

BMW

Ireland

Corporate Communications



Media Information

18 March 2026

The new BMW i3. Second model of the Neue Klasse.

- The second model of the Neue Klasse. The core of the BMW brand reinvented.
- 900 km of single-charge range realised by the innovations and technologies of the Neue Klasse.
- Sixth-generation BMW eDrive technology with 800-volt architecture and 400 kW rapid charging (up to 400 km in 10 minutes).
- Class-leading driving dynamics elevated by a new "superbrain" digital architecture and the Heart of Joy driving dynamics system.
- Driver-oriented cockpit featuring BMW Panoramic iDrive and BMW Operating System X.
- A holistic approach towards sustainability from product development and supply chain to production and use phase.
- Built at the home of BMW Group, Plant Munich which has undergone a significant expansion for the Neue Klasse.
- Production commences in August 2026, with first Irish customer deliveries expected in Autumn.

The BMW 3 Series is the very essence of the BMW brand and, for five decades, has stood for consistent progress, distinctive design and sheer driving pleasure. Arriving as the second model of the Neue Klasse, the new all-electric BMW i3 builds upon this legacy while taking a technological quantum leap into a new era.

Raising the benchmark for all-electric range, the new BMW i3 is capable of covering up to 900 km¹ (in accordance with the WLTP test cycle) on a single charge thanks to the innovations of the Neue Klasse. Simultaneously, these technologies are harnessed to further elevate the class-leading driving dynamics that the BMW 3 Series is renowned for. Handling is precise, assured and effortless thanks to the Heart of Joy superbrain – responsible for all driving functions. It combines with three additional high-performance computers – covering automated driving, infotainment and comfort-enhancing functions – culminating in a new digital nervous system, developed completely in-house by BMW. These superbrains offer up to 20 times more processing power than those utilised by previous BMW models.

The BMW i3 launches with the 50 xDrive model variant, which is powered by two electric motors which drive the front and rear axle to develop a combined system output of 469 hp¹ and 645 Nm¹ of torque. Alongside its impressive range, the BMW i3 can be charged at speeds of up to 400 kW at an 800-volt DC charging station to drastically reduce charging times. The result is up to 400 km¹ in just 10 minutes. This capability is enabled by sixth-generation BMW eDrive technology, which teams highly efficient electric motors, 800-volt technology and new high-voltage batteries with energy-dense cylindrical cells.

Instantly recognisable as a 3 Series, the BMW i3 offers a modern interpretation of hallmark BMW Saloon design with its new 2.5-box silhouette. Reduced to the essentials, its design is characterised by a long wheelbase with short overhangs, precise lines and a sloping roofline. Below which sits expansive glass surfaces to flood the cabin with natural light. The front-end is sculpted in a sporty shark-nose design and centred around a reimagined horizontal kidney grille, where twin headlights merge with an innovative light signature for a powerful appearance.

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The side profile features pronounced wheel arches, retractable flush door handles that extend automatically, and bold lines that flow to the rear. Here, sweeping horizontal taillights in an L-shaped design flank the refreshed BMW roundel and extend far into the shoulder area to emphasise the vehicle's wide stance. Eleven exterior paint finishes are available from launch, including new M Le Castellet Blue – exclusive to the BMW i3.

Inside, there is an immediate sense of space, thanks to the BMW i3's purpose-built all-electric architecture. Sporty and contemporary, the cockpit is optimised around the driver. Positioned front and centre is the BMW Panoramic iDrive, which consists of four key components: the BMW Panoramic Vision display, the optional BMW 3D Head-Up Display, the driver-oriented Central Display and the new multi-function steering wheel – helping drivers to keep their hands on the wheel and eyes on the road. Stylish and sustainable materials are used for the upholstery, including Econeer seat covers, which consist of a recyclable textile composite made from 100 per cent recycled polyester. Customers will be able to customise the interior and exterior of their BMW i3 with different trim levels, including M Sport, following its success within the Irish market.

The new BMW i3 is equipped with a comprehensive portfolio of driver and parking assistance systems, which operate in synergy with the driver to provide increased safety and convenience for everyday driving. This includes Soft-Stop, offering the smoothest stopping process in BMW history.

With the new BMW i3, a holistic approach was implemented towards sustainability, with a focus on decarbonisation along the entire life cycle – from product development, supply chain to production and use phase. The result, depending on the drive variant, annual mileage and generation of the electricity used for charging, is an overall carbon footprint similar to a comparable model with an internal combustion engine² after just 1–2 years of use.

