

Media Information

28 September 2023

Charge Ahead. Xceed. The first fully electric BMW iX1.

SOLD-OUT on launch day.

#BMWiX1 #Xceed #ChargeAhead #Electrifying #SheerDrivingPleasure

Gurugram. The first fully electric BMW iX1 launched today in India has been completely sold out for 2023 within a few hours.

Mr. Vikram Pawah, President, BMW Group India said, "It is thrilling to receive such an extraordinary response for the first fully electric BMW iX1. Being sold-out completely on launch day itself is a great debut for the iX1 in India. True to its nature, it has charged ahead and exceeded. And this is just the beginning! We are confident that this exclusive electric SAV is poised to be a front-runner in the luxury electric car segment. With cutting-edge electric choices from BMW Group India, our progressive consumers will further drive the advent of sustainable mobility."

BMW Group India continues its dominance in electric luxury segment thanks to the most diverse electric portfolio – BMW iX1, BMW i7, BMW iX, BMW i4 and MINI SE.

Bookings for the first fully electric BMW iX1 were opened exclusively online and received an overwhelming demand. The car was launched as a completely-built-up unit at an ex-showroom price of INR 66,90,000.

If you have any queries, please contact:

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