



Media Information

29 January, 2025

The new BMW iX.

- Increased power, sportier design and driving dynamics, alongside increased electric range.
- Three new model designations signal increased performance: the BMW iX xDrive45, BMW iX xDrive60 M Sport and BMW iX M70 xDrive.
- BMW iX xDrive60 M Sport sets a new competitive benchmark, offering up to 685kms (WLTP) of single-charge range.
- Elevated trims including a completely redesigned M Sport offering creates a bold exterior design presence, which continues inside the cabin.
- Seven new exterior paint finishes, optionally available 23-inch M light-alloy wheels and BMW Iconic Glow for the kidney grille.
- Produced at BMW Group Plant Dingolfing with first Irish customer deliveries from May 2025 and priced from €91,590 RRP.

Introduced in 2021 as BMW's first purpose-built all-electric Sports Activity Vehicle (SAV), the BMW iX defined a new chapter for the brand with its pioneering design, cutting-edge technology and dynamic electrified drive. This latest iteration builds on its success with a refreshed sportier design, increased system power output and a significant boost in range – now offering up to 685km¹ (WLTP) on a single charge.

New model designations reflect the new BMW iX's increased performance, available as the BMW iX xDrive45 (power consumption combined according to WLTP: 20.9 kWh/100km); CO2 class: A), the BMW iX xDrive60 M Sport (power consumption combined according to WLTP: 21.0 kWh/100km); CO2 class: A) and the range-topping BMW iX M70 xDrive (power consumption combined according to WLTP: 23.6 kWh/100km); CO2 class: A).

Thanks to redeveloped performance electronics, advancements in battery technology and new measures to enhance overall efficiency, power consumption in the statutory WLTP test cycle has been improved by more than eight per cent (depending on the model derivative and specified equipment). In the new BMW iX xDrive60 (which succeeds the BMW iX xDrive50) this corresponds to around 54km of additional range.

Redesigned trims contribute towards a bolder exterior presence which continues inside the cabin. The most significant changes come with an enhanced M Sport trim, which brings sculpted front and rear aprons, new aerodynamically optimised 21- and 22-inch M

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light-alloy wheels, among other exclusive design features. An additional set of 23-inch M light-alloy wheels are available for the first time and are unique within this segment.

All derivatives will continue to be produced at BMW Group Plant Dingolfing, the BMW Group's largest European production plant, centre of competence for electric drivetrains and the lead plant for premium and luxury class models. First customer deliveries will arrive in the Ireland from May 2025. The new BMW iX is priced from €91,590 RRP.

Model	Max Power* (hp)	Peak Torque* (Nm)	Acceleration* (0-100km/h) (secs)*	Top Speed (km/h)	Range (kms)*	CO ₂ Emissions* (WLTP) (g/km)	Electric Power Consumption Combined* (WLTP) kWh/100km	Retail Price*** from
iX xDrive45 Sport	408	700	5.1	199**	516 - 601	0	20.9	€91,590
iX xDrive45 M Sport	408	700	5.1	199**	516 - 590	0	20.9	€95,280
iX xDrive60 M Sport	544	765	4.6	199**	370 - 685	0	21.0	€113,500
iX M70 xDrive	659	1015	3.8	249	516 - 589	0	23.6	€139,470

*All figures relating to output, charging capacity, performance, energy consumption and range are provisional. **Electronically limited. *** Preliminary retail pricing, correct at the time of publication – the latest prices can be found at www.bmw.ie.

Unique in this segment: A range of up to 685km.

Through advancements in battery cell technology, net energy storage capacity is significantly improved across the new BMW iX model range. The BMW iX xDrive45 receives the most substantial uplift with an increase of around 30 per cent to 94.8 kWh. Net energy content in the BMW iX xDrive60 rises to 109.1 kWh (compared with the equivalent predecessor model), while the BMW iX M70 xDrive provides 108.9 kWh of usable capacity.

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In addition, new inverter technology for the power electronics across all models enhances the energy efficiency of the drive system. This ensures a highly efficient transfer of energy from the high-voltage battery to the electric motor. These improvements, in combination with a larger battery for the BMW iX xDrive45 and other efficiency-enhancing measures across all model variants, results in a range increase of up to 40 per cent, depending on the model.

