

# BMW

## Ireland

### Corporate Communications



Media Information

5 September, 2025

#### **The start of a new era: The all-new new BMW iX3.**

- First series-production Neue Klasse model, introducing a new design and cutting-edge technologies.
- Sixth-generation BMW eDrive technology with 800-volt architecture and 400 kW rapid charging (up to 371km in 10 minutes).
- Intelligent xDrive all-wheel drive for optimal traction and efficiency, using a high-efficiency rear electrically excited synchronous motor (EESM) and a compact front asynchronous motor (ASM).
- New digital "superbrain" vehicle architecture including Heart of Joy driving dynamics system. Revolutionary BMW Panoramic iDrive with full-width windscreen display and BMW Operating System X.
- New design language: reduced, contemporary, characterful and typical BMW.
- Spacious interior with leather-free Econeer materials as standard.
- More than 30 per cent lower product carbon footprint (CO<sub>2</sub>e) over the vehicle life cycle than the predecessor, guided by a 'secondary first' approach.
- Built at BMW Group Plant Debrecen, the company's first car plant operating without fossil fuels during normal operations.
- Priced from €73,925 OTR, with first Irish deliveries of the BMW iX3 50 xDrive on 7 March 2026.

BMW proudly presents the first series-produced Neue Klasse model, the all-new BMW iX3. The next-generation Sports Activity Vehicle (SAV) pioneers a new era of sheer driving pleasure, introducing an all-new design language and a broad spectrum of technological advancements, which collectively give the impression that an entire vehicle generation has been skipped.

The launch of the new BMW iX3 represents a significant milestone in the BMW Group's transformation towards improved electrification, digitalisation and circularity. Spearheading the arrival of the Neue Klasse, the BMW iX3 ushers in new innovations in design and technology which will shape the entire future BMW product portfolio. The technologies of the Neue Klasse will be incorporated into a total of 40 new models and model updates between now and 2027.

**"The Neue Klasse is our biggest future-focused project and marks a huge leap forward in terms of technologies, driving experience and design,"** says Oliver Zipse, Chairman of the Board of Management of BMW AG. **"Practically everything about it is new, yet it is also more BMW than ever. Our whole product range will benefit from the innovations brought by the Neue Klasse – whichever drive system technology is employed. What**

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**started as a bold vision has now become reality: the BMW iX3 is the first Neue Klasse model to go into series production. We are not only bringing the next generation of one of our most successful fully electric vehicles onto the road, we are launching a new era for BMW."**

Designed specifically for the Neue Klasse, the new BMW iX3 premieres BMW Group's sixth-generation eDrive technology, which comprises highly efficient electric motors, new high-voltage batteries with cylindrical cells, and 800-volt technology to set new benchmarks in efficiency and long-distance capability. The result is a single-charge range of up to 805km (WLTP<sup>1</sup>). Meanwhile, a maximum charging rate of 400 kW enables drivers to add up to 371km of range to their BMW iX3 in just ten minutes at an 800V direct current (DC) rapid charging station, representing a 30 per cent increase in charging speed compared with fifth-generation BMW eDrive technology. With the sixth generation, energy losses are reduced by 40 per cent, weight by 10 per cent and manufacturing costs by 20 per cent.

A new digital nervous system, developed from scratch for all BMW Group drive system variants and model segments, makes its debut in the new BMW iX3. At its core are four "superbrain" high-performance computers, which cover driving dynamics, automated driving, infotainment, and basic comfort functions such as vehicle access, climate control and seat adjustment.

The "Heart of Joy" superbrain elevates the entire driving experience, providing unparalleled handling, dynamism and precision. Responsible for the drive system, brakes, charging, energy recuperation and steering subfunctions, the Heart of Joy teams with the BMW Dynamic Performance Control software stack – developed completely in-house – to compute all driving functions up to 10 times faster than conventional control units. The Heart of Joy significantly improves efficiency, enabling 98 per cent of braking manoeuvres in the BMW iX3 to be performed solely by energy recuperation. The "superbrain of automated driving" brings together all automated driving and parking functions, optimises symbiotic human-vehicle interaction and offers 20 times more processing power than traditional units.

