

Media information

5 September 2024.

BMW Group South Africa ends production of the third-generation BMW X3 as over 400,000 vehicles roll off assembly line.

+++ Historic end of production of the third-generation BMW X3 +++

More than 400,000 BMW X3 vehicles have been built at BMW Group Plant Rosslyn since 2018 +++ Reinforced commitment to South Africa with the start of production of the fourth-generation BMW X3 in October 2024 +++

Rosslyn. BMW Group South Africa hails the end of an era as BMW Group Plant Rosslyn ended production of the third-generation BMW X3. On 28 August, the last vehicle of this model was produced, totalling the number of BMW X3 cars built to 403,114 units. This historic moment was celebrated by the organisation's members of management and employees. The last vehicle – a now memorable Carbon Black BMW X3 – will be shipped to a customer in Germany.

At the heart of BMW Group South Africa's operations since 1973, BMW Group Plant Rosslyn is a cornerstone of its global production network of more than 30 sites in 15 countries. It was the first plant established outside of Germany, building more than 1.7 million cars since its inception. In a key move, BMW Group Plant Rosslyn produced the BMW 3 Series for 35 years until 2018, manufacturing more than 1 million units, and increasing production with each model.

The culmination of 6 years of hard work.

In 2015, the BMW Group announced a R6 billion investment into South Africa by preparing BMW Group Plant Rosslyn for the production of the BMW X3 in 2018. The investment upgraded the facility into one of the most modern in the world, and placed it in line with the efficiency, sustainability and flexibility of BMW Group plants across globally.

BMW Group Plant Rosslyn has been producing the BMW X3 in a three-shift operation for South Africa and more than 50 African and global markets.

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Approximately 96% of the units produced at the plant are destined for export. With a planned maximum capacity of 76,000 units of the BMW X3, and additional investments, the plant can flexibly match volumes to demand and build more cars.

Since the start of local BMW X3 production in 2018, BMW Group South Africa has claimed segment leadership as the top-selling premium car brand in South Africa. There is steady growth in the popularity of the BMW X models, and the BMW X3 has become one the brand's best-selling models. BMW Group Plant Rosslyn has proven itself to be an essential member of the BMW Group production network, consistently improving quality and productivity, and fashioning success.

General Manager of Assembly at BMW Group Plant Rosslyn, Tshepo Khoza commented, "Having worked closely with the third-generation BMW X3, the last of its kind rolling off the production line was a particularly sentimental moment. While the BMW X3 has undergone several generational updates, each model has unique strengths, with the spirited driving dynamics of the BMW brand remaining consistent. The third generation stood out with a new range of more powerful and efficient engines. The new BMW X3 is yet another show of modernity and enhanced product substance."

As one chapter ends, another begins.

In 2023, BMW Group South Africa announced R4.2 billion in investment to equip its Rosslyn plant to build the next-generation BMW X3 plug-in hybrid vehicle (PHEV). The investment is in line with BMW's iFACTORY master plan for future production, marking a significant next-step in advancing the development of efficient, digitalised and resource-friendly production.

The new BMW X3 will be built at BMW Group Plant Spartanburg and Plant Rosslyn using a production process that prioritises the conservation of resources and circularity. Production will begin with the PHEV model, exclusively manufactured in Rosslyn for the world.

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As of October 2024, BMW Group Plant Rosslyn will build the fourth-generation BMW X3, continuing the success story of the production of this model in South Africa, and securing the future of the plant for the next 50 years. This decision further ensures the livelihoods of more than 20,000 people directly and indirectly employed at BMW Group South Africa's facilities and within its supply chain. More recently, plant employees have been trained for new tasks in a qualification programme for electromobility.

Dr Niklas Fichtmueller, BMW Group Plant Rosslyn Director remarked, "The continuation of the BMW X3 story in South Africa demonstrates the BMW Group's commitment to South Africa – its people and communities – after 50 years of operation. It follows on the sales success of a model that has been a clear segment leader. Our achievements are attributed to our workforce who have been dedicated to and persistent in building a world-class product as well as servicing customers globally."

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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.

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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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