

Media Information

19 September 2025

**BMW BERLIN-MARATHON and the Neue Klasse –  
First 'race deployment' for the new BMW iX3.**

+++ BMW is title partner of Germany's biggest marathon event for the 14<sup>th</sup> time +++ Roughly 80,000 athletes from around the world line up at the peaceful sporting festival +++ The new all-electric BMW iX3 is the lead vehicle +++ The first Neue Klasse model goes into series production this year +++

**Berlin.** This weekend, about 80,000 people from roughly 160 countries – from amateur runners to the very best in the world, and from handbikers to inline skaters – will be getting active on the streets of the German capital, as they make the BMW BERLIN-MARATHON one of the biggest marathon events in the world. It is a festival of running that stands for joy, openness, and friendly intercultural encounters – values that are deeply embedded in the BMW Group's identity. Furthermore, another absolute highlight awaits the roughly one million fans lining the street, as another endurance specialist will also line up at the start on Sunday. The new, all-electric BMW iX3 – the first model in the Neue Klasse – is this year's lead vehicle.

"It is only fitting that we've chosen the 2025 BMW BERLIN-MARATHON to this premiere. There could be no more suitable event for the first 'race deployment' of the new BMW iX3, where endurance is everything," said Christian Ach, Head of BMW Deutschland. "The first model of the Neue Klasse was presented just a few weeks ago at IAA Mobility in Munich, and now it is on the streets of Berlin alongside world-class athletes – great company for an all-electric vehicle with a range of up to 805 kilometres, which can be charged with enough power for up to 372 kilometres of range in just ten minutes."

The first model in the Neue Klasse is far more than a new BMW model. It represents the redefinition of the BMW and heralds the start of a new era of Sheer Driving Pleasure. The BMW iX3 50 xDrive (electric power consumption, combined: 17.9 – 15.1 kWh/100 km; CO<sub>2</sub> class: A; range: 679 – 805 km [421 – 500 miles]; provisional figures as per WLTP)

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showcases for the first time the major technological the leap forward in many areas: electromobility, display and operating concept, digitalisation, networking, design, and sustainability. All future BMW models will benefit from the innovations in the Neue Klasse – regardless of their drive technology.

The clear, reduced design language of the Neue Klasse is typical BMW and so progressive that it gives the impression it has skipped a complete vehicle generation.

The sixth generation of eDrive technology sets new standards for efficiency and long-distance capability. Another factor behind these values is the new electronics and software architecture. Four 'superbrain' high-performance computers make the first Neue Klasse model more intelligent and more ready for the future than ever. The 'Heart of Joy' drivetrain and driving dynamics management technology enables unmatched handling dynamism and precision, while the latest systems for automated driving optimise symbiotic human-vehicle interaction.

The new BMW Panoramic iDrive takes operation and brand-typical driver focus to a new level. With its neatly judged balance between digital functions and physical elements, the revolutionary display and control/operation concept facilitates intuitive operation according to BMW's fabled "hands on the wheel, eyes on the road" principle.

A total of 65 on-course and organisational vehicles will be in use at the BMW BERLIN-MARATHON. As well as the new BMW iX3, the all-electric BMW iX, BMW i5, BMW i5 Touring, BMW i4, BMW iX2 and BMW iX1 models will also be helping to ensure that everything runs smoothly. The BMW Group will also provide the organisers with ten BMW motorcycles and four BMW e-scooters. The BMW BERLIN-MARATHON is a home event for the two-wheelers, as iconic BMW motorcycles have been manufactured at the BMW Group Plant Berlin since 1969. Over 2,400 employees in Berlin-Spandau manufacture up

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to 900 motorcycles and premium e-scooters each day for customers all over the world.

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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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