The new BMW i3 will be built at the home of BMW Group, Plant Munich, which has been producing premium vehicles for over a century. Over the last four years, the production plant has seen significant modernisation with the construction of a new body shop, cutting-edge assembly facility and logistics space. Now in its final stages of expansion, Plant Munich will commence BMW i3 production in August 2026, with first Irish customer deliveries expected in autumn. A year later, Munich's production portfolio will switch exclusively to fully electric vehicles of the Neue Klasse.

Further information, including Irish pricing and detailed model specifications will follow in due course.

The dimensions of the new BMW i3:

| | |
|--------------------|----------|
| Length | 4,760 mm |
| Width | 1,865 mm |
| Height | 1,480 mm |
| Wheelbase | 2,897 mm |
| Track width, front | 1,606 mm |
| Track width, rear | 1,614 mm |

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Exterior design. The core of the brand reinterpreted: modern timeless and unmistakable.

Following the BMW iX3, the new BMW i3 is the second model of the Neue Klasse to celebrate its premiere. In line with BMW's new design language, it embodies a contemporary take on the distinctive design elements synonymous with the BMW brand. The BMW i3 combines future-oriented dynamics with the hallmark proportions of a sporty BMW saloon. The DNA of the BMW 3 Series, which has been successful for decades, is immediately apparent in its modern 2.5-box design.

Precise lines and striking surfaces characterise the clear, reduced external appearance of the BMW i3. The modern interior has a sporty and inviting design. Advanced digitalisation shapes the user experience just as fundamentally as the hallmark BMW driver orientation. Maximum reduction ensures concentration on the essentials.

The silhouette of the new BMW i3 maintains the classic, sporty proportions typical of BMW in a contemporary 2.5-box design introduced with the Neue Klasse. Its appearance is characterised by a long wheelbase, striking surfaces and short overhangs. The shape is aerodynamically optimised with a modern dynamic appearance. Meanwhile, short overhangs and powerfully shaped wheel arches emphasise its sporty stance. A distinctive design feature is the greenhouse, set back from the main structure. In combination with the flared wheel arches, this creates a particularly athletic shoulder area. The low-positioned, precise character line brings the BMW i3's visual centre of gravity closer to the road.

Concealed seals ensure a direct, harmonious transition between the glass surfaces and the bodywork. When the BMW Digital Key Plus is near, the flush-mounted door handles automatically extend.

To increase efficiency and range, the four-door saloon has a completely closed, smooth underbody.

The new 21-inch M 1067 M Aerodynamic wheels emphasise the BMW i3's sporty appearance.

The front end of the new BMW i3 presents the face of the Neue Klasse in a distinctive, modern form. The iconic BMW radiator grille and twin headlights seamlessly integrate with the front sensors, creating a unified visual element that exemplifies the harmony of geometry and light. With meticulous precision, they effectively highlight the broad design of the vehicle.

The light signature, arranged horizontally, spans nearly the whole front. Two daytime driving lights on the left and right with integrated turn indicator function create a new, modern look for the hallmark BMW four-eye face. As an option, the Iconic Glow special equipment enhances the visual depth effect of the BMW radiator grille. Precise contour lighting emphasises the attractive look. Upon request, dynamic lighting effects can add unique highlights to the front section.

Occupying its spot in the "valley" of the sculptured bonnet, the redesigned BMW brand emblem sits above the BMW radiator grille. The front is dynamically inclined towards the road in a shark-nose design, thus emphasising

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the sporty character of the vehicle.

The new BMW i3 comes to life with its light animation as soon as the driver approaches the vehicle. The Welcome Light Animation begins on the exterior of the vehicle and continues in the interior. The Welcome and Goodbye Animations vary depending on the equipment level. The optional BMW Iconic Glow exterior package offers three impressive lighting animations. Balanced, Relaxed and Excited are available. Customers can individualise the Welcome Light Animation of their BMW i3 to their personal taste.

Similar to the front of the vehicle, the rear of the new BMW i3 features a contemporary and dynamic design language. The athletic shoulders with strongly inset greenhouse are a characteristic feature of the rear end. The prominently flared wheel arches signify sportiness. They powerfully emphasise the width of the saloon as well as its stance on the road. Located at the lower rear, a diffuser element emphasises the dynamic qualities of the BMW i3.

Horizontally aligned rear lights feature a new three-dimensional light signature. They extend far into the prominent shoulders and reflect precision and technological progress. Two light elements per side show the familiar L-shape of previous BMW rear lights in a new, abstract form. At the same time, they underline the width of the saloon and the distinctive character of the BMW 3 Series. The BMW emblem is again located in the "valley" between the rear lights.

A total of eleven different exterior colours will be available at the market launch of the new BMW i3. The new metallic colour M Le Castellet Blue is exclusive to the range. Solid paint, frozen and metallic finishes are also available.

