

Media Information

JOY. Born Again.

The BMW iX: First BMW electric all-wheel drive vehicle debuts in India.

BMW Group's new technology flagship: Sustainable and responsible.

Hallmark 'Sheer Driving Pleasure' with commitment to sustainability.

Revolutionary design: Monolithic exterior styling and modern minimalistic cockpit with cleverly integrated 'Shy Tech'.

Instant acceleration with two electric motors for front and rear axles.

Impressive range of 425 kms with two high-voltage lithium-ion batteries.

No use of rare earth metals or raw materials from deep-sea mining.
Produced with 100% green electricity using natural / recyclable materials.

Best charging network in Indian luxury car segment with fast chargers at BMW dealer network touchpoints in 35 cities in India.

#BMWix #BornElectric #JoyBornAgain #SheerDrivingPleasure

Gurugram. The first-ever BMW iX has been launched in India today.

Born Electric: The BMW iX is the BMW Group's new technology flagship. It is the first BMW without any numerals in its designation. 'iX' stands for the first BMW electric all-wheel drive vehicle (SAV – Sports Activity Vehicle). It effortlessly combines premium mobility with zero-emissions, sporting agility and a long operating range with luxurious spaciousness.

The first-ever BMW iX is available in exciting metallic paintworks Mineral White, Phytonic Blue, Black Sapphire and Sophisto Grey. It is also optionally available in BMW Individual Aventurine Red metallic paint finish. Exclusive olive-leaf tanned natural leather upholstery 'Interior Design Suite' comes in Castanea color scheme.

'Shy Tech' (or stealth technology) is technology that remains out of sight with exterior and interior features that only become visible when actually in use – Intelligent BMW kidney grille with sensors, camera and radar tech, proximity sensors in body edging, flush door openers, washer under front logo, camera with washer in rear logo, integrated speakers, BMW Head-Up Display's projector recessed into the instrument panel among others.

Characterised by sculptural and monolithic **design**, the iX represents a new face that makes mobility easier and comfortable while creating powerful presence and dynamics rarely seen in a vehicle – large BMW kidney grille, narrowest BMW headlights ever, frameless windows, 3-D bonnet, rectangular wheel arches, flared shoulder area and slim one-piece rear-lights. **Interior** is minimalist yet spacious due to absence of central tunnel and a flat floor that leaves one surrounded with a feeling of ease and relaxation with freedom of movement giving it a lounge-like atmosphere.

The most striking features include the longest ever single-piece **BMW Curved Glass Display** angled towards the driver, race car inspired **hexagonal steering wheel** making entry / exit easier, largest ever **BMW Sky Lounge Panorama Glass Roof**, **multi-functional seats** with integral head restraints and massage function, bespoke **leather upholstery**, Ambient Lighting for every mood and luggage capacity of up to 1,750 litres with 40/20/40 split.

Fifth generation **BMW eDrive technology** features a highly integrated drive unit within a single housing that is powered by **two electric motors** (for front and rear axles), single-speed transmission and power electronics. The iX instantly accelerates from 0 to 100 kilometres/hour in 6.1 seconds with an output of 326 hp. The intelligent **all-wheel drive** is quick to respond and distributes the right amount of torque between the front and rear wheels to suit the driving situation and road surface. **'My Modes'** switch changes driving character to Personal, Sport or Efficient. **BMW IconicSounds Electric** creates engaging driving sounds and pedestrian alerts.

Two high-voltage batteries integrated in the floor have a combined capacity of 76.6 kWh and provide a range of up to 425 kilometres.

The first-ever BMW iX ensures fast and hassle-free **charging**. Charging time is –

- 150 kW DC Charger - 80% in 31 min / 95 kms added range in 10 min
- 50 kW DC Charger - 80% in 73 min / 100 kms added range in 21 min
- 11 kW AC Charger - 100% in about 7 hrs / 100 kms added range in 2.5 hrs

As an introductory offer, the BMW iX will come with a complimentary smart **BMW Wallbox charger**. It can be integrated at home to enable safe and convenient charging up to 11kW.

BMW Group India aims to build one of the best charging networks in the luxury segment with fast chargers at BMW dealer network in 35 cities across India.

A host of **BMW ConnectedDrive** technologies continue to break the innovation barrier. BMW Live Cockpit Professional includes the freestanding **BMW Curved Display** with Navigation, a 12.3-inch digital information display behind the steering wheel, a 14.9-inch Control Display and **BMW Head-up Display**. The occupants can operate a number of car functions simply by speaking to their **BMW Virtual Assistant**. Hands do the talking with **BMW Natural Interaction** that recognizes six pre-defined hand movements for control of a number of functions. The smartphone holder integrated into the centre console allows inductive, **Wireless Charging** for mobile phones. **Wireless Apple CarPlay® / Android Auto** ensure seamless smartphone connection with the car to access several functions. **Harman Kardon Surround Sound System** with 18 speakers conjures an engrossing treat for the ears. **Parking Assistant Plus** with Surround View Camera makes parking in tight spots easier. The **Reversing Assistant** provides unmatched support in reversing out of a parking spot or narrow driveways. It records the last 50 metres driven and assists by taking over the steering.

Sustainability is in the DNA of BMW long before Sheer Driving Pleasure begins. BMW principle of **Circular Economy - 'RE:THINK, RE:DUCE, RE:USE, RE:CYCLE'** cuts down use of primary raw materials and increases secondary materials. Reduction of carbon footprint is achieved throughout the value chain and all stages of lifecycle by making comprehensive use of natural and recyclable materials and production with 100% green electricity.

If you have any queries, please contact:

BMW Group India

Abhay Dange, Director, Press & Corporate Affairs
Cell: +91 9910481013; Tel: + 91 124 4566 600; Email: Abhay.Dange@bmw.in

Richa Sharma, Business and Finance Communication, Press and Corporate Affairs
Cell: +91 9910022148; Tel: + 91 124 4566655; Email: Richa.Sharma@bmw.in

Internet: www.bmw.in

Facebook: <https://www.facebook.com/bmwindia>

Twitter: <https://twitter.com/bmwindia>

YouTube: <https://www.youtube.com/user/bmwindia>

Instagram: https://www.instagram.com/bmwindia_official

LinkedIn: <https://www.linkedin.com/company/bmw-india/>

#BMW #BMWIndia #BMWIndia_Official #SheerDrivingPI