



Media information
22 May 2026

BMW Group and LEGO Group celebrate the BMW M3 E30 – a legend born on the racetrack. Co-created for generations of fans.

The BMW M3 E30 is now available as a LEGO® Speed Champions set. The exclusive kit featuring a special-edition livery design is a unique heritage item for fans of all ages.

Munich. To mark the 40th anniversary of the BMW M3 E30, the LEGO Group and the BMW Group have come together to extend their collaboration with a special project. For the first time in their history, the two companies have teamed up to co-create a unique LEGO® Speed Champions BMW M3 E30 kit with a livery jointly designed by BMW Group and LEGO Group design teams.

This collaboration elevates the two companies' successful partnership to a new level. The distinctive livery pays tribute to the car's legendary heritage and draws inspiration from the BMW M Motorsport division. Besides the visually captivating forms and colours of the livery, it is unique in that it is applied not only to the scaled-down replica LEGO® Speed Champions BMW M3 E30 version, but also to the actual BMW M3 E30. Accordingly, the launch of the small-scale version will be accompanied by an authentic showcar.

The LEGO® Speed Champions BMW M3 is characterised by special attention to detail in its design, faithful to the original vehicle. Among the recreated design features are the BMW kidney grille, the rear spoiler and the front end with its four round headlights, characteristic of the first-generation BMW M3. The set contains 358 pieces and is 17 centimetres long and 7 centimetres wide. Builders will be able to enjoy endless racing fun, with functional wheels and a realistic driver minifigure wearing a BMW M T-shirt.

For added excitement, fans around the globe will soon be able to match their outfits with their beloved minifigure. A scaled-up version of the minifigure T-shirt will be available from 1 August 2026 onwards from BMW dealers and on lifestyle.bmw.com. Made from organic cotton, it features a high-quality print on the front and back.

Driven by the goal of reproducing iconic racing cars with LEGO bricks, the LEGO® Speed Champions line has been delighting car enthusiasts and collectors of all



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ages. The iconic BMW M3 E30 sits perfectly within this tradition, allowing generations of fans to experience BMW Group culture and engineering excellence. This latest edition is sure to ignite racing passion as builders assemble the legendary touring car featuring a one-of-a-kind livery.

The LEGO® Speed Champions BMW M3 E30 is now available for pre-order at LEGO.com and will be released in LEGO stores and at BMW dealers on 1 August 2026, €27.99 RRP. Available through BMW dealers in the EU/UK, as well as from lifestyle.bmw.com, LEGO shops, and LEGO.com worldwide.

In celebration of the 40th anniversary of the BMW M3 E30, the product launch on 1 August 2026 will be highlighted by a public presentation in Berlin. At the event, fans will be able to experience the BMW M3 E30 showcar with the co-created livery among many other highlights – marking another exciting milestone in this collaboration with the LEGO Group.

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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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