



Media Information
30 September, 2026

The new BMW 3 Series.

- The eighth-generation BMW 3 Series introduces Neue Klasse design and technologies to the heart of the BMW brand.
- First fully electric BMW 3 Series launches as the new BMW i3, available from launch as the BMW i3 40 xDrive and BMW i3 50 xDrive.
- BMW i3 M60 xDrive M Performance model will later join the lineup.
- BMW i3 50 xDrive delivers up to 566 miles¹ of range (WLTP) and up to 400 kW DC rapid charging.
- Two petrol-powered derivatives offered from launch: the BMW 320 and flagship, six-cylinder BMW M350 xDrive.
- One BMW 3 Series design, consistent across all powertrains.
- BMW Panoramic iDrive with BMW Operating System X as standard, and the latest generation of BMW driver assistance technology.
- Prices in the UK start from £44,975 OTR for the BMW 320 and £47,925 OTR for the BMW i3 40 xDrive.
- First BMW i3 UK customer deliveries commence in autumn 2026, while petrol-powered derivatives will arrive in January 2027.

For more than 50 years, the BMW 3 Series has combined benchmark driving dynamics, everyday usability and distinctive design. More than 18 million examples have been sold worldwide since 1975, making it the most successful model in the history of the BMW brand. Now in its eighth generation, it brings the design and technologies of the Neue Klasse to the core of BMW, while offering customers a broad choice of powertrain technologies.

The new BMW i3 brings fully electric drive to the BMW 3 Series for the first time, with customers initially able to choose between the BMW i3 40 xDrive and BMW i3 50 xDrive, offering up to 566 miles¹ (WLTP) of single-charge range. An all-electric M Performance model, the BMW i3 M60 xDrive will join the lineup in 2027. Two petrol-powered variants will also be available from launch: the BMW 320 and the flagship, six-cylinder BMW M350 xDrive.

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"The Neue Klasse is about far more than a single car. With the BMW iX3 we demonstrated for the first time how our new design language could blend the sixth-generation of BMW eDrive technology, BMW Panoramic iDrive and the Heart of Joy into a unique overall experience. Scalable and global, the Neue Klasse innovations are now being rolled out across our entire model range. And with the new BMW 3 Series, we are

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bringing them to the core of the brand for the first time," said Dr Mike Reichelt, Head of Neue Klasse, BMW Compact and Midsize Class.

Model	Max Power* (hp)	Torque* (Nm)	Acceleration – 0-62 mph* (secs)	Top speed** (mph)	Electric range of up to* (miles WLTP)	CO ₂ Emissions* (WLTP) (g/km)	Fuel Consumption Combined* (WLTP) (mpg)	Electric Power Consumption Combined* (WLTP) kWh/62 miles	Retail Price (OTR) from
BMW i3 40 xDrive	374	520	5.4	124	441	0	N/A	17.9–14.3	£47,925
BMW i3 50 xDrive	469	645	4.7	124	566	0	N/A	18.0–13.4	£53,425
BMW 320	211	330	7.4	149	N/A	169	37.7	N/A	£44,975
BMW M350 xDrive	443	580	4.1	155**	N/A	187	34.5	N/A	£66,785

*All figures relating to output, charging capacity, performance, energy consumption and range are provisional.

**Electronically limited.

Exterior design.

All versions of the new BMW 3 Series share a consistent exterior and interior design. The exterior combines the reduced design language of the Neue Klasse with hallmark BMW-saloon proportions. Its 2.5-box silhouette is characterised by a long wheelbase, short overhangs, a set-back glasshouse and prominently flared wheel arches.

At the front, the BMW kidney and twin headlights are integrated within a single horizontal design element. When BMW Iconic Glow is specified, it is illuminated and can be configured with three customisable light animations. The contemporary daytime running lights are vertically arranged, while the shark-nose front profile highlights the model's dynamic character. At the side are flush-fitting door handles that extend automatically when the vehicle is unlocked, while a low character line brings the 3 Series visually lower to the ground. At the rear, three-dimensional lights reinterpret the familiar BMW L-shape and extend into the shoulder area, emphasising the saloon's broad stance.

BMW M Performance vehicles are visually differentiated with unique design features,

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including M Yellow Lights³ – inspired by the brand's racing heritage – and a boot lip spoiler. In traditional BMW M fashion, the BMW M350 xDrive boasts a quartet of tailpipes at the rear.

