

Media Information

1 April 2026

Double victory: BMW iX3 named "World Car of the Year" and "World Electric Vehicle" 2026.**+++ Triumph for the BMW Group and the Neue Klasse +++ Tenth and eleventh title wins for the BMW Group +++ Jury members issue purchase recommendations for more than 413 million readers +++**

New York/Munich. An international jury of 98 motoring journalists has awarded the BMW iX3 (BMW iX3 50 xDrive: energy consumption, combined: 17.9–15.1 kWh/100 km (WLTP); CO₂ emissions, combined: 0 g/km (WLTP); electric range: 678–805 km (WLTP); CO₂ class(es): A)* not one but two titles. The first Neue Klasse model was named the 2026 "World Car of the Year", beating out competitors across all powertrain categories. In addition, the BMW iX3 won the 2026 "World Electric Vehicle" accolade. During extensive test drives, the model impressed the jury with its outstanding performance and driving dynamics, as well as its standout technology features. For the BMW Group, this marks the tenth and eleventh title wins at the prestigious World Car Awards. Earlier, on 26 February, Oliver Zipse, Chairman of the Board of Management of BMW AG, was named "World Car Person of the Year" for 2026.

The BMW iX3 is the first Neue Klasse model. It was presented at the IAA Mobility 2025. An instant success, it has established a new design language and set standards for driving dynamics and performance. A range of up to 805 kilometres, battery charging at up to 400 kW and an energy consumption of just 17.9–15.1 kWh/100 km (WLTP) demonstrate the outstanding abilities of the new BMW iX3. The new BMW Panoramic iDrive brings innovation to the interior. The high-performance control unit Heart of Joy and BMW Dynamic Performance Control take driving pleasure to an entirely new level. Plenty of compelling reasons for the expert jury at the World Car Awards to declare the BMW iX3 the 2026 "World Car of the Year" – and thus the standout new vehicle on the international automotive markets – following extensive test drives. On top of that, the model won the 2026 "World Electric Vehicle" title. The awards were announced at the 2026 New York International Auto Show (1–12 April 2026).

The success of the BMW iX3 is based on the independent assessment of 98 journalists from 33 countries. They gave their detailed evaluations after test driving the various vehicles involved in the competition. The organisers of the World Car Awards collected and documented this data, which formed the basis for the final verdict. The BMW iX3 beat out 57 high-class contenders to

take the "World Car of the Year" title. A total of 43 vehicles were in the running for the title of "World Electric Vehicle".

Mike Reichelt, Head of Neue Klasse BMW, says: "We are happy with this fantastic accolade for the BMW iX3, the first representative of our Neue Klasse. The BMW iX3 marks the beginning of a new era at BMW – in terms of design language, range, charging capacity as well as driver assistance – and BMW Panoramic iDrive. Above all, the BMW iX3 represents the next generation of Sheer Driving Pleasure powered by the Heart of Joy. The innovations from the Neue Klasse will benefit our entire product portfolio."

The BMW iX3 represents the technological quantum leap of the Neue Klasse.

As the first Neue Klasse model, the BMW iX3 brings a new era of driving pleasure to the road. The completely new design language of the fully electric Sports Activity Vehicle (SAV) makes for a distinctive appearance. The interior is defined by the new BMW Panoramic iDrive infotainment system. It is based on BMW Operating System X, which ensures excellent update and upgrade capability as well as context-sensitive, situationally aware control of all display and operating elements. The BMW Panoramic iDrive combines four key elements to form a unique display and operating system. The BMW Panoramic Vision is a newly developed information projection from A-pillar to A-pillar in the lower part of the windscreen with permanently visible, clearly structured information displays. It is complemented by the 17.9-inch, Free-Cut Design Central Display with high-resolution matrix backlight technology for intuitive touch control. The other two elements are the optional BMW 3D Head-Up Display and the multifunction steering wheel with Shy Tech controls.

