



Media Information

8 October, 2026

The first-ever BMW iX4.

- First-ever BMW iX4 combines expressive Sports Activity Coupé design with the latest Neue Klasse technology.
- Up to 827 km¹ of WLTP range and DC rapid charging at up to 400 kW, adding up to 386 km³ in ten minutes.
- BMW iX4 40 xDrive and BMW iX4 50 xDrive available from launch, with the 612 hp BMW iX4 M60 xDrive following in spring 2027.
- M Sport specification and a large panoramic glass roof fitted as standard.
- Sixth-generation BMW eDrive technology delivers around 30 per cent more range and 30 per cent faster charging than the previous generation.
- BMW Panoramic iDrive powered by Operating System X and the latest-generation driver assistance systems.
- Produced alongside the BMW iX3 at BMW Group Plant Debrecen in Hungary, where renewable electricity and no fossil fuels are used during normal operation.
- First Ireland customer deliveries from 6 March 2027, with the BMW iX4 40 xDrive priced from €75,705 OTR and the BMW iX4 50 xDrive priced from €83,135 OTR.

Extroverted, unmistakable and fully electric, the first-ever BMW iX4 is the next model to join the Neue Klasse line-up. Like its stablemates, the new Sports Activity Coupé (SAC) represents a technological leap forward while introducing its own unique interpretation of the reduced Neue Klasse design language.

Two drive system variants will be available from launch: the BMW iX4 40 xDrive and the BMW iX4 50 xDrive, the latter offering a WLTP range of up to 827 km¹ on a single charge. A potent M Performance model, the BMW iX4 M60 xDrive – delivering 612 hp and 875 Nm of torque – will complete the range, available from spring 2027.

Mike Reichelt, Head of Neue Klasse, BMW Compact and Midsize Class, explains: "With the new fully electric BMW iX4, we are expanding the Neue Klasse portfolio with a particularly emotional vehicle. Its striking proportions, elegant coupé silhouette and Neue Klasse technologies combine to create a truly distinctive character. Blending sportiness, expressive design and innovative technology, the BMW iX4 sets a bold new accent within our fully electric BMW portfolio."

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The BMW iX4 is available to order now from BMW retailers nationwide, with first Irish

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customer deliveries from 6 March 2027. The BMW iX4 40 xDrive is priced from €75,705 OTR and the BMW iX4 50 xDrive from €83,135 OTR. Pricing for the BMW iX4 M60 xDrive will be announced closer to its Ireland launch.

Model	Max Power* (hp)	Peak Torque* (Nm)	Acceleration – 0-100 kph* (secs)	Top speed** (kph)	Range of up to* (km WLTP)	CO ₂ Emissions* (WLTP) (g/km)	Electric Power Consumption Combined* (WLTP) kWh/100 km	Retail Price (OTR) from
BMW iX4 40 xDrive M Sport	374	520	5.6	200	639	0	19.1 – 15.9	€75,705
BMW iX4 50 xDrive M Sport	469	645	4.9	209	827	0	19 – 15.7	€83,135
BMW iX4 M60 xDrive	612	875	3.9	240	777	0	20.2 – 17.1	To be announced

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

**Electronically limited.

Exterior design.

The BMW iX4 combines a long wheelbase, short overhangs, powerfully contoured wheel arches and a sloping roofline to create a sporty, coupé-like silhouette. At the front, the upright Neue Klasse face integrates the BMW kidneys and twin headlights into a single design unit, which is illuminated when BMW Iconic Glow is specified – standard for M Sport Pro and M60 xDrive models.

Precise lines and clearly defined surfaces reinforce the SAC's dynamic appearance, while aerodynamic measures including active air flap control contribute to a drag coefficient of 0.23. The standard-fit panoramic glass roof extends across the roofline and floods the cabin with natural light, while its hidden seals create a seamless transition between the glass and body.

At the rear, a pronounced spoiler with an integrated brake light improves aerodynamics,

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while slim L-shaped taillights emphasise the vehicle's wide stance. The BMW badge sits within a sculpted 'valley' between the lights, mirroring its position above the BMW kidneys at the front.

The BMW iX4 M60 xDrive benefits from unique design elements, including M Yellow headlights² – inspired by BMW's GT racing cars and M Hybrid V8 – a specially developed M rear spoiler which increases downforce at the rear axle, M badging and a model-specific rear light design. A sculpted rear diffuser, M mirror caps, both finished in gloss black, as well as M Shadowline trim for the BMW kidney also feature as standard for this model.

BMW iX4 customers can initially choose from nine exterior paint finishes, including Eucalyptus Green, Fire Red and Polarized Grey. A trio of Frozen paint choices – Pure Red, Ocean Wave Blue and Space Silver will be available from March 2027, while further scope for personalisation will later be possible via the BMW Individual paint catalogue.

