



The BMW iX4: The Second Neue Klasse Model from Debrecen

- The new BMW iX4 celebrates its world premiere as a new representative of the Neue Klasse model generation.
- The BMW iX4 is the second all-new Neue Klasse model to be produced at BMW Group Plant Debrecen following the successful launch of the BMW iX3.
- The BMW iX4 M60 xDrive will join the line-up as the most powerful variant of the model range.

Debrecen continues to write the next chapter of the Neue Klasse

The BMW Group continues to expand its Neue Klasse family with the launch of the new BMW iX4. This is the second all-new Neue Klasse model to be produced at BMW Group Plant Debrecen.

Following the successful start of BMW iX3 series production, Debrecen has once again become an important location in the BMW Group's transformation towards electric mobility. In less than a year, the plant has ramped up BMW iX3 production, introduced 24-hour operations and, until recently, produced more than 50,000 vehicles. The start of series production of the new BMW iX4 later this autumn marks the next major step in this journey.

With the arrival of the second Neue Klasse model from Debrecen, BMW Group Plant Debrecen further strengthens its role within the global production network as one of the pioneers of the BMW iFACTORY.

**Built on teamwork, expertise and a shared ambition**

The unveiling of the BMW iX4 is the result of the dedication, expertise and teamwork of more than 5,000 employees who have helped establish Debrecen as the home of the Neue Klasse.

With a rapidly growing workforce and the continuous training of an expanding team, the employees of BMW Group Plant Debrecen have demonstrated exceptional commitment and agility in successfully managing one of the fastest production ramp-ups in BMW Group history. The BMW iX4 builds on this solid foundation as the plant continues to increase its contribution to the future of electric mobility.

A distinctive new member of the Neue Klasse family

Extrovert, unmistakable and fully electric, the new BMW iX4 is the next Neue Klasse model from BMW. Like its Neue Klasse siblings, the new Sports Utility Vehicle in coupé form represents a technological leap forward into a new era. At the same time, the BMW iX4 showcases its own, particularly expressive interpretation of the reduced-to-the essential Neue Klasse design. Its dynamic looks underscore the car's clear sporting instincts.

Expanding the Debrecen model portfolio

The market launch of the model in March 2027 will begin with two drivetrain variants. Shortly afterwards, the line-up will be expanded with the BMW iX4 M60 xDrive, the most powerful version of the model range.



At the same time, the BMW iX3 family continues to grow. Following the successful introduction of the first Neue Klasse model from Debrecen, the BMW iX3 M60 xDrive will also join the portfolio, offering an even more dynamic interpretation of the fully electric Sports Activity Vehicle concept. Series production of the new BMW iX3 M60 xDrive will begin in spring 2027 at BMW Group Plant Debrecen in Hungary.

Debrecen at the heart of BMW's electric future

With two all-new Neue Klasse models produced in Debrecen, the plant has become an important pillar of BMW Group's next-generation production network. The BMW iX3 was introduced as the herald of a new era, and the new BMW iX4 now continues this success story.

Debrecen at a glance

- Home of the BMW iX3 and BMW iX4
- Two all-new Neue Klasse models
- More than 50,000 BMW iX3 produced
- 24-hour production schedule
- BMW iFACTORY production principles in action
- One of BMW Group's most advanced plants, fully focused on electric mobility

What is the BMW iX4?

The new BMW iX4 is a distinctive fully electric SUV with a coupé silhouette and the newest Neue Klasse model produced in Debrecen.

Where will the BMW iX4 be produced?

The BMW iX4 will be produced at BMW Group Plant Debrecen in Hungary, with series production scheduled to begin in autumn 2026.



Why is the BMW iX4 important for Debrecen?

The BMW iX4 is the second all-new Neue Klasse model produced in Debrecen. Its introduction marks another important milestone in the plant's development and further strengthens Debrecen's role within BMW Group's global production network.

What was the first Neue Klasse model produced in Debrecen?

The BMW iX3 was the first Neue Klasse production model manufactured at BMW Group Plant Debrecen.

How many BMW iX3 vehicles have been produced in Debrecen?

More than 50,000 BMW iX3 vehicles have rolled off the production line since the start of series production.

When will the BMW iX4 be launched in the market?

The market launch of the BMW iX4 will be in March 2027.

Will there be an M Performance version of the BMW iX4?

Yes. The BMW iX4 M60 xDrive will join the model range shortly after launch as the most powerful variant of the BMW iX4.

What does the BMW iX4 mean for BMW Group Plant Debrecen?

Together with the BMW iX3, the BMW iX4 makes Debrecen the home of two all-new Neue Klasse models and underlines the plant's strategic importance for BMW Group's electric future.

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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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