

Media Information
2 October 2026

One Million Times the Thrill of M: Plant Munich builds milestone BMW M3 and shapes the electric future of BMW M.

- BMW M celebrates production of its one-millionth vehicle
- BMW Group Plant Munich will also be future production site for first fully-electric BMW M3
- Strong emotional significance for employees at main plant in Munich
- Decision underlines Munich's future viability as a production location
- From 2027, the BMW Group's main plant will produce only fully-electric vehicles

Munich. BMW M is celebrating production of its one-millionth BMW M vehicle. The milestone vehicle, a BMW M3 with BMW Individual Fire Orange III special paintwork, manufactured at BMW Group Plant Munich, was presented by Peter Weber, head of BMW Group Plant Munich, to Franciscus van Meel, CEO of BMW M GmbH, as part of an official ceremony.

This production milestone marks a landmark in more than five decades of BMW M, characterised by exceptional performance, innovative strength and emotionally engaging driving pleasure. At the same time, it already looks to the future: Going forward, the BMW Group's main plant in Munich will also produce the fully-electric BMW M3 – the first high-performance model to feature BMW M Neue Klasse technology. This will be the second Neue Klasse model produced in Munich after the fully-electric BMW i3 – at the same time, marking the next chapter in the BMW M success story.

"BMW M combines road and racetrack capabilities with everyday practicality," says Franciscus van Meel. "The one-millionth BMW M vehicle shows that these values are still very much appreciated by our customers, 40 years after the market launch of the first BMW M3. This motivates us to continuously develop our BMW M high-performance vehicle portfolio based on BMW M Neue Klasse technology, including fully-electric models, in line with our core brand promise."

The future of the BMW Group Plant Munich is electric.

With production of the one-millionth BMW M vehicle, BMW Group Plant Munich is underlining its key role in the future of the BMW M brand. As the BMW Group's main plant, the site combines a long tradition of building sporty BMW models with the transformation towards electromobility.



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Page 2

"The BMW M3 has close ties to the BMW Group's main plant in Munich," says Peter Weber. "We are delighted that we will also be producing the first fully-electric BMW M3 here in Munich. BMW M has a special emotional significance for our associates here – so we are especially proud to be actively shaping the future of this icon."

The high-performance model will be manufactured exclusively at the BMW Group's main plant, which has been producing for more than 100 years. Production of the current BMW M3 generation got underway in Munich back in 2020. That is why many associates feel a special connection to this vehicle. The future production of the fully-electric BMW M3 also signals a commitment to the BMW Group's historic home base and underlines the site's strategic role within the company's global production network.

BMW Group Plant Munich at the forefront of the transformation towards electromobility.

BMW Group Plant Munich plays a key role in the transformation towards electromobility. From 2027 onwards, the BMW Group will produce only fully-electric vehicles at this site. The plant was successfully remodelled for this purpose during ongoing production. Modern production structures, systematic digitalisation and close cooperation with development teams and suppliers lay the foundation for a high-performance vehicle like the new fully-electric BMW M3 to continue to be manufactured efficiently in Munich.

A new body shop and a cutting-edge vehicle assembly, including new logistics areas, were built on about a third of the plant site's total area. The BMW Group is investing a total of around 650 million euros in transforming Plant Munich into a production site exclusively for fully-electric vehicles.



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Page 3

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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 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to € 133.5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 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 through production to the end of their useful life.

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