Interior design.

The BMW iX4 combines a sporty, driver-oriented cockpit with the reduced design language of the Neue Klasse. Clear lines and premium materials define the instrument panel, while large windows and the standard-fit panoramic glass roof with climate-comfort glazing create a light and airy interior.

Its dedicated electric vehicle architecture and long wheelbase provide generous legroom in both rows, while the battery's cell-to-pack design preserves rear headroom beneath the sloping roofline.

Practicality is another strength of the BMW iX4, with 490 litres of luggage capacity, increasing to 1,600 litres with the 40:20:40 split-folding rear seats lowered, plus a further 58 litres of storage beneath the bonnet.

Panoramic iDrive with BMW Operating System X.

BMW Panoramic iDrive brings a new interpretation of hallmark BMW driver orientation to the iX4 with ergonomically optimised analogue and digital controls. The system is centred around four key elements: the BMW Panoramic Vision display – spanning the entire width of the windscreen; the optional BMW 3D Head-Up Display with precise spatial perception; the 17.9-inch Central Display in a free-cut design; and the new multifunction steering

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wheel with intuitive shy-tech controls. Together, these components ensure the right information is presented in the right place at the right time, helping drivers keep their hands on the wheel and eyes on the road.

The system is powered by BMW Operating System X, which provides extensive personalisation, upgrade and entertainment capabilities. The self-learning BMW Intelligent Personal Assistant – enhanced by Amazon's Alexa+ large language model technology – supports natural voice interaction, while BMW Digital Premium – now included as standard³ – adds extended navigation and entertainment functions, including Amazon Prime Video in the second half of 2026. BMW Digital Premium also includes the Security Assistant with My BMW App alerts and remote vehicle views, M-specific apps with exclusive content and the necessary data connection required for entertainment services.

M Sport, M Sport Pro and M Performance models available.

Irish customers choosing the BMW iX4 40 xDrive or 50 xDrive benefit from M Sport as standard or can upgrade to M Sport Pro. M Sport models feature 20-inch alloy wheels, blue M Sport brakes and distinctive M exterior styling, alongside heated, electrically adjustable front seats, ambient interior lighting and Vganza/M PerformTex upholstery. Comfort Access, a rear-view camera, smartphone integration with Apple CarPlay and Android Auto, and BMW Digital Premium complete the standard specification.

M Sport Pro builds on this with front M Sport seats with an illuminated M logo and massage function featuring ten-way adjustment, high-gloss black exterior details for the rear diffuser and mirror caps, red M Sport brakes, and Shadowline BMW Iconic Glow kidneys. Adaptive LED headlights, an M steering wheel and seat belts with M tricolour stitching are also included.

BMW iX4 M60 xDrive customers additionally benefit from standard-fit 21-inch M light-alloy wheels, with exclusive 22-inch M aerodynamic wheels also available as an option, alongside a Harman Kardon surround sound system and 22 kW AC charging. M Adaptive Suspension and a unique steering wheel with a red centre marker, M tricolour stitching, shift paddles and designated buttons for Boost and M Modes also feature alongside electrically adjustable M Sport seats with an illuminated M logo and massage function.

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Beyond the model-specific standard equipment outlined above, selected variants can be specified with single options including up to 22-inch alloy wheels, steering wheel heating, a BMW Individual steering wheel in white, M Adaptive Suspension, multifunction seats with massage function, heated rear seats, Merino leather upholstery, an electrically extending towbar with a maximum trailer load of 2,000 kg, and 22 kW AC charging. The Technology Plus Package, adding three-zone climate control, the BMW 3D Head-Up Display and Harman Kardon surround sound system, can also be selected.

Sixth-generation BMW eDrive technology: benchmark range and fast charging.

All BMW iX4 models benefit from sixth-generation BMW eDrive technology, where the combination of energy-dense cylindrical battery cells in a 'cell-to-pack' design, an 800-volt electrical architecture and highly efficient electric motors combine to deliver around 30 per cent more range and around 30 per cent faster charging compared with Gen5 technology. All variants use an electrically excited synchronous motor at the rear axle and a compact asynchronous motor at the front to provide intelligent all-wheel drive. Thanks to its 'pack-to-open-body' construction, the high-voltage battery acts as a structural component, improving both torsional rigidity and handling.

With a combined output of 374 hp and 520 Nm of torque, the BMW iX4 40 xDrive reaches 100 kph from rest in 5.6 seconds. An 82.6 kWh usable battery delivers up to 637 km¹ of range, while a maximum DC charging rate of 300 kW can add up to 301 km⁴ in ten minutes.

