight: approx. 2,800 kg (including approx. 1,400 kg superstructure)
- Audio system: 4x dBTechnologies VIO C12, 4x VIO S118R Subwoofer.
- DJ-Hardware: 1x Pioneer DJM V10, 2x Pioneer CDJ 3000X.



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- Key features: Driveable up to 15 km/h, 6 m² LED screen, 4 integrated wheel-arch fog machines

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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.

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