

# The first ever BMW iX. Quotes.



“The BMW Group is constantly striving to re-invent itself. That is a central element of our corporate strategy. The BMW iX expresses this approach in an extremely concentrated form.”

**Oliver Zipse**

Chairman of the Board of Management of BMW AG

“Technology is driving the advances we need to tackle even the greatest challenges. This applies in particular to climate protection. We are in no doubt: mobility has to be sustainable if it is to represent a truly outstanding solution. For the BMW Group, premium mobility is not possible without responsibility.”

**Oliver Zipse**

Chairman of the Board of Management of BMW AG

“We are setting new industry standards with the technology in the BMW iX. The iX has more computing power for data processing and more powerful sensor technology than the newest vehicles in our current line-up, is 5G-capable, will be given new and improved automated driving and parking functions and uses the high-performing fifth generation of our electric drive system.

**Frank Weber**

Member of the Board of Management of BMW AG, Development

“All the innovations are impressive on an individual level. But only together can they make a real difference. We are integrating technological progress – in all its complexity and interdependence – into inspirational and sustainable products.”

**Oliver Zipse**

Chairman of the Board of Management of BMW AG

“Rather than simply passing responsibility on to the supplier network, we take responsibility together with our direct suppliers. In so doing, we tap into our many years of experience and create processes for attaining greater transparency and traceability.”

**Dr Andreas Wendt**

Member of the Board of Management of BMW AG, responsible for  
Purchasing and Supplier Network

“We made a promise and we will deliver on that promise: the market launch of the BMW iX will get underway at the end of this year with a two-pronged approach – in the form of the BMW iX xDrive40 and BMW iX xDrive50. We have already set out the pricing for Germany: for example, the BMW iX xDrive40 will start at XXXX EUR, which puts it at the level of a comparable BMW X5 with conventional combustion engine. Plus, our customers will now benefit from new additions to the range of vehicle functions that can be uploaded to their cars during ownership, and enjoy a seamless and extremely customer-oriented configuration process with personalised products and services.”

**Pieter Nota**

Member of the Board of Management of BMW AG, responsible for Customer,  
Brands and Sales

“The BMW iX shows how we can give new technologies a very modern and emotionally engaging design. The car is technologically highly complex, but it feels very clear and uncomplicated. The BMW iX offers a mobile living space in which people will feel at ease, and the car’s intelligence is always available without becoming obtrusive.”

**Adrian van Hooydonk**

Senior Vice President BMW Group Design

“The BMW iX leads the way in automated driving functions, being the BMW Group’s first vehicle to offer automated driving and parking functions from a new technology toolkit. This toolkit has huge potential with its computing power and standout sensor systems, and will allow us to steadily expand the functionality of the car.”

**Frank Weber**

Member of the Board of Management of BMW AG, Development

“We designed the BMW iX from the inside out. In the process, we took particular care to create a modern, homely and minimalist interior design with a very spacious feel.”

**Domagoj Dukec**

Vice President BMW Design

“The BMW iX is the first model from the BMW Group to feature the impressive high-resolution Curved Display, which is far larger and sharper than the displays in our current models. As a result, the BMW iX interior points the way ahead for cockpit design in future BMW models.”

**Frank Weber**

Member of the Board of Management of BMW AG, Development

“There is no user interface anywhere in the automotive industry that can be operated as simply and as safely as ours. In the BMW iX we have taken this to new heights with a new digital platform and the next-generation BMW Operating System.”

**Frank Weber**

Member of the Board of Management of BMW AG, Development