The interior: An inviting experience space – driver-oriented, digital and modern.

The interior of the BMW i3 brings the design language of the Neue Klasse to life with particular intensity. The interior design is dynamic, airy and modern and stands for optimal driver orientation, redesigned user interaction and a harmonious interplay of geometry, light and sound. Digital and real content merge through the coordinated design of the ambient light and the graphics on the central display and the BMW Panoramic Vision.

Thanks to its exceptional interior comfort, the BMW i3 makes the most of the vehicle architecture, consistently focused on electromobility. The Free-Cut Design Central Display is angled towards the driver's seat and positioned on the instrument panel. This embraces the sporty design of the BMW 3 Series. The lines of the instrument panel flow horizontally on both sides into the dynamically designed door panels. This creates an enveloping wrap-around effect for the passengers, which continues throughout the interior. The optional panoramic roof with climate comfort glass, in combination with the large window areas, creates a feeling of space flooded with light.

The BMW Panoramic iDrive provides a completely new experience of hallmark BMW driver orientation. Four central elements merge into a unique display and operating system in the new BMW i3. The BMW Panoramic Vision and the optional BMW 3D Head-Up Display project relevant information directly into the driver's line of sight,

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eliminating the need for cockpit displays behind the steering wheel. For the first time in a BMW 3 Series, it has a centre spoke in the upper section. In addition to distinctive thumb rests for improved ergonomics, it has multifunction buttons for particularly intuitive operation. This follows the hallmark BMW principle of "Hands on the Wheel, Eyes on the Road". An M Sport steering wheel with a flattened, dynamic design and spokes at the four and eight o'clock positions is also available as an alternative to the sports steering wheel.

The Free-Cut Design Central Display equipped with matrix backlight technology is also positioned right next to the steering wheel. It is angled at 3 degrees towards the driver for even more direct driver orientation.

The BMW i3 offers customers comprehensive options for personalisation in the areas of lighting, sound, displays and drives via My Modes.

The new BMW i3 comes with sporty and elegant seats with electrically operated adjustment options as well as a Travel & Comfort system as standard. They provide a high level of comfort and secure lateral support. Multifunction seats are available as an option. BMW M Sport seats are also available, which feature a sporty, expressive design and distinctive side sections for particularly secure lateral support. The seat adjustment control panels are each located in the door panels.

The BMW i3 features electrically operated door openers at the front and rear. The centre console between the driver and passenger seats includes a storage area with inductive charging function, the selector lever and physical buttons for parking brake and hazard warning lights.

The BMW i3 features precisely and effortlessly coordinated interior designs with its selection of materials and hues. In addition to the standard Essential interior design with Econeer surface material in Vivid Grey, the new BMW i3 offers three other options. The Contemporary version is available with the Veganza seat cover in the colours Agave Green, Digital White, Castanea and Black. The leather-like, high-quality material is also used in the seats of the BMW M Design World, here in Black combined with M Performtex. In the BMW Individual version, exclusive Merino leather provides luxurious seating comfort, available in black. Customers can also select BMW M Sport seats in Adelaide Grey.

Amongst other trim levels (to be announced in later this year) the BMW i3 will be available in the popular M Sport trim – a favourite for Irish customers.

Modern digital technology meets hallmark BMW driver orientation.

For many decades, BMW vehicles have been regarded as leaders in intuitive operation and perfect ergonomics. This also applies to the latest BMW Panoramic iDrive display and operating system with BMW Operating System X in the new BMW i3. The entire system adheres to the principle: The right information, in the right place at the right time. It is controlled by ergonomically optimised analogue and digital control elements. Many of the BMW i3's innovations in the area of display and control technology are protected by the BMW Group with patent applications.

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The new BMW i3 features BMW Panoramic Vision with a projection of content across the entire lower section of the windscreen. This newly-developed display concept with information projection from A-pillar to A-pillar is complemented by the 17.9-inch Free Cut Design Central Display with touch control, the optional BMW 3D Head-Up Display and the multifunction steering wheel with Shy Tech controls. This creates a digital and modern user experience that is quintessentially BMW.

The BMW Intelligent Personal Assistant offers numerous advantages for comfort, personalisation and voice control in the new BMW i3. The introduction of large language model technology (LLM, Alexa+)³ makes voice interaction for the driver even more natural than before. The BMW ID guarantees the best possible individualisation for up to seven users after registering in the BMW i3. The BMW Digital Key Plus becomes the preferred vehicle key on a smartphone or smartwatch.

BMW Panoramic iDrive: Visionary display and operating system and the latest generation of the BMW display and operating concept.

