



BMW Group Plant Debrecen Produced the 50,000th BMW iX3

Debrecen, Hungary. BMW Group Plant Debrecen has produced the 50,000th BMW iX3. The achievement marks an important step in the successful ramp-up of the BMW Group's newest vehicle plant. It highlights growing customer demand for the BMW iX3, the first series-produced model of the NEUE KLASSE. More than 5,000 employees contributed to reaching this production milestone. The vehicle is manufactured according to the principles of the BMW iFACTORY, BMW Group's production strategy focuses on efficiency, digitalization and sustainability.

50,000 BMW iX3 Vehicles Produced in Debrecen

"The 50,000th BMW iX3 underscores the capabilities of our plant in Debrecen: Never before have we built so many vehicles so quickly at a new plant. This milestone is the result of an outstanding team effort," said Raymond Wittmann, Member of the Board of Management of BMW AG, responsible for Production.

The 50,000th car is a Fire Red Metallic BMW iX3 50 xDrive. Its production underlines the successful ramp-up of BMW Group Plant Debrecen and the contribution of its workforce. Since the launch of production, the plant has steadily increased output while preparing for future growth.

"The production of the 50,000th BMW iX3 reflects the dedication and expertise of our team. As the home of the first series-produced NEUE KLASSE model, Plant Debrecen is helping shape the future of the BMW Group's global production network," highlighted Hans-Peter Kemser, President and CEO of BMW Group Plant Debrecen.

To support customer demand, the second production shift was introduced earlier than planned in February 2026. Preparations are underway to introduce a third production shift in September 2026.



The strong demand for the BMW iX3 is also reflected in order intake. Incoming orders for the BMW iX3 are on track to reach the next major milestone of 100,000 new orders.

Applications

Interested candidates can apply for current opportunities and learn more about careers at BMW Group Plant Debrecen on the [Career Page of the company](#).

The First Series Produced NEUE KLASSE Model

The BMW iX3 is the first series-produced model of the NEUE KLASSE. It introduces technologies that will shape future BMW model generations, including new digital experiences, next-generation battery technology and further developments in vehicle architecture. It encompasses production, development, factory planning, the electric drive, the display and operating concept, the typical BMW driving experience and the design. The European market launch of the BMW iX3 began in March 2026.

BMW Group Plant Debrecen

BMW Group Plant Debrecen covers more than 400 hectares in northeastern Hungary and includes a press shop, body shop, paint shop, assembly facility and battery module assembly. The BMW Group has invested more than €2 billion (HUF 820 billion) in the site. Since the end of 2025, the plant has been producing exclusively fully electric vehicles.

Interested candidates can apply for current opportunities and learn more about careers at BMW Group Plant Debrecen on the career website: [BMW Group Plant Debrecen Careers](#).

Key Facts

Topic	Fact
Milestones	BMW Group Plant Debrecen has produced its 50,000th BMW iX3.
Vehicle	The BMW iX3 is the first series-produced



	model of the NEUE KLASSE.
Employees	More than 5,000 employees contributed to the achievement.
Production concept	The plant operates according to the principles of the BMW iFACTORY.
Investment	BMW Group has invested more than €2 billion (HUF 820 billion) in the Debrecen site.
Site size	The plant covers more than 400 hectares.
Ramp-up	The second production shift started earlier than planned in February 2026. Preparations are underway to introduce a third production shift in September 2026.
Order intake context	The BMW iX3 is on track to reach the next major milestone of 100,000 new orders.

Questions & Answers

Q: What milestone has BMW Group Plant Debrecen reached?

A: BMW Group Plant Debrecen has produced its 50,000th BMW iX3, marking another important step in the successful ramp-up of the plant.

Q: Why is the BMW iX3 significant for BMW Group?

A: The BMW iX3 is the first series-produced model of the NEUE KLASSE and introduces technologies that will shape future BMW model generations.

Q: What is BMW Group Plant Debrecen's role in the production of Neue Klasse?

A: BMW Group Plant Debrecen is the home of the first series-produced NEUE KLASSE model, the BMW iX3. As the launch site for this new vehicle generation, the plant is helping shape the future of the BMW Group's global production network.

Q: How many people contributed to achieving this milestone?

A: More than 5,000 employees contributed to the production of the 50,000th BMW iX3.

Q: How does the plant support growing customer demand?

A: To support customer demand, the second production shift was introduced in February 2026. Preparations are underway to introduce a third production shift in September 2026.



Q: What is the latest order-intake milestone for the BMW iX3?

A: According to the BMW Group's latest sales communication, incoming orders for the BMW iX3 are on track to reach the next major milestone of 100,000 new orders.

Q: What is NEUE KLASSE?

A: NEUE KLASSE is BMW's next-generation vehicle architecture. It encompasses production, development, factory planning, the electric drive, the display and operating concept, the typical BMW driving experience and the design.

Q: What is BMW iFACTORY?

A: BMW iFACTORY is the BMW Group's production strategy focused on efficiency, digitalization and sustainability. The concept is being implemented throughout Plant Debrecen from the beginning.

Q: What are the main facts about BMW Group Plant Debrecen?

A: The site covers more than 400 hectares and includes a press shop, body shop, paint shop, assembly facility and battery module assembly. BMW Group has invested more than €2 billion (HUF 820 billion) in the plant.

Q: Does Plant Debrecen produce only electric vehicles?

A: Yes, BMW Group Plant Debrecen produces exclusively fully electric vehicles. Production started at the end of 2025.

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



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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