Inside the cabin, the revolutionary BMW Panoramic iDrive, powered by BMW Operating System X, redefines the digital user experience and sets new standards for intuitive, driver-focussed interaction – emphasising BMW's "hands on the wheel, eyes on the road" principle. The system consists of four key components: the BMW Panoramic Vision display, which spans the entire windscreen; the optional BMW 3D Head-Up Display, featuring integrated navigation and automated driving information with spatial depth; the driver-oriented newly designed Central Display; and the new multi-function steering wheel, which serves as the primary physical control point.

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Alongside these significant technological advances, the BMW iX3 introduces a completely new design language, which will be adopted by the entire future BMW model line-up. This new approach leverages technological advancements to enable bold design changes, while retaining hallmark BMW styling features. Reduced to the essentials, the exterior design has a strong contemporary appearance, defined by precise lines, expansive glass surfaces and an upright front end where the iconic BMW kidney grille and twin headlights take centre stage.

Inside, the cabin puts the driver at the heart of a clean, minimalist layout built around the new Panoramic iDrive. The wrap-around cockpit design flows into the door panels, while passengers benefit from noticeably increased rear legroom compared with the predecessor. The standard interior features Econeer seat fabrics made from recycled materials in a light Vivid Grey finish, with other sustainable surfaces reinforcing the leather-free approach.

With the launch of the Neue Klasse, the BMW Group has intensified its efforts to increase circularity and reduce CO<sub>2</sub> emissions. A holistic approach to minimising the product carbon footprint (CO<sub>2</sub>e) spans the entire vehicle life cycle, from a circularity-orientated product development phase and a supply chain optimised by the systematic use of renewable energy and secondary materials, through to production, the use phase of the vehicle and its subsequent recycling. Guided by a 'secondary first' principle, which prioritises recycled over newly extracted raw materials where possible, around a third of the BMW iX3 is made from secondary sources, including marine plastics, secondary aluminium and PET textiles. As a result, the product carbon footprint of the new BMW iX3 50 xDrive over its life cycle is reduced by more than 30 per cent compared with its predecessor.

The new BMW iX3 will be available for purchase in Ireland with three distinct trim levels: iX3, iX3 M Sport and iX3 M Sport Pro, each offering a comprehensive range of standard equipment. Key standard features include 20-inch alloy wheels, under-bonnet storage, an electrically operated charging flap, heated front seats with electric adjustment, Driving Assistant Plus with automatic cruise control, and charging capabilities of 400 kW DC / 11kW AC. The iX3 M Sport trim adds M exterior styling, 20-inch M Sport alloy wheels, a sports steering wheel, translucent dashboard lighting, and Veganza/M PerformTex upholstery. Customers who select the iX3 M Sport Pro trim additionally benefit from upgraded M Sport seats, an M high-gloss black rear diffuser, M Sport brakes with red-painted callipers, BMW Iconic Glow, Adaptive LED headlights, and a Shadowline glass 3D kidney grille.

The first Neue Klasse model will be built at the newly constructed BMW Group Plant Debrecen in Hungary, the first BMW Group plant that does not use fossil fuels in normal

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operation. Series production commences in autumn 2025, with the first Irish customer deliveries of the BMW iX3 50 xDrive taking place on 7 March, 2026. Further variants of the BMW iX3 will follow, including a new entry-level model. The new BMW iX3 50 xDrive is priced from €73,925 OTR.

Model	Max Power* (hp)	Peak Torque* (Nm)	Acceleration* (0-100km/h) (secs)*	Top Speed ** (km/h )	Range (km)*	CO <sub>2</sub> Emissions* (WLTP) (g/km)	Electric Power Consumption Combined* (WLTP) kWh/100km	Retail Price (OTR) from
iX3 50 xDrive	469	645	4.9	209**	677-805km	0	17.9 – 15.1	€73,925

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

#### **An all-new design language that paves the way for the entire BMW future model range.**

With the new BMW iX3, BMW introduces its new design language, which will soon be adopted across its entire future product portfolio. This new approach is bold, reduced and rich in character, and brings a contemporary feel to hallmark BMW styling cues. The new BMW iX3 showcases the design attributes of the Neue Klasse in the form of a SAV.

