



Press Information
12 June 2026

Design meets Performance: The BMW M Concept Neue Klasse – World Premiere at the 24 Hours of Le Mans.

+++ Preview of the new design language for high-performance automobiles from BMW M GmbH +++
+++ New interpretation of dynamics, agility and precision at BMW M +++
+++ Design and technology transferred from motorsport +++

Munich. The BMW M Concept Neue Klasse celebrates its world premiere at the 24 Hours of Le Mans. It showcases the new BMW M design language and sets a clear signal for the brand's all-electric future. The future BMW M product portfolio combines expressive design, high performance and innovative materials.

The vehicle builds a bridge between its history and motorsport. It is instantly recognisable as a high-performance automobile. BMW M thus remains true to its guiding principle: "Born on the racetrack. Made for the streets."

"The new BMW M design language forms the expressive spearhead of the Neue Klasse – determined and purposeful," says Oliver Heilmer, Head of Design BMW Compact Class, Neue Klasse and BMW M. "At BMW M, form consistently follows function. Every detail serves performance. This project is truly special to me because it carries the BMW M character into a new era."

Form, function and motorsport references in the exterior design.

Powerful proportions, precise lines and a muscular shoulder section with wide wheel arches define the unmistakable BMW M character.

Numerous M-specific design measures optimise aerodynamics – including the reinterpreted M aero exterior mirrors in the colours of BMW M.

A distinctive air outlet shapes the V-shaped front bonnet. It supports the cooling of the electric drivetrain.

A forward-facing shark nose and a light signature with depth effect characterise the front end. Headlights and kidney grille form a single unit. The new M Yellow Lights create a focused view of the road. The yellow light icons are set to become a new signature feature of future BMW M automobiles and reference GT racing cars as well as the BMW M Hybrid V8.



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The front apron of the BMW M Concept Neue Klasse adopts a trimaran-style bumper, inspired by the form of high-speed sailing boats. The three-part design underlines the vehicle's technical appearance. It also provides structural support for the front splitter – an aerodynamic element at the lower edge of the front end.

Another new lighting accent for future BMW M automobiles are the three-dimensional Track Lights located in the outer sections of the front apron.

Track Lights and trimaran design also shape the rear apron of the BMW M Concept Neue Klasse. The Track Lights frame the trimaran element above the floating diffuser. A striking ducktail spoiler improves aerodynamics, increases downforce at the rear axle and at the same time sets a striking accent within the clean surface design of the rear end.

Natural fibre elements are used in both the exterior and interior of the BMW M Concept Neue Klasse – for example in the front splitter, the bonnet air outlet and the diffuser. For the first time, natural fibre is not only used in its pure form but also in a refined finish with M branding in the roof graphic.

The newly developed Monza Red metallic paint finish and the red-and-blue coded centre-lock wheels strengthen the visual link to BMW M and motorsport.

Driver-focused cockpit for an intense BMW M experience.

The interior of the BMW M Concept Neue Klasse is reduced and consistently geared towards the driving experience in a next-generation all-electric BMW M.

Four newly developed bucket seats provide secure support even in highly dynamic driving situations and integrate structural elements made from natural fibre materials.

The seat upholstery in Bathurst Blue and Berry Red picks up the BMW M colours in a two-tone Merino leather finish. Red five-point belts emphasise the sporty character.



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For the first time in a BMW M vehicle, high-quality black nubuck leather is used. It can be found on the steering wheel, the door panels and the roll bar. The floating dashboard is finished in black knit material and features M-specific hexagonal backlighting.

Red accents on the M gear selector, the shift paddles on the M steering wheel and in the digital displays add targeted sporty highlights in the cockpit and put performance centre stage.

High performance and BMW M driving experience in a new dimension.

The BMW M Concept Neue Klasse represents the next chapter in the M-typical blend of dynamics, agility and precision. The innovative BMW M eDrive drive concept with four electric motors and BMW M Dynamic Performance Control elevates driving experience and racetrack capability to a new level.

“Even in the new all-electric era, we continue the M-typical tradition of transferring both technological innovations and defining design features directly from motorsport into series production,” says Franciscus van Meel, Chairman of the Board of Management of BMW M GmbH.

BMW M eDrive is based on the Neue Klasse's Gen6 technology and was developed specifically for all-electric BMW M automobiles. The drivetrain concept combines four electric motors with the central control software BMW M Dynamic Performance Control in the high-performance computer Heart of Joy. Thanks to the integrated, wheel-specific control of the drivetrain and braking systems, BMW M eDrive opens up new potential for driving dynamics and driving safety. It enables high recuperation performance, optimal traction right up to the limit and particularly direct response.

The 800-volt technology and the high-voltage battery with an energy content of more than 100 kWh create the conditions for long-range capability. A BMW M-specific optimised version of sixth-generation cylindrical cells provides particularly high output when delivering energy to the electric motors and during charging. The housing of the high-voltage battery is structurally integrated with both the front and rear axle, thereby additionally contributing to driving dynamics.



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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 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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