Meanwhile, the BMW iX4 50 xDrive produces 469 hp and 645 Nm of torque, accelerating from zero to 100 kph in 4.9 seconds. Its 108.7 kWh usable battery enables a WLTP range of up to 827 km¹. At a suitable 400 kW DC rapid charging station, up to 386 km⁴ can be added in ten minutes, with a 10 to 80 per cent charge achievable in 21 minutes.

The flagship BMW iX4 M60 xDrive features Gen6 M eDrive technology, develops 612 hp and 875 Nm of torque and can complete the zero-to-100-kph sprint in 3.9 seconds. Its 108.7 kWh usable battery offers up to 777 km¹ of WLTP range and supports DC rapid charging at up to 400 kW – enabling up to 360 km⁴ of added range in ten minutes. All BMW iX4 derivatives are prepared for bidirectional charging.

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Class-leading driving dynamics supported by the Heart of Joy.

The electronics architecture of the BMW iX4 is powered by four high-performance computers, responsible for driving dynamics, assisted driving and parking, infotainment and comfort functions. Together they provide up to 20 times more processing power than previous systems, while a four-zone electronics architecture reduces wiring complexity, helping to save weight and improve efficiency.

At the centre of the driving experience is the Heart of Joy, bringing together control of the drive system, braking, energy recuperation and steering. Working with the BMW Dynamic Performance Control software stack, it processes driving dynamics functions up to ten times faster than previous systems.

In everyday driving, the BMW iX4 can come to a stop using recuperative braking alone in 98 per cent of cases, recovering energy while reducing reliance on the conventional friction brakes. Precise control of the electric motors also enables smooth, near-silent deceleration right through to a standstill.

A low centre of gravity, near-perfect weight distribution and long wheelbase provide the foundations for agile handling, strong directional stability and assured comfort. An updated double-joint spring strut front axle and new five-link rear axle are complemented by model-specific front-axle geometry, stiffer control arm bearings, high-preload anti-roll bars and lift-related dampers, sharpening steering response and precision.

Adaptive M suspension is standard on the BMW iX4 M60 xDrive and optionally available for other variants. Electronically controlled dampers enhance precision and comfort, while the flagship model also features an electronically controlled M Sport differential, bespoke spring and damper tuning, specific front anti-roll bar links and two dedicated My Modes: M Sport and M Sport Plus. Steering-wheel shift paddles allow the driver to adjust the M eDrive system's responses to suit the driving situation.

Latest-generation driver assistance technology.

The BMW iX4 inherits the latest generation of BMW driver assistance technology, including Driving Assistant Plus with BMW Symbiotic Drive, which is fitted as standard

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across the range and controls the vehicle's speed and distance from traffic ahead while providing lane-keeping assistance. The system allows for manual steering, braking or accelerator inputs without deactivating assistance, and can distinguish between a deliberate manoeuvre made by the driver and an unintended lane departure.

The optional Motorway Assistant supports hands-free SAE Level 2 driving up to the national speed limit on approved sections of the Irish motorway network. Assisted lane changes are confirmed with a glance in the relevant side mirror, and the driver must always remain attentive and ready to intervene.

The standard-fit Parking Assistant can perform semi-automated parking manoeuvres using AI-based space detection and route planning, while optional Parking Assistant Plus adds a 360-degree view around the vehicle. Manoeuvre Assistant can record and repeat frequently used manoeuvres over distances of up to 200 metres, and Parking Assistant Professional enables selected parking and stored manoeuvres to be controlled remotely through the My BMW App from up to six metres away.

Every BMW iX4 includes the hardware required for the full range of assistance systems, allowing compatible functions to be activated or enhanced later through software updates or over-the-air upgrades.

Sustainability, production and Ireland launch.

The new BMW iX4 will be produced at BMW Group Plant Debrecen in Hungary, where, during normal production, no fossil fuels are used, and electricity is sourced exclusively from renewable energy.

Measures introduced during development have reduced the BMW iX4's supply-chain CO₂e emissions by around one third⁵. Approximately 30 per cent⁵ of the vehicle is made from secondary materials, while around 85 per cent of the aluminium used has a CO₂e footprint below the industry average – reducing the vehicle's overall footprint by 2.1 tonnes⁵.

The BMW iX4 is available to order now from BMW retailers nationwide, with first UK customer deliveries from 6 March 2027. The BMW iX4 40 xDrive is priced from €75,705 OTR and the BMW iX4 50 xDrive from €83,135 OTR. Pricing for the BMW iX4 M60 xDrive will be announced closer to Ireland launch.

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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. M Yellow Lights: only activated at night with low-beam headlights.
3. BMW Digital Premium subscription included as standard for four years.
4. 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.
5. The supply-chain CO₂e reduction, secondary-material content, aluminium share and 2.1-tonne CO₂e reduction figures are preliminary forecast values. Final figures will be published with the Vehicle Footprint before the start of production.

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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