**“The design of the Neue Klasse provides a very modern interpretation of what BMW has always stood for,”** says Adrian van Hooydonk, Head of BMW Group Design. **“With our new design language, the new BMW iX3 looks future-focused, modern and timeless – but, above all, more BMW than ever.”**

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#### **A new exterior design with familiar SAV proportions.**

Measuring 4,782 mm in length, 1,895 mm in width and 1,635 mm in height, the new BMW iX3 embodies staple BMW SAV proportions. Its distinctive two-box design combines the rugged presence of a BMW X model with large surfaces and clear lines, highlighting all four wheels. The wheelbase measures 2,897 mm, with track widths of 1,628 mm at the front and 1,633 mm at the rear. Optimised aerodynamics result in a drag coefficient (Cd) of 0.24.

Designed solely around an all-electric powertrain, the new BMW iX3 offers an impressive exterior-footprint-to-interior-space ratio, with generous space for passengers and storage. The luggage compartment can be increased from 520 litres to a maximum of 1,750 litres with the rear seats folded flat in a 40/20/40 ratio, while an additional storage compartment under the bonnet holds a further 58 litres of cargo. Customers needing extra storage capability may specify their BMW iX3 with an electrically operated tow bar, where the maximum towing capacity for the 50 xDrive model variant is 2,000 kg.

With its upright front end, the new BMW iX3 has a commanding presence. Large air intakes and a black band in the lower portion of the bumper contribute to its sporty appearance, while reduced surface treatment helps emphasise prominent design features. Paying clear homage to the Neue Klasse of the 1960s, the new sculpted BMW kidneys are vertically arranged. Positioned either side are new headlights featuring vertical daytime running lights, complemented by a new distinctive horizontal light signature spanning the width of the vehicle. The optional BMW Iconic Glow for the BMW kidneys further enhances the front-end design.

Clear lines and large surfaces seamlessly flow into the side profile of the new BMW iX3, appearing as if the design has been cut from a single mould. In traditional BMW X-style, wheel arches are finished in body colour with subtle rectangular contours. Large glass areas with hidden seals bring a light and open feel to the cabin, while a downward-sloping roofline contributes to optimised aerodynamics. Newly designed flush door handles extend automatically when the user approaches with their BMW Digital Key.

A heavily tapered and pronounced shoulder section defines the rear of the vehicle. Horizontally arranged tail lights in the familiar L-shape design – also with a new light signature – span the entire mid-section, where individual light sources are split through several increments to create a sense of depth. The roofline is finished with a new roof spoiler, featuring a central recess, which continues down into the space between the rear lights to host the updated BMW roundel.

New acoustic and visual welcome and goodbye animations enhance the exterior design. A reduced sequence of effects is offered as standard, while the optional BMW Iconic Glow

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brings additional sequences in Relaxed, Balanced and Excited styles. These effects add theatre when approaching the vehicle, continuing inside the cabin via the BMW Panoramic Vision and Central Display as the driver takes their seat.

#### **The interior design: a contemporary space oriented around the driver with exceptional comfort for all passengers.**

The new BMW iX3 has a contemporary and minimalist interior design, which sets the stage for a trailblazing and intuitive digital experience. In typical BMW fashion, the entire cockpit is oriented around the driver, while a new vehicle architecture – designed solely for all-electric models – helps provide generous space in all five seats. The lines of the “floating” instrument panel flow directly into the large door trim panels, creating an enveloping wrap-around effect. With its fabric surface, the instrument panel – with optional atmospheric backlighting – helps curate a warm and inviting atmosphere throughout the cockpit. Large windows and a full-length panoramic sunroof, available optionally with sun protection glass, flood the interior with natural light.

