



Media information
12th August 2026

BMW Announces Monterey Car Week 2026 Program: Premieres of the BMW M Concept Neue Klasse and Vision BMW ALPINA, BMW M3 Milestones, and a New Chapter of "Kith for BMW"

- **The future of BMW M performance:** The all-electric BMW M Concept Neue Klasse previews the next era of BMW M with advanced vehicle control, M-specific Neue Klasse technology, and a four-electric-motor performance concept.
- **A new era for BMW ALPINA:** The distinctive design study translates the tradition of speed, comfort, and refinement into a modern design characterized by subtle craftsmanship, advanced technology, and sophisticated high-performance luxury.
- **40 years of the BMW M3:** BMW celebrates four decades of the M3 with landmark road and racing cars at Legends of the Autobahn® and the Rolex Monterey Motorsports Reunion.
- **"Kith for BMW" collaboration:** BMW will host an invitation-only panel discussion with Kith founder and CEO Ronnie Fieg. The event will introduce the fourth chapter of the collaboration between BMW and Kith, including a new collection and bespoke automobiles that celebrate BMW's past and present.

Woodcliff Lake, New Jersey – August 4, 2026 ... BMW will have a major presence at Monterey Car Week 2026 with an extensive program of premieres, anniversary events, motorsport appearances, and design-focused experiences across the Monterey Peninsula. From the North American premieres of two visionary concept vehicles and the celebration of 40 years of the BMW M3 to the latest chapter in the collaboration with fashion and lifestyle brand Kith, BMW will showcase the breadth of its leadership in performance, luxury, and design at one of the world's most significant automotive gatherings. At the heart of the program are the North American premiere of the BMW M Concept Neue Klasse, following its world premiere at the 24 Hours of Le Mans, and the North American premiere of the Vision BMW ALPINA, first revealed at the Concorso d'Eleganza Villa d'Este. Together, the two concept vehicles underscore BMW's forward-looking approach to electrified performance, modern luxury, and emotionally engaging design. BMW will also honor four decades of the BMW M3 with landmark road and racing cars, which will be displayed at Legends of the Autobahn® and driven at the Rolex Monterey Motorsports Reunion. An invitation-only panel discussion with Ronnie Fieg, founder, CEO, and Creative Director of Kith, will also explore the next chapter of the collaboration between BMW and Kith.

Thursday, August 13: Premiere of the BMW M Concept Neue Klasse and 40 Years of the BMW M3



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The program begins on Thursday at Legends of the Autobahn® with a special exhibition celebrating 40 years of the BMW M3. Defining models ranging from the E30 M3 to the new 2027

BMW M3 CS Handschalter will be on display at Pacific Grove Golf Links from 9:00 a.m. to 3:00 p.m. Admission is free.

That evening, the all-electric BMW M Concept Neue Klasse will make its North American premiere at the House of M, offering a preview of BMW M's future design language and high-performance technology. Its M-specific programming for the Heart of Joy "superbrain" enables advanced control of a four-electric-motor drive system. The concept will subsequently be presented at the Rolex Monterey Motorsports Reunion and the Pebble Beach Concours d'Elegance.

Friday, August 14: Vision BMW ALPINA Premieres at The Quail

On Friday, the Vision BMW ALPINA will make its North American premiere at The Quail: A Motorsports Gathering. The design study combines the brand's signature poise, performance, and comfort with a modern design language. A coupé roofline, shark nose, and subtle decorative lines are paired with a meticulously crafted interior featuring full-grain leather, fine metal surfaces, and crystal controls.

In doing so, BMW ALPINA carries its tradition into the future while setting new standards in design, technology, and craftsmanship. The Quail will take place from 9:00 a.m. to 4:00 p.m.; the press conference at the BMW ALPINA stand will begin at 11:25 a.m.

Saturday, August 15: BMW M3 Racing Heritage and "Kith for BMW" 2026

BMW will continue the celebrations marking 40 years of the BMW M3 at the Rolex Monterey Motorsports Reunion at WeatherTech Raceway Laguna Seca. Four generations of one of the most successful GT racing cars of all time—from the 1992 E30 M3 DTM to the 2011 E92 M3 GT—will be displayed and driven on the track. Drivers will include Mike Skeen, Bill Auberlen, and Frank van Meel.

On Saturday evening, BMW will also turn the spotlight on its collaboration with Kith. An invitation-only panel discussion featuring BMW design leadership and Kith founder, CEO, and Creative Director Ronnie Fieg will unveil bespoke automobiles and offer an exclusive preview of the 2026 "Kith for BMW" clothing and accessories collection.



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Sunday, August 16: Concept Lawn at the 75th Pebble Beach Concours d'Elegance

To conclude Monterey Car Week, BMW will present the BMW M Concept Neue Klasse and the Vision BMW ALPINA on the Concept Lawn at the 75th Pebble Beach Concours d'Elegance on Sunday. Both studies embody forward-looking design, performance, and innovation.

The Concours will take place on August 16 from 10:30 a.m. to 5:00 p.m. at The Lodge at Pebble Beach

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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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