

Media Information
6 August 2026

Strong demand following early order opening: BMW Plant Munich launches BMW i3* series production with steep ramp-up curve

- Second Neue Klasse model enters series production at Plant Munich
- Manufacturing costs reduced by a further 10%
- From 2027, Plant Munich will exclusively produce fully-electric vehicles

Munich. Series production of the new BMW i3 gets underway today at BMW Group Plant Munich. The BMW i3 has been available for order since mid-June, with high demand leading to a steep ramp-up curve at the plant. "The models of the Neue Klasse are proving to be very popular. The second Neue Klasse model, the BMW i3, is already seeing strong demand since orders opened ahead of its launch," said Jochen Goller, member of the Board of Management of BMW AG responsible for Customer, Brands, Sales.

Following four years of intensive transformation – including the construction of a new body shop and a new assembly hall with logistics areas – the BMW i3 sounds the starting signal for the next chapter in the success story of BMW Group Plant Munich. "The start of production of the BMW i3 heralds a new era for our main plant. With the fully-electric BMW i3, we are bringing together what belongs together: The 3 Series embodies BMW more than almost any other model – and Plant Munich represents our brand more than almost any other production site," said Raymond Wittmann, member of the Board of Management of BMW AG responsible for Production. "The unique combination of headquarters, development and production at our main plant in Munich is a key driving force for our global production network: Every one of our plants benefits from the experience and knowledge gained from the launch of the Neue Klasse in Munich."

Further efficiency gains in Munich: manufacturing costs down by 10%

"With the start of production of the BMW i3, we are lowering manufacturing costs at Plant Munich by another 10%," said Peter Weber, head of BMW Group Plant Munich. The foundations for this have been laid through forward planning and close cooperation with development departments and suppliers, as well as through modern production technology within the new structures. In addition to optimised production processes and targeted automation and digitalisation, the Neue Klasse's new vehicle architecture will also deliver further efficiencies.

Plant Munich positioned for the future

Starting in 2027, Plant Munich will exclusively produce fully-electric vehicles. Further Neue Klasse models will soon follow, securing the plant's future viability for the coming decades. For Weber, it is clear that this journey will not be shaped by new systems and technologies alone: "The future viability of our plant will be ensured, above all, by the people who drive change and innovation with enthusiasm. Together, we challenge ourselves every day, harnessing

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digitalisation and automation, and gradually making Plant Munich even more efficient – without compromising our high quality standards.”

Highly efficient production at historic location

Munich has been closely tied to the BMW 3 Series since 1975. More than nine million BMW 3 Series have since rolled off the main plant's production line. The site has been fundamentally remodelled for the Neue Klasse, during ongoing production of up to 1,000 vehicles per day. Across an area covering about a third of the plant site, a new body shop and a cutting-edge vehicle assembly, including logistics areas, have been built. The most recent addition was the delivery hall, which is currently still in the commissioning phase. This is where vehicles undergo final customer inspections before being handed over to the sales department. The result of this transformation is a plant that is now even more efficient, flexible and digital, and therefore optimally equipped for the requirements of electromobility and the Neue Klasse.

A vision for all technologies: the BMW iFACTORY

The BMW iFACTORY is a vision for the production of the future, focusing on efficiency, sustainability and digitalisation. Within this framework, the company's plants are implementing site-specific solutions globally to strengthen the BMW Group's resilience and enhance its ability to deliver reliably worldwide at all times. This vision has now also been realised consistently across all technologies at BMW Group Plant Munich.

Global network, regional value creation: high-voltage batteries and e-drives

With the newly built BMW Group Plant Irlbach-Straßkirchen (Lower Bavaria, Germany), located around 90 minutes from Munich, the BMW Group is significantly boosting value creation across the Bavarian region. In line with its “local for local” approach, the plant will supply Plant Munich and other sites in Germany with sixth-generation high-voltage batteries. In this way, the new plant in Irlbach-Straßkirchen will make a vital contribution to the production of models for the Neue Klasse, such as the BMW i3. The production of high-voltage batteries combines a consistent zero-defect approach with state-of-the-art manufacturing technologies developed at the Bavarian pilot plants. Through continuous inline quality control, digital twins and the systematic use of artificial intelligence, the BMW Group is setting new standards in battery production.

The Gen6 electric motor for the BMW i3 will be produced at BMW Group Plant Steyr in Austria, a site that has been manufacturing drive systems for over 40 years. Now, with the first electric motor in its portfolio, the plant is further strengthening its role as a perfect example of technology openness. All core components for the highly integrated e-drive – from the rotor and stator to the power converter and transmission – will be produced on site. New production lines and cutting-edge cleanroom environments have been established for this purpose. The

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aluminium foundry at BMW Group Plant Landshut supplies the electric motor housing to Plant Steyr.

Overview of quotes**Jochen Goller, member of the Board of Management of BMW AG responsible for Customer, Brands, Sales:**

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Raymond Wittmann, member of the Board of Management of BMW AG responsible for Production:

“The start of production of the BMW i3 heralds a new era for our main plant. With the fully-electric BMW i3, we are bringing together what belongs together: The 3 Series embodies BMW more than almost any other model – and Plant Munich represents our brand more than almost any other production site. The unique combination of headquarters, development and production at our main plant in Munich is a key driving force for our global production network: Every one of our plants benefits from the experience and knowledge gained from the launch of the Neue Klasse in Munich.”

Peter Weber, head of BMW Group Plant Munich: “With the start of production of the BMW i3, we are lowering manufacturing costs by another 10%.”

“The future viability of our plant will be ensured, above all, by the people who drive change and innovation with enthusiasm. Together, we challenge ourselves every day, harnessing digitalisation and automation, and gradually making Plant Munich even more efficient – without compromising our high quality standards.”

Questions and answers**When will the BMW i3 enter series production?**

The series-production BMW i3 will start coming off the assembly line at Plant Munich in August.

How has Plant Munich prepared for the Neue Klasse?

Plant Munich has been fundamentally remodelled during ongoing production. Across about a third of the plant site, a new body shop and a state-of-the-art vehicle assembly,

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including logistics areas, have been built, alongside completely modernised production structures.

Is Plant Munich more efficient now than before the refurbishment?

New systems, digital processes, targeted automation and more integrated logistics have made the plant more efficient, flexible and transparent. The start of production of the BMW i3 is further reducing manufacturing costs at Plant Munich by 10%.

Key data at a glance

Subject	Information
Model	BMW i3
Start of production	August 2026
Production location	BMW Group Plant Munich
Manufacturing costs	further reduction of 10%
Location strategy	Plant Munich will exclusively produce fully-electric vehicles from 2027 onwards

*** Fuel consumption/emissions data:**

Provisional data for BMW i3 50 xDrive: WLTP combined (EnVKV): energy consumption 16.1-13.4 kWh/100 km; CO₂ emissions 0 g/km; CO₂ class A; range 758-912 km)

Actual figures depend on various factors, e.g. charging power, driving style, route, weather conditions, auxiliary electrical consumption (including air conditioning), tyres and battery state of health.

BMW iX3 50 xDrive: energy consumption combined: 18.1-15.1 kWh/100 km (WLTP); CO₂ emissions combined: 0 g/km (WLTP); CO₂ class(es): A; electric range: 673-805 km (WLTP)

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If you have any questions, please contact:

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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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