Focussed on the interactions between human and vehicle, BMW Panoramic iDrive redefines vehicle operation, information display and driver orientation. With its intelligent combination of displays, operating elements and software, it creates an integrated system that delivers optimal ergonomics, is intuitive and comfortable to use and provides the driver with the relevant information at all times.

BMW Panoramic Vision: Focus on driver orientation.

At the heart of the display and operating system is the BMW Panoramic Vision. This is a new display concept in which information is projected onto a specially coated area in the lower part of the windscreen that stretches from A-pillar to A-pillar. The content shown in this area is always visible and forms the visual basis of the entire display and operating concept. Key driving information is displayed on the right-hand side, clearly structured and in the driver's line of sight, without restricting their view of the road ahead. The contents shown in the central and left-hand areas of the display can be personalised and are visible to all occupants.

BMW 3D Head-Up Display: Animations enable spatial perception.

The optional BMW 3D Head-Up Display integrated above the BMW Panoramic Vision projects selected content directly into the driver's line of sight. This display enables particularly precise spatial perception – for example in the case of navigation instructions, or information from the driver assistance system. The contents of the BMW 3D Head-Up Display and the BMW Panoramic Vision are perfectly coordinated and complement each other, for a consistent, clearly structured display experience.

Free-Cut Design Central Display.

The 17.9-inch Central Display in Free-Cut Design is integrated into the BMW Panoramic iDrive as a further essential control element. It features advanced matrix backlight technology with a resolution of 3,340 x 1,440 pixels, for a brilliant display that is easy to read in all lighting conditions. Its specific shape allows for ergonomically optimal positioning, and thanks to the advanced menu structure with QuickSelect, it offers comfortable, simple and

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intuitive operation via touch. There is a menu on the Central Display containing widgets that can be moved to the BMW Panoramic Vision by drag and drop. Up to six widgets can be freely arranged in this way to enable quick access to frequently used functions. Using the multifunction steering wheel, further contents and submenus of the widgets can be displayed in the BMW Panoramic Vision.

New multifunction steering wheel with Shy Tech operating elements.

The multifunction steering wheel utilises Shy Tech technology, meaning buttons are only illuminated when the corresponding functions are available. The controls for driving assistance and parking functions are located on the left side, while controls for infotainment functions such as telephone or media player are on the right. These functions can be operated via a special control panel that provides haptic feedback. This enables drivers to control key functions safely and accurately without needing to take their eyes off the road.

Customisability as a key feature of the system.

Contents, widgets and displays are individually configurable, allowing them to be adapted to personal preferences. Users can select colours, display schemes and background images to create a personalised digital experience. There is a wealth of options enabling users to customise the user interface design in Personal Mode in line with their own preferences, enabling advanced individualisation of displays, interactions and vehicle-related settings. Further My Modes such as Sport, Efficient and Silent add to the range of personal setups available to customers.

The BMW ID opens the door to a customisable driving experience with BMW Panoramic iDrive. Up to seven users can sign in to the vehicle with their BMW ID, allowing them to enjoy every drive with their individual settings. The personalisation process begins with initial registration in the vehicle, which is completed by scanning a QR code in the Central Display using a smartphone. The personal BMW ID is then added to the vehicle and the user is guided through the main steps of initial setup, which can also be started prior to vehicle collection via the My BMW App if desired. In doing so, the vehicle is automatically stored in the My BMW App along with the corresponding profile. All personal vehicle settings, such as the configuration of the BMW Panoramic Vision, media favourites, recent destinations, seat settings with entry and exit configuration are now automatically available for every journey, providing the profile has been linked to a BMW Digital Key Plus or physical key. Before setting off, a message greeting the driver by name will automatically appear in the Central Display – along with their personal profile picture, if desired.

The BMW Intelligent Personal Assistant.

The multimodal operating logic of BMW Panoramic iDrive combines touch, haptic and voice-based interactions. A key role is played by the BMW Intelligent Personal Assistant, the operating concept in the new BMW i3. It enables the control of numerous vehicle functions, navigation destinations and media contents using natural language, without the need for defined voice commands. The self-learning voice assistant can be activated with the prompt "Hey BMW" or by pressing a button on the steering wheel's right-hand control panel. Following initial setup, the BMW Intelligent Personal Assistant is positioned in the centre of the BMW Panoramic Vision by default and is always ready to respond to commands. If desired, the BMW Intelligent Personal Assistant can make proactive suggestions based on routines and more. This intelligence is further enhanced by the BMW Operating System X,

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which considers significantly more contexts, such as driving situations, environmental analysis and interior recognition.

The addition of Amazon's Alexa+ AI technology³ to the BMW Intelligent Personal Assistant further enhances capability. The integration of Amazon Alexa+ into the BMW Intelligent Personal Assistant marks a technological quantum leap focussed on added customer value.