BMW 3 Series customers can choose from up to 11 exterior paint colours at launch, including the new M Le Castellet Blue, while full personalisation through the BMW Individual paint catalogue will be possible from 2027. A wide variety of alloy wheels are available, including aerodynamically optimised designs. The BMW i3 is fitted with 19-inch wheels as standard, with sizes up to 21 inches available. The BMW 320 and BMW M350 xDrive receive standard-fit 18- and 19-inch designs respectively. 20-inch alloys are optionally available for both models.

Interior design.

A new interior design merges clear, reduced surfaces with the traditional driver-focused cockpit of the BMW 3 Series. Lines flowing forwards from the doors into the instrument panel create an enveloping effect, while large windows and a panoramic glass roof result in a light and spacious cabin.

Supportive, electrically operated seats with memory function feature as standard, while multifunction seats offering further adjustment are available optionally. Petrol-powered models provide a boot capacity of 450 litres, while the fully electric BMW i3 offers 420 litres of space. The BMW i3 also receives an additional 31 litres of storage space under the bonnet bringing the overall capacity to 451 litres. Split-folding rear seats bring additional practicality and can be folded in 40:20:40 ratio.

The new BMW 3 Series comes equipped with the latest operating concept, BMW Panoramic iDrive, powered by BMW Operating System X. It encompasses the BMW Panoramic Vision display, optional BMW 3D Head-Up Display, 17.9-inch Central Display and the redesigned multifunction steering wheel. All components work seamlessly together to help the driver to keep their hands on the wheel and eyes on the road. Intelligent voice control is provided by the self-learning BMW Intelligent Personal Assistant, enhanced by Amazon's Alexa+ AI technology for natural communication.

Fully electric BMW i3 with a class-leading range and fast charging.

The BMW i3 features sixth-generation (Gen6) BMW eDrive technology, combining

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energy-dense high-voltage batteries with cylindrical cells, highly efficient electric motors, 800-volt technology and bidirectional charging.

The battery cells are integrated directly into the high-voltage battery using a 'cell-to-pack' design. A 'pack-to-open-body' construction allows the battery to serve as a structural component, significantly reducing weight while increasing the body's torsional rigidity for improved driving dynamics.

The BMW i3 50 xDrive produces 469 hp and 645 Nm of torque, accelerating from zero to 62 mph in 4.7 seconds. Its 108.7 kWh high-voltage battery provides a range of up to 566 miles¹ (WLTP). At a suitable 800-volt DC rapid charging station, it can charge at up to 400 kW and add up to 263 miles² of range in ten minutes.

The BMW i3 40 xDrive develops 374 hp and 520 Nm of torque, completing the zero to 62 mph sprint in 5.4 seconds. Its 82.8 kWh battery delivers up to 441 miles¹ (WLTP) of range, while a maximum DC charging rate of 300 kW can add up to 209 miles² in ten minutes. AC charging at 11 kW is standard for both models, with 22 kW available optionally.

An electrically excited synchronous motor at the rear axle provides the primary source of drive, supported by a compact asynchronous motor at the front when all-wheel drive is required.

Heart of Joy delivers a new electric driving experience.

The BMW i3 uses four high-performance computers to manage driving dynamics, automated driving and parking, infotainment and comfort functions.

The Heart of Joy controls the electric drive system, braking, energy recuperation and steering sub-functions. Together with the BMW Dynamic Performance Control software stack, it processes driving-related information up to ten times faster than previous systems.

This integrated operation enables precise control of acceleration, deceleration and steering. The Soft Stop function uses this capability to bring the vehicle smoothly and quietly to a standstill. The forthcoming BMW i3 M60 xDrive will offer enhanced control via steering-wheel shift paddles that enable the driver to adjust the response of the M eDrive system to suit the driving situation at hand.

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Petrol-powered models with highly efficient combustion engines.

The petrol-powered BMW 3 Series range will launch in the UK with two derivatives, both featuring the latest generation of BMW TwinPower Turbo technology and 48-volt mild hybrid assistance. The rear-wheel-drive BMW 320 combines a 2.0-litre four-cylinder unit with an eight-speed Steptronic transmission, producing 211 hp and 330 Nm of torque. It accelerates from 0 to 62 mph in 7.4 seconds and reaches a top speed of 149 mph.

Meanwhile, the flagship BMW M350 xDrive pairs a 3.0-litre inline six-cylinder engine with a 48-volt mild hybrid system featuring a crankshaft-driven starter generator. Together, they produce 443 hp, an increase of 69 hp over its predecessor, and 580 Nm of torque, enabling acceleration from 0 to 62 mph in 4.1 seconds and an electronically limited top speed of 155 mph.

