

Media Information

29 October 2025

The BMW Group at the Japan Mobility Show 2025.

+++ The first new Neue Klasse model: the BMW iX3 celebrates its Asian premiere +++ Partnership between two British brands: world premiere for the MINI Paul Smith Edition +++ Special-edition BMW M2 CS thrills BMW M fans +++ BMW Concept Speedtop brings eye-catching allure and exclusivity to the BMW Group stand +++

Munich. BMW and MINI will be hosting attention-grabbing stands at the Japan Mobility Show 2025. Taking to the stage in Tokyo on 31 October – 9 November will be a host of future-focused BMW and MINI models and technologies, including the first new Neue Klasse model BMW iX3, hydrogen fuel cell technology, the MINI family including new MINI Paul Smith Edition, the special-edition BMW M2 CS* and the BMW Concept Speedtop concept car. BMW Motorrad will also be represented at the event – in the form of the fully electric BMW CE 02 and the BMW M 1000 RR ridden by Toprak Razgatıoğlu to his second successive FIM Superbike World Championship crown in 2025. On 29 and 30 October, representatives of the international media will have an early opportunity to take in the compelling exhibits from the three brands at the 1,100-square-metre stand in Tokyo's Big Sight exhibition centre. Visitors to the show can also experience in-car gaming with AirConsole, which is making its debut with BMW Operating System 8.5. The new BMW iX3 will be among the vehicles offering customers this function, which brings with it world-renowned titles such as UNO® Car Party!, Hot Wheels: Xtreme Overdrive™ and PAC-MAN™ Championship Edition.

Asian premiere for the new BMW iX3, the first new Neue Klasse model.

The Japan Mobility Show will host the Asian premiere of the first new Neue Klasse model: the BMW iX3. Lining up alongside the iX3 will be revolutionary technologies that point the way to the future of the BMW Group as a whole. Visitors to the Japan Mobility Show will see the new BMW iX3 reveal technological leaps forward in a host of different areas: electric mobility, display and control/operation concept, digitalisation, connectivity, design and sustainability. All future BMW models will benefit from the innovations brought by the Neue Klasse – regardless of the type of drive system they use.

Production of the BMW iX3 for Japan is scheduled to begin in March 2026, with sales through the Japanese BMW dealer network currently due to begin in the second half of 2026. The BMW iX3 launches an all-new design language for the BMW brand that faithfully conveys the technological advances achieved. The revolutionary display and control/operation concept

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BMW Panoramic iDrive with the new BMW Panoramic Vision and new BMW Operating System X redefines the user experience and creates flawless driver orientation in the BMW mould. The zonal electronics architecture featuring four high-performance computers – the “superbrains” – provides the basis for the software-defined vehicle. One of these high-performance computers is the Heart of Joy: with the BMW Dynamic Performance Control software developed fully in-house, it can manage the driving characteristics of the overall vehicle from a standstill to the dynamic limit. As the first new Neue Klasse model – with sixth-generation (Gen6) BMW eDrive, cylindrical-cell battery and new electric motors – the new BMW iX3 embodies major technological progress. A maximum charging rate of 400 kW enables 372 km (231 miles) of range to be added in ten minutes, and bidirectional charging functions turn the car into a powerbank on wheels.

The new BMW iX5 Hydrogen* from 2028.

Product diversity continues to be a key success factor for the BMW Group. A wide-ranging portfolio of drive systems – encompassing internal combustion engines, plug-in hybrids, battery-electric drive systems and, starting with the new BMW iX5 Hydrogen in 2028, hydrogen fuel cell technology – lays the foundations for successfully meeting the varying demands and needs of customers worldwide both now and in the future.

The hydrogen drive technology is based on the third-generation fuel cell system that the BMW Group is developing in collaboration with the Toyota Motor Corporation. This technological advance paves the way for a system with a more compact design that is also more powerful and efficient, thereby increasing range and output at the same time as reducing energy consumption. Competence centres in Munich and at BMW Group Plant Steyr are building initial prototypes for this technology. And BMW Group Plant Landshut is supplying additional components for the drive system.

World premiere for the MINI Paul Smith Edition.

Back in 1998, Paul Smith lent his signature to a limited-run edition of the classic Mini. And MINI and the British designer have since linked up to bring a number of other projects to fruition. Fast forward to the present day and the Japan Mobility Show 2025 will provide the setting for the latest milestone in this tradition-steeped collaboration: the world premiere of the new MINI Paul Smith Edition. For this special-edition car, Paul Smith brings his world-renowned “classic with a twist” design language to the MINI Cooper family.

