

# BMW

## Ireland

### Corporate Communications



Media Information

18 June, 2026

#### **The BMW i3 50 xDrive First Edition – orders now open.**

- An early opportunity to order the BMW i3 50 xDrive ahead of its official market launch.
- Based on the M Sport model, the First Edition brings an enhanced level of standard equipment including BMW Iconic Glow, the BMW 3D Head-Up Display and AC Charging Professional – up to 22 kW AC.
- From today, the BMW i3 50 xDrive First Edition is available to order exclusively at BMW retailers, priced from €72,855 OTR.
- The BMW i3 50 xDrive will celebrate its Ireland launch in autumn 2026 and will be priced from €66,685 OTR.

BMW enters an exciting new era of driving pleasure with its second Neue Klasse model, the new BMW i3. Since its unveiling in March, the trailblazing all-electric saloon has already generated strong customer demand and, from today, customers have an early opportunity to place an order with the new BMW i3 50 xDrive First Edition (WLTP, combined [EnVKV]: energy consumption 16.1–13.5 kWh/100 km; CO<sub>2</sub> emissions: 0 g/mile; CO<sub>2</sub> class A) and offers a range of 758 – 906 km).

**Jochen Goller, Member of the Board of Management of BMW AG, Customer, Brands, Sales, said:** "The new BMW i3 is a groundbreaking car for us. As a fully electric model, it will be competing in a high-volume segment and is therefore extremely significant for the BMW Group. At the same time, we can already tell from the high level of interest in this model that it will be very well received by our customers. The start of orders on 18 June in First Edition form – ahead of the official market launch – is an important next step here."

Building on the BMW i3 50 xDrive's comprehensive standard specification, the First Edition adds further standard-fit equipment. Based on the M Sport model, it includes M Sport exterior and interior design elements alongside features such as BMW Iconic Glow, the BMW 3D Head-Up Display and AC Charging Professional – increasing the AC charging rate from 11 kW to 22 kW. The BMW i3 50 xDrive First Edition is available to order from BMW retailers now, priced from €72,855 OTR.

At its official market launch in autumn 2026, the BMW i3 50 xDrive (WLTP, combined [EnVKV]: energy consumption 16.1 – 13.4 kWh/100 km; CO<sub>2</sub> emissions: 0 g/mile; CO<sub>2</sub> class A) will be priced from €66,685 OTR, offering a single-charge range of up to 912 km<sup>1</sup> (WLTP).

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**Mike Reichelt, Head of Neue Klasse BMW,** explains: "The BMW 3 Series has been an icon of our brand for seven generations and therefore more than five decades. It encapsulates pure driving pleasure, innovation and timeless design. With the Neue Klasse and its technology clusters, we are literally skipping a vehicle generation. This is the DNA of our sporting saloon in a completely new vehicle concept as we write the next chapter in the BMW 3 Series success story.

**The BMW i3 exemplifies the new BMW design language: focused on the essentials in a modern, unmistakable style.**

With its 2.5-box design, the new BMW i3 offers a modern take on hallmark BMW saloon proportions and is immediately recognisable as a BMW 3 Series. Its silhouette is characterised by a long wheelbase, glasshouse set well back and short overhangs. The BMW-typical four-eyed face receives a modern interpretation, while the Neue Klasse design language guides a fresh front end. The BMW kidney grille and twin headlights merge as an innovative light signature into a single stylistic piece. The horizontal rear lights feature an L-shaped design in a new, abstract form which extends far into the shoulder area. Prominently flared wheel arches amplify the model's broad, sporty stance.

**Taking BMW's hallmark driver focus to a new level.**

Inside, the new BMW Panoramic iDrive with BMW Operating System X offers a unique display and operating system optimised around the driver. At its heart is the BMW Panoramic Vision, which projects content across the entire width of the lower area of the windscreen. The multimodal operating logic of BMW Panoramic iDrive combines touch, haptic and voice-based interactions. The BMW Intelligent Personal Assistant plays a key role, enabling numerous vehicle functions, as well as navigation and media content, to be controlled using natural language. The introduction of large language model technology (LLM, Alexa+) results in a dialogue-based verbal interaction, enabling intuitive and intelligent exchanges.