A newly designed steering wheel features pronounced thumb rests and multi-function buttons for intuitive operation. Redesigned seats offer high levels of comfort and are clad with a reduced amount of plastic trim for an elegant appearance. The driver and front passenger seats are heated and electrically adjustable as standard and the rear seat bench has a single sofa-like surface. Also electrically operated are new door openers at both the front and rear, with controls conveniently positioned behind the window buttons on the pull handles.

The centre console offers further storage and features an entirely new design. A storage area beneath the armrest houses a 12V power supply, while the front section of the centre console is complete with a wireless charging tray with room for two mobile devices, two USB-C ports and two cup holders separated by a triangular illuminated trim element. The space behind it houses the gear selector, a roller switch for volume control and physical buttons for the parking brake, rear window heating, windscreen defrosting and hazard warning lights. Additional storage is offered below the centre console.

#### **BMW Panoramic iDrive, BMW Operating System X and infotainment.**

The new BMW iX3 is the first series-production model equipped with the revolutionary BMW Panoramic iDrive, which sets out to redefine the user experience. Bringing together displays, geometry and light and sound design into a holistic experience, the system's look and feel is customisable via the My Modes menu. Adding to the user experience are the new driving sounds, sound effects and sound signals of the BMW HypersonX soundscape, created specifically for the Neue Klasse.

With its well-judged balance of digital functions and physical components, BMW

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Panoramic iDrive elevates intuitive driver-focussed operation in line with BMW's "hands on the wheel, eyes on the road" principle. The trailblazing system was born out of decades of experience and developed following a user-centric design approach, where data from over 10 million connected vehicles and usability studies from more than 3,000 customers were all incorporated into its development process. Physical controls are on hand for the windscreen wipers, indicators, exterior mirrors, volume control, gear selector, parking brake, hazard warning lights, and the rear window heating and defrost function. Meanwhile, other functions have been optimised for use by touch and voice command, or via the multifunction steering wheel.

The BMW Intelligent Personal Assistant has been significantly upgraded and now includes two new voices, a new appearance for the BMW Panoramic Vision and additional assistance for the driver through proactive suggestions and personalised routines. Large Language Model technology will be gradually introduced to enable even more intuitive voice interaction in the future.

BMW Panoramic iDrive brings together four central elements into a unique display and control/operation system. The BMW Panoramic Vision projects information across the full width of the windscreen – from A-pillar to A-pillar – where key driving information appears directly in the driver's field of vision. Meanwhile, content projected in the centre and front passenger side of the display can be customised to personal tastes and requirements. Located above the BMW Panoramic Vision is the new BMW 3D Head-Up Display, available optionally, which projects integrated navigation and automated driving displays on the road with spatial depth. The free-cut-design Central Display with matrix backlight technology is positioned ergonomically next to the steering wheel. On the driver's side, vertically arranged widgets enable fast and direct access to frequently used functions using QuickSelect technology. The new multifunction steering wheel serves as the primary physical control point. Its button panels help the driver and vehicle to work together symbiotically using illuminations, a textured surface and haptic feedback.

Underpinning BMW Panoramic iDrive is the newly developed BMW Operating System X, which brings a multitude of personalisation options via the user's BMW ID, intelligent driver assistance, an array of digital functions, extensive connectivity using the My BMW App and outstanding future-proofing thanks to remote BMW Software Updates.

The standard-fit navigation system, BMW Maps, includes an upgrade for charging-optimised route guidance, along with an intelligently coordinated display of information across the BMW Panoramic Vision, Central Display, and 3D Head-Up Display, when specified. When a DC charger is set in BMW Maps, the iX3 automatically pre-conditions the high-voltage battery to the optimal temperature for faster charging, with manual and My BMW App control also available. A MAX RANGE function in My Mode Efficient can

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extend range by up to 25 per cent by carefully limiting drive power and top speed and scaling back selected comfort functions.