The AI technology used is a Large Language Model (LLM), a generative AI that understands language and is capable of formulating its own responses. This makes for more dialogue-oriented voice interactions; it enables intuitive and intelligent exchanges and supports access to external knowledge bases, cloud-based services and media contents as well as the control of vehicle functions. Linking the BMW Intelligent Personal Assistant to an Amazon account allows the user to search for and stream music, access the latest news and use a wide range of other content with ease. Availability will be gradually expanded, starting with the markets Germany and the USA.

BMW Panoramic iDrive is based on a scalable concept, and the underlying system architecture enables flexible integration of future digital services, additional display formats and new functions.

The BMW Digital Key Plus becomes the preferred vehicle key.

BMW Digital Key Plus enables smartphones and smartwatches from all leading manufacturers (incl. Apple, Samsung, Google) to be easily set up to function as a vehicle key. Ultra-wideband (UWB) and Bluetooth technology are used to enable the smartphone and vehicle to communicate with one another at close range. The UWB technology allows the user's location to be pinpointed extremely precisely while also ensuring the highest possible vehicle access security (certified according to the Car Connectivity Consortium's standard).

The BMW Digital Key Plus has further benefits to offer in addition to highly convenient vehicle access. Customers can share the digital key with others easily and securely using a messaging app, while defining individual roles and rights at the same time. It also enables the use of additional functions via the smartphone wallet, such as remote operation of the tailgate.

BMW Operating System X with high update and upgrade capability.

BMW Operating System X is based on the Android Open Source Project (AOSP) and offers a high level of update and upgrade capability. As a result, the system remains up to date in the long term and can be continuously expanded with new functions and digital services.

Four specialised superbrain high-performance computers.

At the heart of the new vehicle architecture are four superbrain high-performance computers. Each is assigned a core function in the new BMW i3: The Heart of Joy primarily manages driving dynamics, while separate computers are dedicated to automated driving and parking, infotainment, and essential and comfort functions like vehicle access and climate control. They offer up to 20 times higher computing power compared to previous BMW models.

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Electronics in four zones: More efficiency, less weight.

The four-zone cabling reduces the complexity of the cable harnesses. In addition, the new BMW i3 uses Smart eFuses instead of classic fuses. This intelligent and flexible power protection combined with the zonal architecture enables shorter and thinner cables, saves weight, reduces energy consumption thanks to intelligent power distribution, and increases overall vehicle efficiency.

Over-the-air updates allow for continuous improvements.

The new BMW i3 will continue to receive new functions, optimised performance, or AI-supported features via software updates long after purchase. All future BMW models will feature the electronics and software architecture developed for the Neue Klasse.

Heart of Joy and BMW Symbiotic Drive.

For decades, the BMW 3 Series has been synonymous with sheer driving pleasure worldwide. In this iconic BMW model, sportiness, precise handling, and long-distance comfort are seamlessly merged to form an exceptional blend. The new BMW i3 brings these qualities into the age of the Neue Klasse and utilises previously unattainable potentials of electromobility. The Heart of Joy defines the brand- new driving experience – delivering greater accuracy, improved assurance and heightened agility. In combination with the advanced suspension technology of the BMW i3, this creates a completely new dimension of driving pleasure. Multiple driving and parking assistance systems, which operate in synergy and securely with the driver while maintaining the unique BMW character, provide increased safety and convenience for everyday driving.

Heart of Joy: Ten times faster than previous systems.

Control systems in vehicles have a long tradition at BMW. It began back in 1979 with the first use of an Anti-lock Braking System (ABS) in the BMW 7 Series. The Heart of Joy controls driving, braking, some steering functions, charging and recuperation. It responds ten times faster than previous systems, resulting in effortless and assured handling. This enables the BMW i3 to navigate corners with precision and agility for maximum accuracy. The Heart of Joy reduces the number of necessary control interventions. The resulting cornering behaviour is more consistent and predictable, which contributes to an even greater feeling of safety.

Soft-Stop: The smoothest stopping process in BMW history.

The electric motors' precise control ensures the new BMW i3 decelerates smoothly without any jerks or braking noise. Soft-Stop ensures an unparalleled stopping process.

In everyday driving, the recuperation brake takes over almost all braking operations in the BMW i3. The friction brakes are only utilised during sporty driving or when emergency braking is required.

Suspension: Sporty and comfortable. Optional adaptive M suspension.