With a WLTP range of up to 685km, the new BMW iX xDrive60 M Sport sets a benchmark in its competitive environment. Meanwhile, the BMW iX xDrive45 can travel up to 601km (WLTP) on a single charge, and up to 589km is achievable in the BMW iX M70 xDrive. In addition, by activating the MAX RANGE function drivers can boost their vehicle's remaining range by up to 25 per cent before a charge stop. Adaptive recuperation, weight-and-friction optimised wheel bearings and high-efficiency label A+ tyres also contribute towards increased overall efficiency.

Increased performance for all model variants.

With an electric motor on both the front and rear axle, all model variants of the new BMW iX feature electric all-wheel drive. The drive system has been fine-tuned and the power electronics further developed to deliver noticeably more power.

The new BMW iX xDrive45 delivers a system output of 408 hp – an 82 hp increase over the BMW iX xDrive40 – shaving 1.0 second off the 0-100km/h sprint, which now takes 5.1 seconds. The total output for the BMW iX xDrive60 rises by 21 hp (versus the BMW iX xDrive50) to 544 hp, enabling a 0-100km/h acceleration of 4.6 seconds. Both models have an electronically limited top speed of 199km/h.

The BMW iX M70 xDrive offers an even more thrilling driving experience where a system output of 659 hp (a 40 hp increase over the BMW iX M60 xDrive) can be unleashed in Sport mode. A maximum torque of 1,100 Nm is available when Launch Control is activated. The new BMW iX M70 xDrive accelerates from 0 to 100km/h in 3.8 seconds and can reach a top speed of 249km/h.

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A bold exterior design enhanced with elevated trims.

The new BMW iX exudes a contemporary exterior design that combines imposing styling and characteristic SAV proportions. Precisely crafted details and clearly-defined surfaces create a distinctive appearance that radiates luxury.

A selection of seven new exterior paint finishes are available with this latest iteration, including Arctic Race Blue metallic, Dune Grey metallic, Carbon Black metallic, BMW Individual Frozen Deep Grey metallic, Tanzanite Blue metallic as well as BMW Individual Frozen Pure Grey metallic and Space Silver metallic (both available from summer 2025). The BMW Individual Exterior Line Titanium Bronze can also be selected as an option for xDrive45 and xDrive60 model variants to provide further personalisation.

At the front end is a redesigned BMW kidney grille embellished with vertical and horizontal lines and bordered by slim frame, which for the first time can be illuminated with the optionally-available BMW Iconic Glow (standard for the BMW iX M70 xDrive). This design language carries across into the Adaptive LED headlights with new vertical elements for the daytime running lights and turn indicators as well as diagonal lines within the headlight enclosure. An additional new feature of the headlights is City Light technology, which intuitively lights both the pavement and road ahead in urban environments. In the lower portion of the body, the front and rear aprons gain an even higher proportion of body-colour painted surfaces as standard promoting a sporty elegant appearance.

An enhanced M Sport trim gives the new BMW iX a particularly sporty appearance, introducing new design features including a sculpted front bumper and rear diffuser finished in high-gloss black, powerful lines, large air intakes at the front and vertical reflectors at the rear. Darkened M Shadow Line headlights and taillights are now available as part of the M Sport Pro package and are standard for the BMW iX M70 xDrive.

The range-topping model is equipped with the M Sport trim and M Sport Pro package as standard and additionally features a model-specific BMW kidney grille adorned with the M logo, black exterior mirror caps and exclusive 22-inch M light-alloy wheels.

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An optimised chassis and suspension setup, and new M light-alloy wheels.

The chassis and suspension setup of the new BMW iX have been specifically tailored to the increased performance of the drive system and the changed weight balance resulting from the new high-voltage battery technology. A hydraulic rear axle support bearing helps to create an optimum balance of sporty driving dynamics and ride comfort.

The suspension technology comprises a double-wishbone front axle, a five-link rear axle and electric steering with Servotronic function and variable ratio. The BMW iX M70 xDrive is also equipped with adaptive two-axle ride level control, electronically controlled shock absorbers, M-specific tuning and anti-roll bars, Integral Active Steering – providing maximum manoeuvrability and rear-wheel steering – and a sports brake system with red-painted callipers. The new BMW iX is fitted as standard with Hill Descent Control (HDC) and the option to deactivate Dynamic Stability Control (DSC).

21- and 22-inch M light-alloy wheels are available in four new designs as part of the revised M Sport trim, M Sport Pro package or as standard on the BMW iX M70 xDrive. An additional set of 23-inch light-alloy wheels can be specified and are unique in this competitive environment. All 22-inch and 23-inch wheels are combined with tyres featuring integrated foam absorbers for improved noise insulation.

