

The start of a new era. The highlights of the new BMW iX3.¹



- **The start of a new era:** With the new BMW iX3 fully electric Sports Activity Vehicle (SAV), BMW is bringing the first Neue Klasse model onto the road.
- **Premiere for Neue Klasse technologies:** They elevate the brand's signature Sheer Driving Pleasure to the next level and shape the face of upcoming BMW model generations.
- **Reduced, characterful and timeless:** The BMW iX3 launches an all-new design language for the BMW brand that faithfully conveys the technological progress achieved.
- **Consummate driver focus, BMW-style:** The revolutionary display and control/operation system BMW Panoramic iDrive with new BMW Operating System X redefines the user experience.
- **Four superbrains for a top-class driving experience:** The zonal electronics architecture with four high-performance computers lays the foundations for the software-defined vehicle.
- **Unparalleled poise, assurance and lightness:** The Heart of Joy takes Sheer Driving Pleasure to electric perfection and enables the smoothest stopping process ever achieved by a BMW.
- **Automated driving and parking functions enhance comfort and safety:** New Motorway & City Assistant, Park Assist and AI-supported Symbiotic Drive with symbiotic brakes (a world first) provide drivers with more support than ever before.

Official fuel consumption, CO₂ emissions, electric power consumption and electric range figures were determined based on the prescribed measurement procedure in accordance with European Regulation (EC) 2007/715 in the version applicable. Where a range is shown, the WLTP figures take into account the impact of any optional extras.

Further information on official fuel consumption figures and specific CO₂ emission values of new passenger cars is included in the following guideline: 'Leitfaden über den Kraftstoffverbrauch, die CO₂-Emissionen und den Stromverbrauch neuer Personenkraftwagen' (Guide to the fuel economy, CO₂ emissions and electric power consumption of new passenger cars), which can be obtained free of charge from all dealerships, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2>.

¹ The equipment features and data in this document relate to the German market.

- **Efficiency and endurance:** Sixth-generation (Gen6) BMW eDrive with cylindrical-cell battery and new electric motors delivers a technological leap forward.
- **Charge faster, driver further:** 400 kW peak charging rate adds 372 kilometres (231 miles) of range in ten minutes; bidirectional functions turn the car into a powerbank on wheels.
- **Holistic approach targeting circularity and CO₂ reduction:** BMW iX3 generates 34 per cent lower CO₂e emissions than the predecessor model over its life cycle; use of secondary materials and optimised ease of disassembly increase circularity.
- **Skipping a whole development generation:** The advances made with the BMW iX3 in terms of design and technology extend well beyond the reaches of a conventional model renewal. The Neue Klasse technologies will be incorporated across a total of 40 new models and model updates between now and 2027.

Oliver Zipse, Chairman of the Board of Management of BMW AG:

- "The Neue Klasse is our biggest future-focused project and marks a huge leap forward in terms of technologies, driving experience and design. Practically everything about it is new, yet it is also more BMW than ever. Our whole product range will benefit from the innovations brought by the Neue Klasse – whichever drive system technology is employed."
- "What started as a bold vision has now become reality: the BMW iX3 is the first Neue Klasse model to go into series production. We are not only bringing the next generation of one of our most successful fully electric vehicles onto the road, we are launching a new era for BMW."

Design.

Entering a new era: clear and rich in character, future-focused and timeless.

HIGHLIGHTS DESIGN

- **New design language.** Clear, reduced and character-rich design for the new BMW iX3.
- **Powerful appearance.** Reduced surface treatment, precise lines and large glazed areas.
- **New interpretation of the four-eyed face.** Vertical kidneys, horizontal light signature – light replaces chrome.
- **Flush-fitting.** The door handles automatically extend when the driver/passengers approach the car.
- **Wrap-around effect.** The lines of the horizontally configured cockpit flow directly into the door trim panels.
- **Animated greeting from both the exterior and interior.** Holistic sequence of sound and light effects makes a striking impression.

Elevating the digital experience to a whole new level – in the BMW iX3 and beyond. Exceptionally well connected, intelligent and allowing detail customisation.

HIGHLIGHTS UI/UX

- **BMW Panoramic iDrive featuring BMW Operating System X.** Unrivalled display and control/operation system that perfects driver focus, information supply and ergonomics.
- **Four key elements.** BMW Panoramic Vision, Central Display in free-cut design, shy-tech multifunction steering wheel, 3D Head-Up Display.
- **BMW Intelligent Personal Assistant.** Extensive improvements and gradual introduction of large language model (LLM) technology for natural voice interaction.
- **Customised digital experience.** BMW ID and new My Modes offer greater scope for customisation than previously.
- **BMW Maps.** Intelligent, charging-optimised route planning and comprehensive navigation experience even in base specification.
- **BMW Digital Key Plus as standard.** Smartphones and smartwatches are turned into vehicle keys with a host of additional functions.

