



Media information
10 September 2025

BMW and Jung von Matt present international launch campaign for the BMW iX3.

+++ „The first of a new era“ makes global brand statement to mark the launch of the Neue Klasse +++ New brand film with iconic models and vision for the future of BMW +++ Updated brand design, new visual language and digital contents for global channels +++ World premiere at the IAA Mobility 2025 in Munich +++

Munich. For the launch of the new BMW iX3, BMW and its lead agency Jung von Matt Hamburg are presenting an international campaign that marks the start of a new era. The claim “The first of a new era” serves to position the BMW iX3 as the first model based on the future-forward Neue Klasse platform. This new chapter in the history of BMW puts the focus on electric mobility, digitalisation and sustainability while exploring new facets of the Sheer Driving Pleasure that has always been a key part of the BMW brand DNA.

The Neue Klasse: BMW enters a new era of driving pleasure with the iX3.

“It was the first Neue Klasse, in the 1960s, which laid the foundations for the global success of BMW. Today's Neue Klasse takes us into a whole new era, which starts with the BMW iX3 as the first model from this new vehicle generation. It stands for electric mobility without range anxiety and for a digital experience that uses intelligent solutions to put our customers at the centre. Moreover, it stands for sustainable production committed to responsible action. But most of all, it starts a new chapter for driving pleasure. The Neue Klasse goes along with a new era in marketing – an era fully focused on our customers. They can now experience a highly advanced configurator as well as innovative services that are more intuitive and personal than ever before. Our brand film illustrates this sense of a new beginning – while demonstrating that the Neue Klasse is more than a vehicle: it is a promise to shape the future of BMW,” explains Bernd Körber, Head of Product & Brand Management for BMW.

Andreas Ernst, Managing Director at Jung von Matt Hamburg, adds: “The automotive market is undergoing the most sweeping change in its history. For a brand like BMW that tends to be ahead of its competitors, innovation is key. But to set itself apart on the global stage in the long term, every brand needs a relevant promise that speaks to emotions – and that is something BMW has more of than any other car brand. BMW literally invented driving pleasure. Its Neue Klasse now transports it into a new era.”



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Optimised content for all international channels and touchpoints.

The focal point of the campaign is a brand film, which, following the premiere of the BMW iX3 at the IAA Mobility 2025 (9 to 14 September 2025), will be used in all global markets – on TV as well as the brand's digital channels.

The film recalls the unique history of BMW using legendary models such as the BMW 1800, the BMW M1, the BMW 3 Series, the BMW X5 and the electrified BMW i8. These vehicles are literally "coming home" to the BMW Headquarters so they can witness the birth of the new BMW iX3. As a new milestone, this vehicle provides a bridge between a past steeped in tradition and an electric, digital and sustainable future. The film was produced by Tempomedia.

It is accompanied by ten product short films, one product launch film, and content optimised for social media. Illustrating the hallmark BMW driving enjoyment for the digital age, these can be deployed globally.

With its new BMW iX3, BMW also puts the focus on key Neue Klasse innovations, such as the new BMW Panoramic iDrive, the high-performance control unit known as the "Heart of Joy" and the new, consciously minimalist design language. The BMW iX3 has an all-electric range of up to 805 kilometres (BMW iX3 50 xDrive WLTP combined (EnVKV): energy consumption 17.9 – 15.1 kWh/100 km; CO₂ emissions: 0 g/km; CO₂ class A; range 678 – 805 km)*, which underlines how BMW combines progress and driving pleasure.

In parallel with the campaign, BMW is introducing additional changes. The brand design has been refreshed in collaboration with BECC Agency GmbH, Munich. Teaming up with photographer Alex Rank, BMW and Jung von Matt have developed a new, confident visual language.

[Click here to view the BMW brand film for the international campaign.](#)

* The figures for fuel consumption, CO₂ emissions, energy consumption and range are for vehicles as offered on the German market. All data are based on the new WLTP test cycle. Energy consumption and emissions data refer to the German Passenger Car Energy Labelling Regulation (EnVKV).



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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 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 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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