More efficiency when charging the high-voltage battery.

The new BMW iX xDrive60 and BMW iX M70 xDrive can be charged via direct current at an increased output of 195 kW, while the BMW iX xDrive45 is capable of up to 175 kW. All derivatives of the new SAV can also be charged via alternating current at a rate of up to 22 kW².

Optimised pre-conditioning of the high-voltage battery and heating of the storage system using the heat pump from the vehicle's air-conditioning system contribute towards particularly efficient charging times. In addition, the charging current control system has been further developed in order to make the best possible use of the higher charging capacities. The charging socket outlet of the new BMW iX now has a release button.

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The latest-generation SAV is suitable for the Plug & Charge Multi Contract function and the Connected Home Charging option enables solar- and load-optimised charging as well as cost-optimised charging based on a dynamic electricity tariff.

An improved user experience for on-the-go charging.

The new BMW iX offers an improved user experience during route planning with optimised charging. Thanks to an intuitive user interface, customers can enter their destination in advance in the My BMW App, as well as their preferred departure and arrival times and any desired charging stops. The route suggested by the BMW Maps navigation system can then be customised to include charging stations. Preferred charging station providers and the desired charging status upon arrival can be inputted just as conveniently. In an optimised route view, the driver is provided with precise information about the availability of charging stations, the required charging time and the impact this will have on their expected arrival time. The costs for charging and the infrastructure in the vicinity of the respective charging station are also outlined within this view.

A wide variety of systems for automated driving and parking.

The driver assistance systems available in the new BMW iX set new standards in functionality and reliability. As standard, all model variants are fitted with Driving Assistant Plus including Active Cruise Control with Stop & Go functionality, front collision warning with brake intervention and Parking Assistant with Reversing Assistant and a rear camera. Parking Assistant Professional is available optionally as part of the Technology Pack, enabling the vehicle to be parked and manoeuvred using a smartphone.

An interior design elevated by the enhanced M Sport trim.

The interior ambience of the new BMW iX, characterised by generous space, contemporary design elements and progressive luxury, can now be elevated with the sporty design features of the newly revised M Sport trim. This trim level brings new M multifunction seats – finished in Alcantara/Sensatec or natural leather as an option – which offer enhanced lateral support and a striking new design. M Sport customers additionally benefit from a three-spoke M leather steering wheel, Dark Silver trim finishers, an anthracite headlining, M-specific pedals and a high-gloss black centre console.

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A high level of standard equipment and a compelling options list.

The standard equipment of the new BMW iX includes an alarm system, a Welcome and Goodbye animation, Adaptive LED headlights, Comfort Access, heated seats for driver and front passenger, a heated steering wheel and Driving Assistant Plus. The BMW Live Cockpit Professional with Head-up Display and the Harman Kardon Surround Sound System are also available with the standard model. Customers choosing the BMW iX M70 xDrive receive additional standard features, including Integral Active Steering, Adaptive two-axle Air Suspension, BMW Iconic Glow kidney grille, the M Sport Pro package and sun-protection glass.

Other optional extras for all model variants include the Technology Pack (including Driving Assistant Professional and Parking Assistant Professional), the Panoramic Glass Roof Sky Lounge, Clear & Bold interior components (made from polished crystal glass/plastic in glass styling), four-zone climate control (standard for BMW iX M70 xDrive) and an automatic soft-close function for the doors. The Comfort Pack (including Active seat ventilation for the front seats, rear seat heating and heated armrests/door panels) and the Bowers & Wilkins Diamond Surround Sound System are also available optionally. In addition, customers can specify an electrically extendable and retractable tow bar.

BMW iDrive with state-of-the-art digital services.

Based on the BMW Operating System 8.5, BMW iDrive not only offers intuitive operation using the touch function on the BMW Curved Display and voice control with the BMW Intelligent Personal Assistant, but also the use of digital services such as video streaming and in-car gaming.

The BMW ID and the My BMW App provide a personalised user experience, while the BMW Digital Key allows for a simplified and convenient setup using the new Setup Card.

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1. Up to 685km of range achievable for the BMW iX xDrive60 M Sport as part of the WLTP test cycle.
2. 22 kW AC charging is within the AC Charging Professional available as part of the Technology Pack. Standard on the BMW iX M70 xDrive.

About 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 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 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 and production to the end of their useful life.

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