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The styling and details of the cars bring together the unmistakable style of Paul Smith with the playful, upbeat and independent spirit of the MINI brand.

Exclusive exterior colours such as Nottingham Green and sophisticated design elements like the Paul Smith "signature stripe" accentuate the distinctive looks of the MINI Paul Smith Edition. Standard specification for the MINI Paul Smith Edition includes 18-inch Night Flash Spoke black alloy wheels with accents in Dark Steel. And a Paul Smith signature on the wheel trims and black horizontal boot lid handle marks out the special-edition cars. The MINI Paul Smith Edition will be offered for the MINI Cooper 3-Door, 5-Door and MINI Cooper Convertible models. Worldwide sales of the fully electric variants of the MINI Paul Smith Edition will get underway with the world premiere at the Japan Mobility Show, while orders for variants with an internal combustion engine will open in the first quarter of 2026.

Japan premiere for the special-edition BMW M2 CS.

The special-edition BMW M2 CS is celebrating its Japanese premiere at the BMW Group stand at the Japan Mobility Show 2025. Its high-revving six-cylinder in-line engine with M TwinTurbo technology – an upgraded version of the unit found in the standard M2 – develops an impressive 390 kW/530 hp at 6,250 rpm. In so doing, the compact high-performance sports car from BMW M GmbH raises the bar for undiluted driving pleasure a notch higher still.

The standard-fitted eight-speed M Steptronic transmission with Drivelogic sends the engine's power to the rear wheels of the BMW M2 CS. Judicious application of lightweight design techniques including the use of carbon-fibre-reinforced plastic (CFRP) reduces the weight of the special edition by around 30 kilograms compared to the standard M2. Thanks to the car's lighter weight and lightning-fast power delivery, the BMW M2 CS is able to break the four-second barrier for the sprint from 0 to 100 km/h (62 mph) with a time of 3.8 seconds. The figure calculated using the "1-foot rollout" method** is 3.5 seconds. The mid-range sprint from 80 to 120 km/h (50 – 75 mph) takes 3.4 seconds and top speed is electronically limited to 302 km/h (188 mph). The chassis technology and braking system of the BMW M2 CS are precisely tailored to the uprated performance characteristics of the engine and the specific weight balance of the special edition, which has an eight-millimetre-lower ride height.

The striking exterior of the BMW M2 CS is headlined by a host of components made from CFRP and exclusive details such as the M exterior mirror caps

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familiar from the BMW M2*, the M Carbon roof – which comes as standard on the special-edition model – and the CS-specific rear diffuser. The interior of the new BMW M2 CS combines an exclusive look with the sporty feel of exquisite Alcantara and innovative lightweight design, examples of which include the CFRP centre console and the weight-optimised, heated M Carbon front bucket seats finished in Merino leather.

With in-car gaming via AirConsole, users can enjoy world-renowned classic titles.

Visitors to the BMW Group stand in Tokyo can also experience in-car gaming via AirConsole, as introduced for the first time with BMW Operating System 8.5. The new BMW iX3 will offer this feature, which comes with world-renowned titles like the classic card game UNO® from Mattel – here tailored for in-car gaming and renamed “UNO® Car Party!”. Mattel, Inc. (NASDAQ: MAT) is a leading global toy and family entertainment company and owner of one of the most iconic brand portfolios in the world.

BMW customers also gain exclusive access to the Hot Wheels: Xtreme Overdrive™ game that AirConsole – in collaboration with Mattel – has added to its game library. In this game, players can earn points with the virtual BMW Vision Neue Klasse X in races on the Panoramic Drive Track, unlock legendary Hot Wheels cars and customize them. This makes every race a showcase for the performance and style of the BMW Vision Neue Klasse X.

At the same time, AirConsole will also release PAC-MAN™ Championship Edition from Bandai Namco Entertainment Inc. to BMW for the first time. This brand-specific version of the arcade classic has been customized with exclusive BMW items, bringing a unique twist to one of the world’s best known games. AirConsole allows customers to use their smartphones as controllers so that all the passengers on board can play against each other.

BMW Concept Speedtop: the sports Touring, redefined.

