



Media information  
24 June 2026

### **BMW innovation campaign enters its next round: Humorous videos showcase intelligent technologies in the BMW iX3 and BMW i7.**

BMW is continuing its popular global innovation campaign. Five new short films once again showcase digital technologies and intelligent features. Using typical BMW humour, the campaign illustrates how modern innovations can make the experience of driving more comfortable, relaxed and intuitive. The focus is on the new BMW Symbiotic Drive, the upgraded BMW Intelligent Personal Assistant and the fast-charging function in the new BMW iX3. In-car entertainment, including the Passenger Screen in the BMW i7, is covered as well.

**Munich.** After last year's successful debut BMW is continuing its viral innovation campaign. Once again, five new, creative social-media films combine technological ingenuity with entertaining storytelling. The benefits of innovative technology are showcased with an unfailing eye for detail. Presented and available for the first time in the first Neue Klasse model, the BMW iX3, as well as the electric top model, the BMW i7.

"In this new instalment of our innovation campaign, we show how intelligent technology enriches our customers' daily lives. Far more than merely functional, our product features become genuine companions – and that is the thrust of our tongue-in-cheek vignettes," says Bernd Körber, Senior Vice President BMW Brand and Product Management.

### **BMW Symbiotic Drive: Next-level enjoyment of assisted driving.**

Two of the films focus on BMW Symbiotic Drive in the BMW iX3. This assistance technology was introduced with the first Neue Klasse model. What makes it special is that in the interaction of human and artificial intelligence, the person behind the wheel always remains involved. This allows the driver to make acceleration, steering or braking inputs even when driver assistance is engaged, without instantly causing the assistance system to be deactivated. The clear operating logic and displays of the BMW Panoramic iDrive ensure that assisted driving is intuitive and open to human intervention at any time. This symbiotic partnership of driver and vehicle can also be experienced with active safety features such as Lane Departure Warning.



### Media Information

Date 24 June 2026

Topic BMW innovation campaign enters its next round: Humorous videos showcase intelligent technologies in the BMW iX3 and BMW i7.

Page 2

Just how pleasant this can be is shown in a film titled "Co-Driver", where an over-eager front passenger constantly bombards the driver with warnings and advice. With BMW Symbiotic Drive, this kind of unwanted interference is a thing of the past. It makes every drive more pleasant and less strenuous than ever before – and not just because the driver in the video finally tells the passenger to get out.

BMW Symbiotic Drive also has a starring role in the "Coffee-Brake" video, where systems interact so harmoniously that even the cup of coffee accidentally left on top of the roof of the BMW iX3 arrives unharmed.

### **BMW Intelligent Personal Assistant: A new level of AI-assisted voice interaction.**

Just like BMW Symbiotic Drive, the BMW Intelligent Personal Assistant with AI support made its debut in the BMW iX3. Newly added Amazon Alexa+ AI technology adds even more functions. The integration of Amazon Alexa+ into the BMW Intelligent Personal Assistant marks a technological quantum leap focused on even greater customer value. This includes having conversations about all sorts of topics and linking them directly with vehicle functions. The clip "Rome" shows a driver and, next to her in the front passenger seat, her husband, who in the throes of a mid-life crisis has dressed up as a Roman soldier. When the BMW Intelligent Personal Assistant starts the navigation to the Italian restaurant "Casa di Roma", the husband comments, "All roads lead to Rome," attributing the quote to Cicero. His long-suffering wife immediately corrects his error with the help of the BMW Intelligent Personal Assistant.

### **Charging the BMW iX3: A break barely long enough for a relaxed meal.**

The Neue Klasse models are remarkable for their charging performance. The battery of the BMW iX3 can be charged at up to 400 kW. This makes for considerably shorter charging times. A 10-minute stop at a suitable High-Power Charging (HPC) station will extend the range of the BMW iX3 by up to 372 kilometres. Long recharging breaks used to be a frequent topic of conversation in the past, but now charging times are barely long enough to have a relaxed meal. This is the subject of "Pit-Stop", another video from the innovation campaign. The kitchen team are aware that no BMW has ever charged as quickly as the BMW iX3. As a result, they get going as soon as the restaurant manager spots the guest arriving. The cutting, cooking, plating and serving happens at



### Media Information

Date 24 June 2026

Topic BMW innovation campaign enters its next round: Humorous videos showcase intelligent technologies in the BMW iX3 and BMW i7.

Page 3

record speed to enable the guest to finish their meal in peace before the BMW iX3 is ready to go again.

### **Good entertainment instead of tedious small talk.**

Compared to the above, time in the "Clips" film seems to move at a snail's pace. A manager has offered a ride to a team member who proceeds to hold forth on his favourite subject: paper clips. Once inside the vehicle, the manager successfully distracts the team member by turning on the BMW Passenger Screen included as standard in the BMW i7. From tedious facts about paper clips to watching films and series on the 14.6-inch Passenger Screen: this is how the driver and front passenger can both enjoy their journey in the luxury sedan.

The BMW innovation campaign was launched on 6 May. All films have now been released. Click [here](#) to view the videos, complete with a supercut of all the clips available.

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### Media Information

Date 24 June 2026

Topic BMW innovation campaign enters its next round: Humorous videos showcase intelligent technologies in the BMW iX3 and BMW i7.

Page 4

### 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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