BMW Operating System X additionally features a wide range of entertainment options for both road trips and charging stops. These include music streaming apps like Spotify, in-car gaming through AirConsole, and a new video streaming app that offers access to Disney+, YouTube, and various international and country-specific on-demand and live video platforms. The Zoom App for video calls has also been integrated.

The BMW ConnectedDrive Store provides an overview of the features customers can currently download or access, which can be added easily and flexibly through ConnectedDrive Upgrades. The BMW ConnectedDrive Store also hosts over 60 third-party apps, covering music and audio, entertainment, gaming, news, and travel, with local categories available worldwide. To download and use features and apps, customers will need access to connectivity via BMW Digital Premium or a Wi-Fi network/smartphone hotspot. With BMW Digital Premium, customers can enjoy extensive safety functions, extended navigation features, unlimited data for entertainment and all-new BMW M Apps.

#### **Sixth-generation BMW eDrive technology: higher efficiency, more range, faster charging.**

Developed specifically for the Neue Klasse, sixth-generation BMW eDrive technology comprises highly efficient electric motors, new high-voltage batteries with cylindrical cells, and 800V technology. The BMW iX3 50 xDrive is powered by two electric motors, which together generate an output of 469 hp and 645 Nm of torque. The vehicle accelerates from 0 to 100km/h in 4.9 seconds and reaches an electronically limited top speed of 290km/h. The new model features an extensively upgraded electric all-wheel-drive configuration, consisting of a highly efficient, electrically excited synchronous motor (EESM) at the rear axle and an asynchronous motor (ASM) with a compact design at the front axle. Overall, the drive technology developed for the Neue Klasse reduces energy losses by 40 per cent, weight by 10 per cent and manufacturing costs by 20 per cent compared to fifth-generation BMW eDrive technology.

The use of cylindrical cells as part of the high-voltage battery concept promotes further advancements. This design results in a 20 per cent increase in energy density at the cell level and 30 per cent faster charging speeds compared to fifth-generation BMW eDrive technology. The integration of cells directly into the high-voltage battery ("cell to pack") benefits energy density and cost efficiency, while weight is minimised through the integration of the high-voltage battery into vehicle architecture as a structural component ("pack to open body"). The high-voltage battery in the BMW iX3 50 xDrive has a usable energy content of 108.7 kWh, enabling a range of up to 805km in the WLTP cycle.



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#### **Reduced charging times and the premiere of bidirectional charging.**

The advances brought by sixth-generation BMW eDrive technology significantly enhance the overall charging experience. Thanks to innovative battery management technology with an integrated switching matrix, developed completely in-house by the BMW Group, the new BMW iX3 can be charged at 400V DC filling stations. A maximum charging rate of 400 kW enables users to add up to 371km<sup>2</sup> of range in just ten minutes, while charging from 10 to 80 per cent takes just 21 minutes. The BMW iX3 50 xDrive can be charged via alternating current (AC) at a rate of 11 kW as standard, or 22 kW when the AC Charging Professional package is specified.

The AC Charging Professional Package additionally features bidirectional charging, marking its debut for the BMW brand. The range of standard-fit and optional charging accessories has been significantly expanded. For flexible charging during journeys, customers can make use of the new optional Multifunction Charger, which, in conjunction with a range of adapters, can easily facilitate charging and discharging of the high-voltage battery – for example, to charge or power personal devices. The new BMW iX3 is prepared for bidirectional charging, offering Vehicle-to-Home capability of up to 11 kW with a compatible wallbox and Vehicle-to-Load of up to 3.7 kW.

The new BMW iX3 features an intelligent charging flap, which uses artificial intelligence to detect when a user intends to connect or remove a charging cable, opening and closing the flap accordingly. With sixth-generation BMW eDrive technology, the current charging speed and curve can be viewed in the My BMW App. Up to ten individual charging contracts from various suppliers are displayed digitally inside the new BMW iX3, enabling use of the Plug & Charge Multi Contract function, which allows customers to simply park, plug-in and go at supported charge points.