The new BMW i3 is distinguished by its hallmark high driving dynamics paired with long-distance comfort. It takes advantage of the architecture, which is uniformly designed for electric mobility. The new, flat high-voltage battery enables a low centre of gravity. As standard, the BMW i3 has a suspension with stroke-dependent shock

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absorbers. In addition to the two-joint spring strut front axle, it features a new five-link rear axle. Front and rear anti-roll bars with highly preloaded bearings are used for even more dynamic handling. An adaptive M suspension is available as an option in the all-wheel drive BMW i3. It boosts the dynamic sporty nature of the BMW i3 while maintaining ride comfort.

BMW Symbiotic Drive ensures seamless interaction between the driver and driver assistance systems. The advanced Level 2 driver assistance systems in the BMW i3 are designed down to the smallest detail for seamless interaction between assistance and driving inputs. The aim is not attaining the highest possible level of automation in every situation, but a safe driver assistance experience that offers maximum benefit and is always controllable. As a result, the driver always remains involved in an interplay of human and artificial intelligence. This allows acceleration, steering or braking even when driver assistance is engaged, without instantly causing a deactivation of the assistance system. The clear operating logic and displays in the BMW Panoramic iDrive ensure that assisted driving behaviour is intuitive and can be influenced at any time. The symbiotic interplay of driver and vehicle can also be experienced with active safety functions such as Lane Departure Warning. The driver's intent is recorded based on steering behaviour and the direction of vision, so that the system assists with warning and steering intervention only when the driver unintentionally drifts off his own lane or an impending collision is detected.

Driving Assistant Plus takes the strain out of steering and braking. If desired, it controls the speed and distance from the vehicle in front and helps the driver to keep the vehicle comfortably in the lane. The system can automatically detect recognised speed limits and adjust the speed before bends, roundabouts and turns. All optional driver and parking assistance functions can also be activated digitally in the BMW ConnectedDrive Store at a later stage.

Sixth-generation electric drive with round cell high-voltage battery.

Sixth generation BMW eDrive technology (Gen6) features an all-new high-voltage battery concept and 800-volt technology. As one of the standout innovations of the Neue Klasse, it brings significant range improvements, faster charging, up to 400 kW DC charging capacity and bidirectional charging functionality.

In addition to advanced, highly efficient electric motors, it includes fundamentally new high-voltage batteries with cylindrical cells. Compared to Gen5, both range and charging speed are increased by 30 per cent. The new BMW i3 has a range of up to 900 kilometres¹ (according to the WLTP test cycle).

Newly developed lithium-ion cylindrical cells for higher energy density.

The cylindrical cells within the high-voltage storage system have a diameter of 46 millimetres and a height of 95 millimetres. Their optimal design brings a 20 per cent increase in volumetric energy density compared to prismatic cells used as part of Gen5 technology.

Cell-to-pack design enables high energy density at pack level.

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The cells are integrated directly into the high-voltage battery without modular construction or structural elements. This cell-to-pack design enables high energy densities at pack level, reducing weight and costs. The combination of cell design and cell-to-pack construction is an in-house development and the result of the BMW Group's expertise in battery technology built up since 2008.

Pack-to-open-body construction allows for a flat battery design.

Thanks to the pack-to-open body concept, the battery housing in the new BMW i3 also functions as a structural component. The chassis has an open floor, which is closed by installing the high-voltage battery. The housing cover thus assumes the function of the vehicle underbody. This saves weight and enables a flat and aerodynamically efficient battery design. Another advantage: the torsional rigidity of the body also benefits from the pack-to-open-body construction, which has a positive effect on the driving dynamics of the new BMW i3.

Energy Master: The highly intelligent control centre.

The electrical and electronic components for the high-voltage battery can be found in the Energy Master. It is positioned on top of the high-voltage battery and developed in-house by the BMW Group. It provides electricity to the motors and the vehicle electrical system and manages all data from the high-voltage battery. It ensures intelligent, efficient and safe battery operation.

Two highly efficient electric motors with EESM and ASM technology.

The BMW i3 50 xDrive has an electric motor on both the front and rear axles. Together, they provide a system output of 469 hp¹ and a torque of 645 Nm¹.

An electrically excited synchronous motor (EESM) is integrated into the rear axle – the primary drive axle. It is based on a stator, which generates a rotating magnetic field by means of three-phase alternating current, and a rotor, which has electrically-excited electromagnets. This design makes the EESM fundamentally different from motors with permanent magnets, as the magnetic field in the rotor can be flexibly regulated. In turn, it is possible to reduce the magnetic field at low load and thus avoid losses. In addition, strong magnetic fields can be generated under high load. This results in high torque and constant power output up to maximum motor speed.

The entire system is controlled by an inverter, which converts the direct current of the battery into the required alternating current. It also ensures that the rotor is excited and is responsible for all control and monitoring processes. As a result, the EESM is always operated at optimum efficiency.