Revised front and rear axle settings sharpen handling and steering feel, while stiffer chassis and anti-roll bar mounts improve body control and stability. The combustion-powered models also retain near-perfect weight distribution, a longstanding ingredient of the 3 Series' dynamic character. Newly developed lift-related dampers are fitted as standard, with adaptive suspension available optionally.

New Drift Moment feature for BMW M350 xDrive.

The new Drift Moment brings an additional dimension to the BMW M350 xDrive's dynamic character. Activated via the Central Display, this function sends power exclusively to the rear wheels, allowing the driver to enjoy controlled oversteer through corners – an experience previously reserved for high-performance BMW M models. Drift Moment will become available during 2027 and can also be activated via Software Update on cars already delivered.

Personalisation and standard equipment.

Alongside the standard specification, customers in the UK can also select from M Sport and M Sport Pro trim levels, enabling a broad spectrum of personalisation.

The BMW i3 is equipped as standard with 19-inch alloy wheels, Driving Assistant Plus including automatic cruise control, heated and electrically adjustable front seats, Comfort Access, BMW Digital Premium, a rear-view camera, Econeer upholstery, wireless smartphone charging and under-bonnet storage. M Sport models build on this specification with 19-inch M light-alloy wheels, M Sport brakes with blue callipers, M

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exterior styling, a sport steering wheel, interior ambient lighting, M interior details and Veganza/M PerformTex upholstery. M Sport Pro adds electrically adjustable M Sport seats, red M Sport brakes, an M-specific steering wheel, M seat belts, black exterior mirror caps, BMW Iconic Glow and sun protection glass.

Standard equipment for the BMW 320i includes 18-inch alloy wheels, a panoramic glass sunroof, heated and electrically adjustable front seats, Driving Assistant Plus, Comfort Access, BMW Digital Premium, a rear-view camera and Ecotronic upholstery. M Sport models gain blue M Sport brakes, M exterior styling, a sports steering wheel, ambient lighting, M interior trim and Veganza/M PerformTex upholstery. M Sport Pro models additionally feature BMW Iconic Glow, sun protection glass, electrically adjustable M Sport seats, red M Sport brakes, an M steering wheel, M seat belts, black exterior mirror caps and Adaptive LED headlights.

In addition to the features offered with M Sport Pro, BMW M350i xDrive customers receive a Harman Kardon surround sound system, adaptive M suspension and three-zone automatic climate control.

BMW Symbiotic Drive and the latest driver assistance technology.

As standard across the 3 Series range, Driving Assistant Plus controls the speed and distance to the vehicle ahead with lane keeping assistance. BMW Symbiotic Drive enables the driver to accelerate, steer or brake without immediately deactivating the assistance system. Active safety functions are designed to intervene only where the system detects an unintended manoeuvre or risk of collision. The optional Motorway Assistant supports hands-free SAE Level 2 driving on compatible motorways up to the national speed limit, while requiring continuous driver attention.

Production at the historic home of the BMW 3 Series.

The first BMW 3 Series was produced at BMW Group Plant Munich in 1975. The plant now becomes the home of the first fully electric BMW 3 Series, with production of the new BMW i3 having commenced in August 2026. The BMW 320i and BMW M350i xDrive will begin production at BMW Group Plant Dingolfing from November 2026, returning the 3 Series to the plant where the model was first produced in 1980.

The electric motors for the BMW i3 and highly efficient petrol engines for the combustion-powered range are manufactured at BMW Group Plant Steyr in Austria. Gen6 high-voltage batteries will be supplied by the newly opened BMW Group Plant Irlbach-

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Straßkirchen in Bavaria.

First UK deliveries of the BMW i3 will commence in autumn 2026, with the BMW i3 40 xDrive priced from £47,925 OTR. Petrol-powered models will arrive in January 2027, with BMW 320 pricing starting from £44,975 OTR.

Ends

1. The Worldwide Harmonised Light Vehicle Test Procedure is for comparison purposes. Actual electric range will vary according to vehicle specification and equipment, battery state of charge and condition, driving style, route, use of in-car systems and ambient conditions.
2. The range added after ten minutes of high-power charging was determined in accordance with ISO 12906 using the WLTP cycle and assumes charging infrastructure capable of delivering the vehicle's maximum DC charging power. Actual charging performance and range added depend on vehicle specification, battery charge level, battery condition and temperature, driving profile, auxiliary consumers, ambient temperature, charging settings and the power supplied by the charging point.
3. M Yellow Lights: only activated at night with low-beam headlights.

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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