**BMW i3 takes a technological leap forward with sixth-generation electric drive system.**

The BMW i3 50 xDrive is powered by two electric motors, one on each axle, resulting in a combined system output of 469 hp, a peak torque of 645 Nm and 0 to 100 kph

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acceleration in 4.7 seconds. The First Edition features identical motors and performance figures.

In the new BMW i3, highly efficient sixth-generation BMW eDrive technology teams with the Heart of Joy control computer and BMW Dynamic Performance Control software stack to provide precise, effortless and assured driving characteristics. The Heart of Joy responds ten times faster than previous systems and reduces the number of control interventions necessary. Meanwhile, the Soft Stop function ensures the smoothest stopping action in the history of BMW, bringing the vehicle to a complete stop without any jerking or braking noises through precise control of the electric motors. The result is a whole new level of Sheer Driving Pleasure.

The assisted driving experience also enters a new dimension in the BMW i3 with BMW Symbiotic Drive, enabling a seamless interaction between assistance functions and the driver. With driver assistance activated, drivers can respond to situations in their own style by accelerating, steering or braking without deactivating the active assistance system. The optional Motorway Assistant enables hands-free assisted driving on the motorway at speeds of up to 130 kph (or the national speed limit) with automated lane changes after confirmation by eye signal<sup>2</sup>. Clear operating logic and displays ensure that assisted driving in the BMW i3 is always intuitive and controllable, enabling safe use of the highest SAE Level 2 automation.

#### **Long range, shorter charging times and bidirectional charging.**

The BMW i3 50 xDrive is powered by a high-voltage battery with new cylindrical cells and a net capacity of 108.7 kWh. The pack-to-open-body design of the battery housing turns it into a structural component of the new BMW i3. 800V technology significantly reduces charging times, enabling up to 423 km of range to be added in just 10 minutes when connected to a 400 kW DC rapid charger. Bidirectional charging is also supported. In First Edition specification, the BMW i3 50 xDrive offers a range of up to 906 km<sup>1</sup> (WLTP).

#### **The First Edition brings additional standard features inside the cabin.**

The interior of the BMW i3 50 xDrive First Edition includes additional interior features, such as electrically adjustable front multifunction seats, three-zone automatic climate

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control, sun protection glazing and steering wheel heating.

The BMW 3D Head-Up Display is also standard fit. It is integrated above the BMW Panoramic Vision and projects selected content exclusively into the driver's line of sight to enable precise spatial perception – especially useful when following navigation instructions. Further standard features include the Harman Kardon surround sound system, automatic tailgate operation and AC charging Professional – increasing the AC charging rate from 11 to 22 kW.

#### **Optional equipment available for the BMW i3 50 xDrive First Edition.**

Customers can add further personal touches to the BMW i3 50 xDrive First Edition via the options list, where rear seat heating, a panoramic glass sunroof with climate comfort glazing, and an electrically operated tow bar can be added. BMW Digital Premium can also be specified, bringing additional BMW Maps functionality, the Security Assistant and data for a wide range of entertainment. Additional driving and parking functions offered include Parking Assistant Plus, Parking Assistant Professional and the Motorway Assistant.

#### **A wide range of exterior colours, alloy wheels, interior designs and steering wheels.**

Six exterior paint finishes are available for the BMW i3 50 xDrive First Edition, including M Le Castellet Blue. The alloy wheel portfolio comprises three aerodynamic options and a light-alloy variant with sizes of 19- and 20-inches available. Inside, customers can choose from Contemporary and BMW M themed interior designs in a variety of colours. A range of steering wheels offer further scope for customisation, including a white BMW Individual steering wheel (only in conjunction with the Contemporary interior design, Bicolour Digital White).

Additional standard features included

**Ends**

1. All values are provisional.
2. Available in most European countries, USA and Canada by the end of 2026.
3. The added range after ten minutes of high-power charging was determined in accordance with ISO12906 in the WLTP cycle.

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#### **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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