

Media Information
21 March 2024

Stay ahead of the curve: The new all-electric BMW iX xDrive50 launched in India.

Ideal for long distances: Best-in-class range of up to 635 kms (WLTP).

Standard Adaptive 2-axle Air Suspension for supreme comfort and dynamics.

Best-in-class performance with prolific power and instant torque.

Faster charging capacity of 195 kW for quick charging.

Gurugram. BMW India launched the new all-electric BMW iX xDrive50 in India today. The new BMW iX xDrive50 is available at all BMW dealerships across India as a Completely Built-Up Unit (CBU) model from today onwards.

Mr. Vikram Pawah, President, BMW Group India said, "The BMW iX is the highest selling electric luxury vehicle in India and significantly drives BMW Group India's number one position in the luxury electric segment. Now, with the introduction of the new BMW iX xDrive50, the car will not only impress, but also take your drive to new electric heights. With its best-in-class range, comfort-oriented features and fast charging capabilities, the new BMW iX xDrive50 is ideal for both city driving and long distances. With an intelligent kidney grille and expansive size, this all-electric SAV exudes daring, innovative style from the inside out. It surely sets new standards for style and sustainability. We will continue to boost the ramp-up of electric mobility by carefully expanding our range with well-thought-out and innovative products."

The new BMW iX xDrive50 is available at an ex-showroom price of INR 1,39,50,000.

*Price prevailing at the time of invoicing will be applicable. Ex-showroom prices inclusive of GST (incl. compensation cess) as applicable but excludes Road Tax, Tax Collected at Source (TCS), GST on Tax collected at source, RTO statutory taxes/fees, other local tax cess levies and insurance. Price and options are subject to change without prior notice. For further information, please contact the local authorised BMW Dealer.

The new BMW iX xDrive50 is available in exciting metallic paintworks: Mineral White, Phytonic Blue, Black Sapphire, Aventurine Red, and Oxide Grey. It is also optionally available in BMW Individual Storm Bay Metallic paint finish. Vegan Leather upholstery 'Interior Design Atelier' is now offered on BMW iX50, available in Oyster or Mocha color scheme. Natural Leather upholstery 'Interior Design Suite' is optional.

The new BMW iX xDrive50 comes with standard two-year warranty for unlimited kilometres, and five-year Road Side Assistance. The batteries are covered by a warranty

valid for eight years or up to 160,000 kilometres. **Repair Inclusive** can extend warranty benefits from third year of operation to maximum fifth year without any mileage limitation.

Thanks to BMW India Financial Services, customized and flexible financial solutions are designed as per individual requirements. Customers enjoy great value and complete peace of mind with BMW 360° Finance Plan. It includes attractive monthly instalments, assured buy-back option up to five years, flexible term-end opportunities, and options to upgrade to a new BMW among other benefits.

The new BMW iX xDrive50

The imposing design of the **exterior** of the new BMW iX xDrive50 is shaped by a small number of precise lines and gives the car a powerful, robust and clearly defined appearance. The front-end design of the BMW iX imbues it with eye-catching presence. The car has a 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. The latest generation of **BMW Laserlight** is available as an option, teaming Adaptive LED Headlights with matrix function and a new type of Laserlight module. The **BMW Individual Exterior Line Titanium Bronze finish** can be ordered as an option. The new BMW iX xDrive50 rides as standard on newly introduced **22-inch light-alloy wheels** with an aerodynamically optimised design, whose special design principle reduces weight and enhances range.

With plenty of leg room in the front and rear of the cabin, the BMW iX's generous **interior** envelops you in lounge-like comfort. The progressive design of the interior plays a significant role in the innovative driving experience laid on by the iX. The most striking features include the single-piece widescreen **BMW Curved Glass Display** angled towards the driver, race car inspired hexagonal steering wheel making entry / exit easier, electrochromic **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. Besides the seats' extensive multi-way electric adjustment and massage function, **Active Seat Ventilation** including seat heading for driver and front passenger is available as an option. Standard **Interior Design Atelier** specification includes surfaces in Vegan Leather with a striking seam pattern and perforated areas.

'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.

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. Delivering a best-in-class performance, the car instantly accelerates from 0 to 100 km/hr in **4.6 seconds**. It produces an output of **523 hp** and a maximum torque of **765 Nm**. 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 111.5 kWh and provide a best-in-class range of up to 635 kilometres in the WLTP test cycle, giving the freedom to experience long inter-city drives.

The new BMW iX xDrive50 ensures fast and hassle-free **charging**. Charging time is –

- 195 kW DC Charger – 10%-80% in 35 min / Up to 145 kms added range in 10 min
- 50 kW DC Charger – 10%-80% in 97 min
- 22 kW AC Charger – 100% in about 5.5 hrs
- 11 kW AC Charger – 100% in about 11 hrs

The new BMW iX xDrive50 will come with a complimentary smart **BMW Wallbox charger with installation**. It can be integrated at home to enable safe and convenient charging up to 22 kW. **AC Charging Professional**, a facility for AC charging at a higher rate of up to 22 kW is available as an option for the car.

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 new **Augmented Reality Video function** available to supplement the BMW Maps navigation system's map view enables the driver to find their way on the road with great accuracy. The occupants can operate a number of car functions simply by speaking to their BMW Intelligent Personal 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, including 4 speakers in the head restraints of second row seats, conjures an engrossing treat for the ears. The newly introduced **BMW iDrive with Operating System 8.5** offers all possibilities for interaction with the car. Occupants can operate numerous car functions simply by speaking to their BMW Intelligent Personal Assistant. Wireless smartphone

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integration provides access to numerous functions / apps. Regular Remote Software Upgrades ensure that the car is always up to date.

The newly introduced **Adaptive 2-Axle Air Suspension** enables raising and lowering of vehicle at the touch of button and automatically adjusts the height of the car to suit any given driving situation, along with its self-levelling function delivering a very comfortable and dynamic riding experience. 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. BMW Driving Assistant provides Blind Spot Detection and helps warn the driver for lane changes, front collisions, and rear collisions. Driving Assistant Professional that further offers Lane Control Assistant and Active Cruise Control with Stop and Go functionality is available optionally.

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.

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