



Media information  
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## **A customer in Debrecen takes delivery of one of the first BMW models manufactured in Hungary**

The BMW iX3, showcasing the new design language and technological innovations of the BMW brand's future model line-up, has arrived on the roads of Debrecen: one of the first members of this all-electric model – which marks the beginning of a new era for the Group – was handed over to a customer in Debrecen at a unique and one-off ceremony.

As the first representative of the Neue Klasse model generation, the new BMW iX3 offers a glimpse into the design and technological innovations of the premium brand that will define the BMW Group's future model line-up.

The first series-production Neue Klasse vehicle, the new BMW iX3, is a fully electric Sports Activity Vehicle (SAV) that offers customers of the premium manufacturer their first taste of a new era of "Sheer Driving Pleasure." The all-new design language gives the model a distinctive appearance, faithfully reflecting the technological advancements. Sixth-generation BMW eDrive technology, a range of up to 805 km and a maximum charging capacity of 400 kW set new standards in efficiency and long-distance usability. The new electronics and software architecture, featuring four high-performance computers, makes the first Neue Klasse model more intelligent and more future-proof than ever before. The BMW iX3 50 xDrive model variant will be the first to hit the roads, offering 469 horsepower and electric all-wheel drive.

The special handover occasion of one of the first series-produced models took place on 25 March 2026, at the Communication Center of BMW Group Plant Debrecen, attended by Hans-Peter Kemser, President and CEO of BMW Group Plant Debrecen, Zoltán Gombos, Managing Director of BMW Group Hungary.



"We are proud of the hard work of recent years and the performance of our outstanding team. It is a great pleasure for me that, with the completion of the plant and the launch of series production of the BMW iX3, we have made the city of Debrecen a part of the history of the global automotive industry," emphasized Hans-Peter Kemser, President and CEO of BMW Group Plant Debrecen. "Moreover, the first Neue Klasse model has been a success beyond all expectations: just a few weeks after production began, we switched to two shifts so we can fulfil orders coming in from all over the world as quickly as possible."

"We are delighted that one of the first units of such an important innovation – a true milestone in our company's history, manufactured at the BMW Group's brand-new plant in Debrecen – was delivered to a customer right here in this city," said Zoltán Gombos, Managing Director of BMW Group Hungary. "The BMW iX3 50 xDrive is the first model in the Neue Klasse generation, which is also very popular in Hungary. The model sets a new standard in its category in terms of driving experience, exceptionally smooth handling, range, charging capabilities, and the on-board panoramic display. We are confident that owning this car will bring joy and satisfaction to its owner, who will likely be proud not only of an excellent vehicle but also of the fact that it was manufactured in Hungary. We thank our customer for their trust and wish them joyful driving and unforgettable experiences with the car!"

Series production of the BMW iX3 began at the end of 2025 at the newest and innovative iFACTORY production site in the BMW Group's global manufacturing network. The cornerstone of the Debrecen vehicle plant was laid on 1 June 2022, and the virtual launch of production was celebrated in March 2023.

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More information:

Oliver Gschwandtner, Head of Communications, BMW Group Plant Debrecen



e-mail: [oliver.gschwandtner@bmwgroup.com](mailto:oliver.gschwandtner@bmwgroup.com)

The Hungarian-language press site of BMW Group is available at:

<https://www.press.bmwgroup.com/hungary>

## BMW Group Plant Debrecen

On an area of more than 400 hectares in Debrecen, located in the north-eastern part of Hungary, the BMW Group has built a complete vehicle factory with a press shop, body shop, paint shop, assembly and battery module assembly. The company has invested more than €2 billion (HUF 820 billion) in the site, which has manufactured all-electric vehicles only since 2025. The plant will produce approximately 150,000 cars per year. The model manufactured in Debrecen forms the basis of the NEUE KLASSE, a new vehicle architecture for all-electric vehicles.

## 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 and mobility services. The BMW Group production network comprises 30 production and assembly facilities around the world, and 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 success of the BMW Group has always been based on long-term thinking and responsible action. A fundamental part of the Group's strategy is an environmentally and socially sustainable value chain that defines every one of its products – from the supplier network, through the stages of series production, all the way to end-of-life recycling.

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