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Postcard Stories from the Middle East

The BMW X3 M50: Where power meets an adventurous attitude



If you are a thrill-seeker who believes the journey is better than the destination? Then this bold BMW X3 M50 xDrive is certainly for you.

Dubai, UAE – May 5, 2025. Rising from the desert floor like a force of nature, the new BMW X3 M50 xDrive in **Dune Grey Metallic** cuts a bold silhouette against the rugged mountain backdrop of the Middle East.

Built with the spirit of M and engineered for every road - or no road at all - this **M Performance SAV** isn't just a vehicle, it's a declaration. With a reimagined kidney grille glowing at the front, athletic proportions, and quad tailpipes at the rear, the X3 M50 looks ready for anything. And it is.

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Its **M TwinPower Turbo** inline 6-cylinder engine (398 hp) delivers the kind of performance that makes gravel, sand, and asphalt feel like variations of the same terrain. **Adaptive M suspension**, M Sport Differential, and all-wheel drive work in sync to keep things smooth when the road gets wild.

Inside, the cockpit wraps you in tech and texture. **Curved immersive displays**, mood-shifting ambient lighting, and sport seats that hug every decision you make. **The ConnectedDrive** system ensures your BMW is as smart as it is strong, seamlessly integrating apps, real-time updates, and driver assistance that anticipates your next move.

So, where will your next adventure take you? The BMW X3 M50 is ready.

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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 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.

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