Adding a particularly exclusive head-turner to the vehicles on display at the BMW Group’s Japan Mobility Show 2025 stand is the unique BMW Concept Speedtop. This three-door concept car was unveiled for the first time in May this year at the Concorso d’Eleganza Villa d’Este 2025, the renowned celebration of historic vehicles on the shores of Lake Como in Italy. The BMW Concept Speedtop reimagines the sporty Touring model type, blending the elegance of a shooting brake with a fresh design language. The exclusivity of the BMW Concept Speedtop (which will be offered in a strictly limited-run

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small series of 70 cars) is underscored by its exquisite engine – the most powerful V8 engine currently offered by BMW.

The exterior of the BMW Concept Speedtop is marked out by the pronounced V-shape of the "shark-nose" front end, the slim front lights and the illuminated kidneys. The continuation of the central spline from the bonnet over the roof to the rear spoiler imbues the car with a dynamic Touring profile, its broad haunches further enriching the athletic design. And its elegance is underscored by two-tone, 14-spoke fan-style wheels, which have been designed specifically for the BMW Concept Speedtop. A two-tone colour and materials concept creates a connection between the exterior and interior. The sparkling brown tones of the Floating Sunstone Maroon exterior paint finish are carried over into the cabin in the form of the brown Sundown Maroon colour world with the light Moonstone White of the seats. In addition, skilfully crafted, traditional brogue-style details accentuate the leather-trimmed surfaces and visualise the manufactory-level craftsmanship on display. The boot of the BMW Concept Speedtop is also leather-covered and adorned with brogue-style perforations. The elaborate craftsmanship of the exterior and interior was realised with the expertise of the Manufactory workshop at BMW Group Plant Dingolfing.

BMW X7 meets Japanese craftsmanship.

The BMW X7 Nishiki Lounge concept car presented at the Japan Mobility Show embodies the elegant symbiosis of luxurious driving comfort and traditional Japanese craftsmanship. With space for up to seven people, this attractive concept model based on the BMW X7 also offers high practicality. A tranquil space filled with beauty, where stars twinkle, the BMW X7 Nishiki Lounge creates a gentle, expansive sanctuary. Here in the cabin, the refined brilliance of BMW's exclusive appointments is artistically combined with the vast expanse of a starry sky, crafted using traditional Kyoto techniques.

A dedicated two-tone paint scheme instantly conveys the exclusive aura of the BMW X7 Nishiki Lounge. Complementing the main colour BMW Individual Velvet Blue, the roof section is painted in Space Silver to evoke the shimmer of nebulae shining in the cosmos. The Crystal Light Headlights emit an infinite, jewel-like brilliance, enhanced by gentle Iconic Glow light. The interior features a Panoramic Skyroof with 15,000 LEDs projecting a pale blue starlight at night, while the Bowers & Wilkins Diamond Surround Sound System expresses the light shining on the earth through sound.

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*CO₂ emissions and fuel/energy consumption

BMW iX3 50 xDrive: Energy consumption combined (WLTP): 17,9 - 15,1 kWh/100 km; CO₂ emissions combined: (WLTP): 0 g/km; CO₂ class: A

BMW iX5 Hydrogen: As this is a development-phase prototype, energy consumption information according to WLTP is not available yet.

MINI Cooper SE: Energy consumption combined (WLTP): 14.7 kWh/100 km; CO₂ emissions combined: (WLTP): 0 g/km; CO₂ class: A

BMW M2 CS: Fuel consumption combined (WLTP): 10.0 l/100 km [28.3 mpg imp]; CO₂ emissions combined: (WLTP): 226 g/km, CO₂ class: G

BMW M2: Fuel consumption combined (WLTP): 9.8 l/100 km [28.8 mpg imp]; CO₂ emissions combined: (WLTP): 223 g/km, CO₂ class: G

** Value with "rollout" subtracted. With this alternative measuring method, time measurement only begins after leaving a light barrier. The distance not taken into account in the measurement (the "rollout") is 1 foot = 30.48 cm.

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In the event of enquiries please contact:

Corporate Communications

Christian Pomp
Press Spokesperson BMW/BMW M Product Communication
Telephone: +49-151-601-77770
E-mail: Christian.Pomp@bmw.de

Franziska Liebert
Press Spokesperson MINI
Telephone: +49-151-601-28030
E-mail: Franziska.Liebert@mini.com

Lisa Aigner
Press Spokesperson Hydrogen/Fuel Cell Technology
Telephone: +49-151-601-30526
E-mail: Lisa.Aigner@bmw.de

Torsten Julich
Press Spokesperson UI/UX
Telephone: +49-151-601-28405
E-mail: Torsten.Julich@bmw.de

Internet: www.press.bmwgroup.com
E-mail: presse@bmw.de

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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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