The EESM in the BMW i3 50 xDrive is supplemented by an asynchronous motor (ASM) on the front axle. The ASM works on the induction principle and is a compact and lightweight addition to the EESM. The ASM differs fundamentally in its rotor design: instead of magnets or electrical excitation, the rotor consists of aluminium rods that are connected via short-circuit rings. The necessary torque is generated by induced currents that occur when there is a difference in speed – known as slip – between the stator field and the rotor. The ASM is robust, resistant to heat and made from iron and aluminium. The combination of both types of motors enables a technological quantum leap: together, they reduce energy losses by 40 per cent, reduce the weight of the drive system by 10 per

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cent and reduce manufacturing costs by 20 percent compared to Gen5.

The EESM of the new BMW i3 is manufactured at the BMW Group plant in Steyr in Upper Austria, and the high-voltage battery at the BMW Group plant in Debrecen, Hungary. The BMW Group's Landshut plant is contributing the Energy Master.

BMW Charging.

For the Neue Klasse, the sixth generation of BMW eDrive technology used in the BMW i3 has undergone significant redevelopment in both its hardware and software. It represents a technological leap in energy density, charging power and range. This results in significantly shorter charging times. In just ten minutes, the BMW i3 50 xDrive charges up to 400 kilometres¹ of range at an 800-volt fast charging station via 400 kW directional current. A control unit with an integrated switching matrix also allows the continued use of 400-volt DC stations. Optionally, drivers can charge their BMW i3 using alternating current (AC) at speeds at up to 22 kW.

As a further innovation, the new BMW i3 – like all future Gen6 electric vehicles – will have bidirectional charging functionality. The energy stored in the battery can thus be used not only for the drive and the electrical consumers in the vehicle, but also as a mobile power bank that provides electricity directly from the high-voltage battery for many use cases.

Innovative charging products – for at home or on the go.

Innovative equipment optimises charging both at home and on the go. BMW products make charging flexible. New products for bidirectional charging complete the range. The charging cable (Mode 3) or the Multifunction Charger fits into the 31-litre storage compartment under the bonnet.

The BMW Multifunction Charger (MFC): The new all-purpose solution for charging at home and on the go also supports the functions of bidirectional charging. A new design with an ergonomically optimised charging plug, a cable length of six metres and suitable adapters for various purposes make the MFC more flexible than ever. For charging and discharging Gen6 electric vehicles, adapters are available in Europe for household and high-voltage current, public charging (Mode 3) with up to 11 kW and for the Vehicle-to-Load function (V2L).

Simple, convenient, digital: Charging becomes an experience.

The BMW i3 features many innovations for convenient and fast charging on the go. This includes route optimised charging planned according to individual criteria with automatic battery preparation for faster DC charging and an intelligent charging flap that opens automatically and Plug & Charge for automatic authentication at charging stations.

Route planning optimised for charging: The BMW Maps navigation system calculates a route optimised for charging, including charging stops, if the destination is outside the current range. The driver determines the charging status at which charging stations and the destination should preferably be reached and which charging station providers they wish to use. Utilising AI, the system learns from past charging processes. For example, the

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realistically expected charging power, the susceptibility to faults or the exact location data of individual charging stations and includes the optimal charging station in the planning of the route. For full transparency, the customer receives information about the current occupancy status, the number of charging stations and plug types. The expected duration and costs of charging stops are shown in advance based on the individually stored charging rates. The vehicle and the My BMW App synchronise current information while driving; this allows the passenger to check the route on the go and adjust it if necessary. The availability of restaurants, playgrounds, toilets or shopping facilities near the charging stop is also shown.

Battery preparation for faster DC charging: Battery preparation ensures that the high-voltage battery is brought to the optimal temperature before plugging in at a DC charging station. This increases charging capacity immediately after plugging in and shortens the charging time. When the driver actively routes to a DC charging station with BMW Maps, the BMW i3 automatically conditions (heats or cools) the battery. Alternatively, the function can be activated manually via the Central Display or the My BMW App. The current status of the battery temperature and the time remaining for battery preparation can be viewed at any time in the BMW i3 vehicle status and in the My BMW App.

Intelligent charging flap: The charging port is located on the rear right side of the vehicle. It is possible to open the charging flap manually, but this is no longer necessary as the intelligent charging flap opens automatically as soon as the customer's charging request is detected. One of the triggers for opening is AI-supported: If the customer walks towards a known or learned charging point, the movement path reveals the charging intention and the flap opens. If no charging cable is connected, the charging flap closes automatically – as it does after the charging process is complete or when the vehicle is ready to drive.

Sustainability: a holistic concept for conserving resources and reducing CO₂e emissions.