Four superbrains make the BMW iX3 noticeably more intelligent for customers. Completely newly developed electronics and software architecture provides the basis for the software-defined vehicle.

HIGHLIGHTS SUPERBRAINS

- **New electronics and software architecture.** Basis for the software-defined vehicle, flexible and ready for the future.
- **Zonal electronics architecture.** Radically simplified wiring harness featuring four zones.
- **Four superbrains.** High-performance computers with 20 times more processing speed.
- **Smart eFuses.** Digitalised energy management boosts overall efficiency.
- **Flexible over-the-air updates.** Designed to incorporate upcoming software and function updates including tangible AI features.
- **Better My BMW App connectivity.** More real-time interaction, remote services and personalisation.

Undiluted driving pleasure in electric perfection. More digital – and more BMW – than ever.

Heart of Joy and further developed driver assistance systems bring customers a top-class driving experience.

HIGHLIGHTS DRIVING EXPERIENCE

- The **Heart of Joy** superbrain with **BMW Dynamic Performance Control** software developed fully in-house can manage the driving characteristics of the overall vehicle from a standstill to the dynamic limit.
- **Soft Stop.** Brake energy recuperation suffices for 98 per cent of all braking in everyday driving and enables the smoothest stopping process ever achieved by a BMW.
- **“Superbrain of Automated Driving”.** Central high-performance computer for automated driving with 20 times greater computing power than in the predecessor model.
- **New driving and parking functions.** Motorway & City Assistant available as an option for the first time in the BMW iX3 class.
- **Optimised driver assistance.** World's first model with symbiotic brakes.

An all-new package of technology for the battery and drive system.

Cell, battery, motor: the sixth-generation (Gen6) drive system with cylindrical-cell battery is a technological leap forward.

HIGHLIGHTS BATTERY & DRIVE SYSTEM

- **Sixth-generation BMW eDrive technology (Gen6).** All components designed for 800V high voltage.
- **Lithium-ion cylindrical cells.** Energy density increased by 20 per cent.
- **Cell to pack approach.** Enables high energy densities at pack level, simpler high-voltage battery design and lower weight and costs.
- **Pack to open body design.** Battery as a structural component of the vehicle, reduced use of material.
- **BMW Energy Master.** Highly intelligent control centre on the high-voltage battery.
- **Slim, fundamentally new high-voltage battery concept designed for the whole range** – the BMW iX3 is the first model to benefit.
- **Two electric motors.** Improved EESM drive system and now ASM technology at the front axle of the xDrive variant for the first time.

BMW Charging.

Fast charging at 400 kW, premiere for bidirectional charging.

HIGHLIGHTS CHARGING

- **400 kW charging rate.** Enough power for up to 372 kilometres (231 miles) of driving in ten minutes.
- **Range of up to 805 kilometres (500 miles).** Covers up to 805 kilometres (500 miles) on a single battery charge (in the WLTP cycle).
- **Car acts as a powerbank.** Bidirectional charging paves the way for Vehicle-to-Load (V2L), Vehicle-to-Home (V2H) and Vehicle-to-Grid (V2G).
- **Choice of two BMW Wallboxes.** BMW Wallbox Professional (DC) and BMW Wallbox Plus (AC).
- **Newly devised charging experience.** Intelligent charging flap and Multifunction Charger for user-friendly charging.
- **Plug & Charge Multi Contract.** Charge with up to ten contracts from different providers with no need for authentication.

Sustainability in product design and manufacturing.

Holistic approach to reducing CO₂e emissions and establishing a circular economy.

HIGHLIGHTS SUSTAINABILITY

- **Contribution to achieving the sustainability goals.** Production at the BMW iX3 plant in Debrecen does not use fossil fuels in normal operation.
- **Whole life cycle kept in mind.** Secondary raw materials account for around a third of the complete vehicle.
- **Smaller footprint.** CO₂ equivalents (CO₂e) per vehicle 34 per cent lower for a mileage of 200,000 kilometres (124,260 miles).
- **Optimised aerodynamics.** The new BMW iX3 has a drag coefficient of 0.24.
- **Design for Circularity.** Use of secondary materials, selection of recyclable materials and design for disassembly.
- **Focusing on battery recycling.** Long-term partnerships and methods developed in-house.

All figures in this document refer to the BMW iX3 50 xDrive at the start of production in November 2025.