



Press release
6 August 2024

Advanced, luxurious and for the first time available with an extended wheelbase: The new BMW X3 – exclusively from China for China.

+++ Sports Activity Vehicle variant developed exclusively for customers in China combines dynamic elegance in the exterior with a particularly generous space in the rear +++ Local production at the Shenyang production site of the BMW Brilliance Automotive joint venture +++

Munich. BMW is adding another Sports Activity Vehicle (SAV) to its range of models developed exclusively for the Chinese automotive market. The new version of the BMW X3, built in China for China, features an extended wheelbase for the first time, offering more legroom and a particularly comfortable driving experience in the rear. The luxurious interior of the new SAV for the premium mid-range vehicle segment is further enhanced by an extensive range of standard equipment with market-specific details. The new BMW iDrive is based on the BMW Operating System 9. It enables the use of numerous digital services that are exclusively available in China. The content of the BMW Digital Premium range is also tailored to the needs and requirements of Chinese customers.

The vehicle concept, design, technology and equipment were precisely tailored to the preferences of discerning target groups in China. Both models are produced at the Shenyang site. The Lydia plant there is the latest production facility of the BMW Brilliance Automotive (BBA) joint venture. It offers ideal conditions for high-quality, efficient and resource-conserving production.

Largest dimensions in the competitive environment, outstanding interior comfort.

The model variants of the new BMW X3 produced in Shenyang combine the clear, modern surface design of the brand's current design language with the typical proportions of BMW X models. The long roofline flows gently into the rear, creating a dynamically stretched silhouette. With an exterior length of 4,865 millimetres and a width of 1,920 millimetres, they have the most generous dimensions in the competitive environment. The new BMW X3 30L xDrive emphasises its sporty appearance with a higher proportion of black surfaces. Both models come with BMW Iconic Glow contour lighting for the BMW radiator grille as standard. A choice



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of six metallic paint finishes is available for the exterior, including the expressive Frozen finish.

The wheelbase of the new BMW X3 has been increased by 110 millimetres to 2,975 millimetres compared with the globally available model variants of the new BMW X3. The BMW Curved Display, the BMW Interaction Bar, the steering wheel with a flattened lower rim and the colour-contrasting lighting elements in the centre console and door panels create a modern ambience in a new style for the BMW X models. The standard Veganza comfort seats with leather-like characteristics are available in three two-tone colours. The particularly high-quality "Crafted Clarity" glass applications for selected controls are available as an option. In addition to the extra legroom, the standard comfort cushions and centre armrest with integrated tray for wireless charging of suitable smartphones ensure exclusive comfort in the rear. Another highlight is the panoramic glass roof with optional skylounge lighting in several colours and modern graphic display, which complements the ambient lighting in the interior.

New BMW X3: Most successful SAV in China now even more attractive.

With its modern design, more space and advanced digitalisation based on the BMW Operating System 9, the new BMW X3 is ideally positioned to add a new chapter to the SAV success story in China. The predecessor model was the brand's best-selling vehicle worldwide in 2023. In China alone, around 156,000 units of the BMW X3 have been delivered to customers. This means that the premium mid-range SAV accounted for around 40 percent of all BMW X model sales in China.

Now in its fourth model generation, the BMW X3 produced in Shenyang is more than ever focused on the wishes of Chinese customers. Following in the footsteps of the locally produced BMW X1 and BMW X5, the new BMW X3 features an extended wheelbase and numerous market-specific equipment options. As a result, it is more attractive than ever and perfectly prepared for new successes in the world's largest automotive market.

In case of queries, please contact:



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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 and mobility 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 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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