



Media Information
January 21, 2026

BMW iX3 Long Wheelbase Advances Toward World Premiere

Developed "In China, for China, and with China" the BMW iX3 Long Wheelbase showcases Neue Klasse innovation, long-wheelbase comfort, and next-generation digital intelligence ahead of its global debut.

Beijing. BMW is progressing toward the world premiere of the BMW iX3 Long Wheelbase, its most advanced intelligent all-electric Sports Activity Vehicle (SAV) to date. Developed specifically for the Chinese market, the model will celebrate its global debut at the Beijing Auto Show 2026 and is scheduled to enter the market in the second half of the year.

As the first long-wheelbase all-electric SAV based on BMW's Neue Klasse architecture, the BMW iX3 Long Wheelbase represents a major step forward in the brand's electrification, digitalization, and localization strategy. The vehicle embodies BMW's guiding principle of "In China, for China, and with China," while contributing technologies that will also shape BMW's global portfolio.

"The BMW iX3 Long Wheelbase marks an important milestone in how we bring innovation, driving pleasure, and digital intelligence together for the Chinese market," said Birgit Boehm, President and CEO of BMW Brilliance Automotive Ltd. "Neue Klasse technologies developed in China are becoming an integral part of BMW's global technology roadmap and brand DNA."

Long Wheelbase Concept: Space Meets Driving Balance

With a wheelbase extended by 108 millimeters, the BMW iX3 Long Wheelbase delivers significantly enhanced rear-seat comfort and overall spaciousness—key attributes for customers in the Chinese premium segment. At the same time, the vehicle maintains balanced proportions and dynamic character that defines BMW Sports Activity Vehicles.

A China-specific chassis and suspension setup has been developed to ensure a refined balance between comfort and stability across a wide range of driving scenarios, from everyday urban use to dynamic long-distance travel. The long-wheelbase configuration has been integrated without compromising agility, steering precision, or overall vehicle control.

Central to the vehicle's dynamic behavior is BMW's new Heart of Joy control unit together with the BMW Dynamic Performance Control software stack. This system coordinates powertrain, braking, energy recuperation, and steering functions in real time, enabling smooth transitions, consistent responses, and a natural, confidence-inspiring driving experience. The result is supreme traction and thanks to the unique Soft Stop function, the smoothest stopping process ever achieved by a BMW.



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BMW Panoramic iDrive: Intelligent, Driver-Oriented Interaction

The BMW iX3 Long Wheelbase introduces BMW Panoramic iDrive, a next-generation human-machine interface designed to keep the driver focused while delivering comprehensive digital functionality. The system is built on BMW Operating System X, forming the software foundation for a highly intuitive and responsive UI/UX experience.

At the core of BMW Panoramic iDrive is a clearly structured "Visual Cone" layout that combines BMW Panoramic Vision, a 3D Head-Up Display, a driver-oriented Central Display, and a shy-tech multifunction steering wheel with illuminated controls and haptic feedback. This setup ensures that essential information remains within the driver's natural field of vision, reducing cognitive load and enhancing safety.

The digital experience has been deeply localized for China. The Chinese derivative of BMW Operating System X incorporates approximately 70 percent locally developed software engineering, underscoring BMW's strong in-market development capabilities. Navigation developed in collaboration with Amap provides precise visualization of complex intersections and highway ramps. The BMW Intelligent Personal Assistant, enhanced by large language models from Alibaba and DeepSeek, enables faster and more natural voice interaction.

Integration with Huawei technologies—including Digital Key, HiCar, and the My BMW App based on HarmonyOS NEXT—supports seamless connectivity between the vehicle, personal devices, and home ecosystems.

In parallel, BMW is developing a China-specific Advanced Driver Assistance Systems (ADAS) software stack in collaboration with Momenta. Tailored to local traffic conditions and usage scenarios, the system is designed to deliver highly capable driver-assistance functions optimized for complex urban environments, highways, and long-distance travel in China, further enhancing safety, comfort, and driving confidence.

Next-Generation BMW eDrive Technology

Built on an 800-volt electrical architecture, the BMW iX3 Long Wheelbase features sixth-generation BMW eDrive technology, including cylindrical battery cells and the in-house-developed BMW Energy Master. This technology foundation enables a CLTC combined range exceeding 900 kilometers, positioning the vehicle among the most efficient premium electric models in its segment.

With a maximum charging capacity of up to 400 kW, the BMW iX3 Long Wheelbase can add more than 400 kilometers of range in approximately ten minutes, while charging from 10 to 80 percent takes around 21 minutes. Vehicle-to-load (V2L) functionality further expands

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everyday usability by allowing external electrical devices to be powered directly from the vehicle.

Toward the Global Debut

The BMW iX3 Long Wheelbase is currently undergoing comprehensive development and validation programs in China and internationally. Following its world premiere, the BMW iX3 Long Wheelbase is planned for availability in China and selected international markets, including Thailand, Malaysia, Indonesia, and India.

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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 and mobility 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 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 success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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