As with the BMW iX3, the BMW Group is also taking a holistic approach to sustainability with the new BMW i3. The focus is on decarbonisation along the entire life cycle – from product development, supply chain to production and use phase.

The CO₂e advantage is already apparent after 1–2 years of use.

Depending on the model variant, annual mileage and type of electricity used for charging, the new BMW i3 50 xDrive achieves a CO₂e benefit over a comparable model with an internal combustion engine² after just 1–2 years of use.

Decarbonisation in the supply chain.

A key starting point for reducing CO₂e emissions is targeted decarbonisation throughout the supply chain.

Renewable energy, increased use of secondary materials, and product and process innovations contribute to a significant reduction in emissions in the supply chain of all drive variants.

The result of this consistent approach can be proven by the emissions reductions achieved: CO₂e emissions in the supply chain were reduced by around 33 per cent even during the product development of the BMW i3².

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Innovative materials and technologies in the interior and exterior.

The "Design for Circularity" principle is also systematically applied in the new BMW i3. This approach entails an enhanced utilisation of secondary materials, strategic selection of materials and the optimisation of dismantling capabilities.

In the front bumper of the BMW i3, 30 per cent recycled plastic is used in the trim. In addition, the variety of materials in the entire bumper without attachments has been reduced from 15 to 7 materials compared to its predecessor (BMW 3 Series). Thanks to the extensive use of a plastic particularly suitable for recycling, the proportion of recyclable plastics was increased from approximately 46 per cent in the predecessor model to approximately 85 per cent². This creates the basis for the recovery of high-quality recycled plastics from the vehicle.

Another example of the implementation of the "Design for Circularity" principle in the BMW i3 is the "Essential" Econeer seat covers, which consist of a recyclable textile composite. The base material of the outer material contains 100 per cent recycled polyester. Utilising recycled PET as a raw material for the polyester yarn significantly cuts down CO₂e emissions and water usage in production when compared to using primary materials. In addition, the dismantling capacity of the seat cover has been improved to facilitate sorted separation at the end of the life cycle.

Use of secondary materials in the new BMW i3.

The new BMW i3 consists of a total of around 30 per cent of secondary materials²: the proportion of secondary materials in the aluminium cast components of the swivel bearings and hub carriers is 80 per cent; the cast aluminium rims consist of 70 per cent secondary aluminium. The housing of the Gen6 motor on the rear axle also consists of approximately two-thirds recycled aluminium.

The Gen6 battery cells of the BMW i3 high-voltage battery pack use a proportion of secondary materials for cobalt, lithium and nickel. Energy from renewable sources is also used in the production of anode and cathode material as well as in cell production. Compared to a previous Gen5 cell in the BMW i4, the CO₂e footprint in the cell supply chain is reduced by around 33 per cent per Wh. Another example of the innovative use of materials and secondary materials is the engine compartment cover and the storage compartment under the front door of the BMW i3. The base material consists of 30 per cent recycled marine plastic. This is post-consumer material made from used fishing nets and ropes. The starting material of the yarn for the textile of the headliner and the A-pillar contains 100 per cent recycled material.

Improved efficiency in the usage phase.

The EfficientDynamics technology package optimises vehicle efficiency across all subsystems during the usage phase. It includes aerodynamics, lightweight construction, rolling resistance and overall energy management. The BMW Group has been using EfficientDynamics since 2007 and is independent of the drive technology.

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In line with the sustainability goals of the BMW Group.

The BMW Group's commitment to the Paris Climate Agreement and to Net Zero by 2050 at the latest is an integral part of the holistic 360° sustainability approach, which is anchored in the corporate strategy. The company has set itself ambitious, scientifically derived CO₂e targets for the coming years. For example, the BMW Group intends to reduce its CO₂e emissions by a total of at least 40 million tonnes of CO₂e in 2030 and by around 60 million tonnes of CO₂e by 2035. This means an additional reduction of around 20 million tonnes of CO₂e in addition to the existing 2030 target.

Transparency thanks to the Product Carbon Footprint.

The BMW Group has long published the TÜV-certified greenhouse gas emissions (TÜV = Technical Inspection Association) of its vehicles as part of the Vehicle Footprint initiative. This report is publicly available [here](#) for all drives of the new BMW 3 Series at the start of production and can also be accessed in the My BMW App. This creates increased transparency regarding the proportions of secondary raw materials (SRQ) and CO₂e emissions over the entire life cycle of the vehicles.

Ends

1. All data provisional.

2. The value shown is a preliminary forecast. The final value will be published with the Vehicle Footprint (VFP) by the start of production (SOP).

3. Will be rolled out gradually for all BMW models with BMW Operating System 9 and X from the second half of 2026 at the latest. Availability will be gradually expanded, starting with the markets Germany and the USA.

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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