

**BMW Group Plant Debrecen Accelerates the Series Production of the BMW iX3 with 24-Hour Operations to Meet Strong Customer Demand**

Debrecen, Hungary, 2026. BMW Group Plant Debrecen is accelerating its series production and reaching the next stage: from September 2026, BMW iX3 models are produced on a 24-hour production schedule. The introduction of the third shift marks the next milestone, coming just a few weeks after the 50,000th BMW iX3 rolled off the assembly line in Debrecen. One year after the premiere of the new BMW iX3, 100,000 customers have ordered the vehicle in Europe, highlighting the strong demand for the first series-produced model of the NEUE KLASSE. Thanks to the joint efforts of more than 5,000 associates and the support from the BMW Group network, Plant Debrecen has successfully progressed from start of series production to three-shift operation in a short time.

Series Production Pace Accelerated in Debrecen

"The pace at Plant Debrecen speaks for itself: It is the fastest ramp-up of a new BMW Group plant. In less than eight months after the start of series production, we have already started our three-shift operation. This is the result of an outstanding team effort", said Hans-Peter Kemser, President and CEO of BMW Group Plant Debrecen. „A ramp-up at this pace is only possible when people grow together as quickly as production does. Welcoming and integrating so many new associates in such a short time has therefore been an extraordinary team achievement. Our employees' dedication, their willingness to share knowledge and their strong team spirit are what define the culture of BMW Group Plant Debrecen and make achievements like this possible."

**Being Ready for the Next Step**

The introduction of the 24-hour production schedule supports the fulfilment of growing global customer demand. One year after the premiere of the new BMW iX3, 100,000 customers have ordered the vehicle in Europe alone. This milestone further highlights the strong market demand for the Debrecen-produced BMW iX3, the first series-produced model of the NEUE KLASSE.

The momentum remains strong. Plant Debrecen continues to build on the successes achieved so far and is ready for its next step: later this autumn, production of a second, completely new NEUE KLASSE model will begin at the site.

BMW iFACTORY: Digital, Sustainable and Highly Efficient Manufacturing

The plant operates according to the principles of the BMW iFACTORY, which are based on efficiency, digitalisation and sustainability. The coordinated use of state-of-the-art production solutions and digital systems enables flexible process optimisation and supports a high-quality production.

Flexibility is a key feature of the production system at BMW Group Plant Debrecen. The plant is capable of efficiently producing a broad range of customer-specific vehicle configurations. The BMW iX3, produced in Debrecen, is currently available with two drivetrain variants and an extensive range of exterior colours, including exclusive Frozen paint finishes and BMW Individual special-request colours. This wide variety of product combinations highlights the plant's ability to combine customer choices with highly efficient series production.

**Key Facts**

Topic	Fact
Production schedule	BMW Group Plant Debrecen launched the third shift in September 2026, with the BMW iX3 produced in a 24-hour production schedule.
Ramp-up	The plant has progressed from the start of series production to three-shift operation in less than eight months.
Vehicle	The BMW iX3 is the first series-produced model of the NEUE KLASSE model generation.
Previous achievement	The Debrecen plant recently produced the 50,000th BMW iX3.
Associates	More than 5,000 associates have contributed to the production achievements.
Production concept	The plant operates according to the principles of BMW iFACTORY, based on efficiency, digitalisation and sustainability.
Site	BMW Group Plant Debrecen covers more than 400 hectares.
Investment	The BMW Group has invested more than €2 billion in developing the Debrecen site.
Production	The plant started series production at the beginning of 2026 and produces exclusively fully electric vehicles.



Open positions	Interested candidates can find open positions and submit their applications on the BMW Group Plant Debrecen Career Page: https://www.bmwgroup.jobs/hu/hu.html
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What does the launch of the third shift mean?

With the introduction of the third shift, BMW Group Plant Debrecen supports BMW iX3 production in a 24-hour production schedule.

Why is this important for the Debrecen plant?

This step marks the next phase of the accelerated series production and shows that the plant has progressed from the start of series production to three-shift operation in a short period of time.

Where can the candidates apply for positions?

Interested candidates can find open positions and submit their applications on the BMW Group Plant Debrecen Career Page: <https://www.bmwgroup.jobs/hu/hu.html>

Which model is produced in Debrecen?

The BMW iX3, the first series-produced model of the NEUE KLASSE model generation, is built at the Debrecen plant. Later this autumn, production of a second, completely new NEUE KLASSE model will begin at the site.

How is the third shift connected to demand for the BMW iX3?

The launch of the third shift supports the fulfilment of growing customer demand for the BMW iX3. One year after the premiere of the new BMW iX3, 100,000 customers have ordered the vehicle in Europe alone.



What role does BMW iFACTORY play in Debrecen?

The principles of BMW iFACTORY are based on efficiency, digitalisation and sustainability and define the operation of the Debrecen plant.

How many associates have contributed to the Debrecen plant's achievements so far?

More than 5,000 associates have contributed to the production achievements.

Why is Debrecen important for the BMW Group?

Debrecen is the production site of the first series-produced model of the NEUE KLASSE and has an important role in introducing the BMW Group's future technologies and production solutions.

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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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