The BMW iX3 50 xDrive is powered by two electric motors that together deliver 345 kW/469 hp and 645 Nm of torque. It accelerates from zero to 100 km/h in 4.9 seconds and has a top speed of 210 km/h. At the heart of the new electronics and software architecture are four superbrain high-performance computers. Each is assigned a core function in the BMW iX3. The Heart of Joy manages driving dynamics, with additional computers controlling automated driving and parking, infotainment and essential and comfort functions. These superbrains offer up to 20 times higher computing power compared to previous BMW models. The Heart of Joy and the BMW Dynamic Performance Control software developed in-house deliver a confident and precise driving experience, perfect traction, efficient recuperation and – thanks to precise

control of the electric motors – the smoothest stopping process in BMW history.

The sixth-generation BMW eDrive technology comprises a new drive with a fundamentally new high-voltage battery concept and 800-volt technology. It enables significantly longer ranges, faster charging at up to 400 kW and support for bidirectional charging functions. The high-voltage battery in the BMW iX3 50 xDrive now provides 108.7 kWh of usable energy, enabling a range of up to 805 kilometres on the WLTP cycle. At a DC fast charger, energy for up to 372 kilometres of range¹ can be added to the battery in 10 minutes.

Oliver Zipse named "World Car Person of the Year".

The development of the Neue Klasse is inextricably linked to Oliver Zipse. As Chairman of the Board of Management of BMW AG from 2019, he guided the company through a period of profound changes and strategic transformation. This is when the groundwork was laid for the Neue Klasse models, marking the extraordinary transformation of the BMW brand. The jury explained: "Under his leadership, BMW has pursued a technology-open approach to electrification, digitalisation and sustainability, while maintaining a strong focus on brand identity and profitability. Zipse's steady, engineering-led leadership has helped shape BMW's direction in a rapidly evolving global automotive landscape."

The jury members provide more than 413 million readers with information about automobiles.

The World Car Awards are presented annually, based on the verdicts of an international jury. The awards were created in 2003 to recognise outstanding innovations and new products from around the world. Over more than 20 years, they have firmly established themselves as a complement to national and regional awards. The jury members' test results help more than 413 million readers worldwide with their purchasing decisions, making the award one of the most coveted accolades in the international automotive industry.

Vehicles eligible for "World Car of the Year" must be produced in volumes of at least 10,000 units/year. They must also be priced below the luxury-car level in their primary markets. Models eligible for "World Electric Vehicle" must be produced in volumes of at least 5,000 units/year. Another requirement is that a vehicle must have been on sale in at least two major markets – China, Europe, India, Japan, Korea, Latin America, USA – on at least two separate

Media Information

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Topic Double victory: BMW iX3 named "World Car of the Year" and
"World Electric Vehicle" 2026.

Page 4

continents within the period 1 January 2025 to 30 March 2026. In addition to the "World Car of the Year" and "World Electric Vehicle" titles, this year's event features awards in a further four categories.

Tenth and eleventh World Car Award wins for the BMW Group.

Prior to this year, the BMW Group had already won nine titles at the World Car Awards since the event was launched. The BMW 3 Series win of the "World Car of the Year" award in 2006 was a particular highlight. The two titles won by the Bavarian premium carmaker in 2026 see the new BMW iX3 add to the [latest string of awards won by BMW models](#). Other recent events where the first Neue Klasse model scored successes were the "Best Cars" awards of German "auto motor und sport" magazine and the "Car of the Year Awards 2026" of British "What Car?" magazine. In addition, the BMW iX3 was named "Car of the Year" in several other countries and received the "Golden Steering Wheel" award for "Best Innovation" from "Auto Bild" and "Bild am Sonntag," both published by Axel Springer Verlag (Germany).

* Consumption and emissions data: The figures for fuel consumption, CO₂ emissions, energy consumption and range refer to vehicles offered on the German automotive market. All data are based on the new WLTP test cycle. Energy consumption and emissions data refer to the German Passenger Car Energy Labelling Regulation (EnVKV).

¹ The added range after 10 minutes of high-power charging was determined in accordance with ISO 12906, based on the WLTP cycle. Range and charging performance depend on vehicle equipment, state of charge and age of the battery, battery temperature, individual driving style, use of auxiliary consumers, ambient temperature and the charging power of the charging station.

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Date 1 April 2026

Topic Double victory: BMW iX3 named "World Car of the Year" and
"World Electric Vehicle" 2026.

Page 5

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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