#### **A pioneering new electronics architecture powered by four "superbrains".**

The new BMW iX3 debuts a trailblazing new electronics architecture comprising four high-performance computers known as "superbrains". These control units pool their processing power for driving dynamics, automated driving, infotainment and comfort-enhancing functions, as well as providing the basis for a new software architecture that can be continuously upgraded, and therefore designed to incorporate future functionality updates including AI-enabled features.

The new digital nervous system consists of a wiring harness divided into four zones. This system reduces weight by 30 per cent compared to the technology previously used and reduces the wiring required by around 600 metres. Digital "smart eFuses" are another new technology introduced with the new BMW iX3, enabling intelligent power modes for different vehicle states which contribute to improvements in the vehicle's overall efficiency.

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#### **The Heart of Joy: elevating Sheer Driving Pleasure to a new level.**

As one of four superbrains in the electronics architecture of the Neue Klasse, the Heart of Joy looks after the drivetrain and management of driving dynamics. Together with the BMW Dynamic Performance Control software stack – developed completely in house – this high-performance control unit is responsible for the drivetrain, brakes, energy recuperation and steering subfunctions, and processes information up to ten times faster than conventional units.

With the Heart of Joy, drivers benefit from instantaneous power delivery and smooth power transfer, in addition to outstanding agility, stability and efficiency. Every movement of the accelerator, brake pedal and steering is executed directly with assurance and precision. Other benefits include supreme traction and – thanks to the unique Soft Stop function – the smoothest stopping process ever achieved by a BMW. Efficiency is optimised by the integrated management of the drivetrain, braking system and energy recuperation. As a result, 98 per cent of braking manoeuvres in the BMW iX3 can be performed without utilising friction brakes.

#### **Next-generation driver assistance systems and BMW Symbiotic Drive.**

All automated driving and parking functions in the new BMW iX3 are managed by the “superbrain of automated driving”, providing 20 times more processing power than conventional control units.

Redefining human-vehicle interaction, the BMW iX3 pairs its Symbiotic Drive capabilities with driver assistance functions to curate an unparalleled driving experience, where acceleration, braking and steering inputs merge seamlessly and intuitively with AI-enabled software. For example, the automatic cruise control function is no longer deactivated with a light press of the brake pedal; instead, it is only switched off when the driver brakes harder. Meanwhile, the functionality offered by the City Assistant includes traffic light detection, causing the vehicle to stop and then move off again when the lights change.

#### **Equipment and personalisation options to enhance driving pleasure, comfort and versatility.**

The new BMW iX3 will be available from launch with one solid and five metallic exterior paint colours, including Polarised Grey and Ocean Wave Blue – available exclusively for this model – with a further three finishes coming to the range from spring 2026. 20-inch alloy wheels are fitted as standard, or customers can select from a selection of 20-, 21- and 22-inch light-alloy wheels from the options list. The range also includes BMW M and BMW Individual light-alloy wheels, with some in an aerodynamically and weight-optimised Air Performance specification.

Irish customers can tailor the design of their new BMW iX3 with the choice of three well-

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specified trim variants: iX3, iX3 M Sport and iX3 M Sport Pro. The entry-level iX3 trim offers heated front seats, which can be electrically adjusted in six ways; a wireless charging tray; electric folding mirrors; leather-free Econeer upholstery; smartphone integration, including Apple CarPlay and Android Auto and dual-zone climate control.

The iX3 M Sport trim level brings 20-inch M light-alloy wheels; M Sport brakes, finished with blue callipers; M exterior styling, including trim-specific front and rear bumpers; side skirts; an M rear diffuser and a sports steering wheel. M Sport customers also benefit from ambient lighting, featuring translucent dashboard lighting; exterior M logo projection; an M interior trim design and a Vganza/M PerformTex leather-alternative upholstery.

The most comprehensive trim level, iX3 M Sport Pro adds 10-way electrically adjustable heated front M Sport seats, an M Black High-Gloss rear diffuser, M Sport brakes equipped with red callipers, an M-specific steering wheel and black exterior mirror caps. The front-end design is further enhanced by a Shadowline Glass 3D kidney grille, complemented by BMW Iconic Glow and Adaptive LED Headlights for maximum visibility.

In addition to these trim levels, drivers can opt to specify their new BMW iX3 with the Technology Plus Package, bringing three-zone automatic climate control, the BMW 3D Head-Up Display and an acoustically-optimised Harman Kardon surround-sound system. A variety of single options can also be selected, including steering wheel heating, Adaptive M Suspension, a tow bar, BMW Iconic Glow, sun protection glass and AC Charging Professional, enabling 22 kW bidirectional AC charging. From March 2026, a white BMW Individual steering wheel in combination with Digital White Vganza upholstery and roof rails offering additional practicality will be available for specification.

#### **A holistic approach to circularity and CO<sub>2</sub> reduction.**

With the launch of the Neue Klasse, the BMW Group has further intensified its efforts to increase circularity and reduce CO<sub>2</sub> emissions. A holistic approach was taken to minimise the product carbon footprint of the new BMW iX3, from circularity-focussed product development and a supply chain optimised by the systematic use of secondary materials and renewable energy to production, the vehicle's use phase and its subsequent recycling.

A variety of measures were employed to ensure that the product carbon footprint of the new BMW iX3 50 xDrive is 34 per cent smaller than its predecessor over its full life cycle – as measured in CO<sub>2</sub> equivalents over 200,000 kilometres. This means that, when using energy sourced from the European electricity mix, it will have a smaller product carbon footprint (based on overall life cycle) than a comparable combustion-engine model once it has covered around 21,500 kilometres. If the car is charged exclusively using electricity from renewable sources, it only needs to clock up 17,500 kilometres before it reaches the same point.

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Approximately one third of the new BMW iX3 is made from secondary raw materials. Examples include the thermoplastic components for the motor compartment; the storage space under the bonnet and its cover, made from 30 per cent<sup>3</sup> recycled marine plastic; Econeer seat upholstery, produced using 100 per cent<sup>3</sup> recycled PET textiles; and yarn containing 100 per cent<sup>3</sup> recycled materials used for the headlining and floor mats. Elsewhere, aluminium consisting of 80 per cent secondary raw materials forms the swivel bearings and hub carriers as part of the chassis construction, while alloy wheels are cast from 70-per-cent-secondary aluminium.

Overall, the product carbon footprint of the supply chain for the BMW iX3 50 xDrive is reduced by 35 per cent. This circular approach is also applied during the vehicle's production phase at the newly developed BMW Group Plant Debrecen in Hungary, the first BMW Group plant where no fossil fuels are used during normal operation. Additionally, thanks to all-new sixth-generation BMW eDrive technology and other BMW EfficientDynamics measures, the new model is 20 per cent more efficient during its use phase compared to its predecessor.

Series production of the new BMW iX3 commences in autumn 2025 at BMW Group Plant Debrecen, with the first Irish customer deliveries of the BMW iX3 50 xDrive taking place on 7 March, 2026. Further variants of the BMW iX3 will follow, including a new entry-level model. The new BMW iX3 50 xDrive is priced from €73,925 OTR.

#### Ends

1. BMW iX3 50 xDrive: WLTP combined range up to 805km. The Worldwide Harmonised Light Vehicle Test Procedure (WLTP) is for comparison only. Actual range varies with vehicle specification and equipment, state of charge, battery condition, driving style, in-car system use, route and ambient temperature.

2. The added range after ten minutes of high-power charging was determined in accordance with ISO12906 in the WLTP cycle. Charging performance depends on the vehicle specification, battery charge, condition and temperature, individual driving profile, use of auxiliary consumers, ambient temperature and the charging power provided by the charging point.

3. The stated proportion of recycled material in per cent refers to the base polymer without taking into account the additives and fillers contained in the material.

#### 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.

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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 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 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.

[www.bmwgroup.com](http://www.bmwgroup.com)

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