



Media Information
30th November 2020

‘Born Electric’: The fully electric BMW iX takes centre stage in the BMW winter sports commitment.

In the 2020/21 winter season, the BMW Group presents its new technology flagship, the BMW iX as part of the world cups for biathlon, bob and skeleton, as well as luge.

Munich. With the BMW iX (combined power consumption: < 21 kWh/100km in the WLTP test cycle*; CO₂ emissions combined: 0 g/km), BMW Group ushers in a new age of mobility. The new fully electric BMW model interprets the electric mobility theme innovatively, making use of totally new technologies. The BMW iX, currently in the final stage of development, is due to come onto the market at the end of 2021. However, winter sports fans will get a taste of the new technology flagship in the coming months when under the motto ‘Born Electric’, the BMW iX takes centre stage in the extensive BMW winter sports commitment for the 2020/21 season.

BMW Group has supported the BMW IBU World Cup Biathlon, the BMW IBSF World Cup Bob & Skeleton and the FIL Luge World Cup as a strong partner for many years. As part of this commitment, BMW Group will now bring the BMW iX and the motto ‘Born Electric’ into the biathlon stadiums and to the ice channels.

Electric mobility reinterpreted.

The BMW iX is the first BMW model to be based on an all-new technology toolkit and was conceived from day one purely for electric mobility. It innovatively unites the areas of sustainability and climate protection, design, versatility and driving pleasure, and leads the way with future technologies that will also be incorporated into other BMW models in the foreseeable future. According to the latest predictions, the maximum output of the BMW iX will exceed 370 kW/500 hp – with absolutely zero emissions and tremendously low power consumption.

The BMW iX on a winter tour through Europe.

As part of BMW’s involvement in winter sports, the BMW iX is going on a huge tour of Europe in the 2020/21 season. The BMW IBU World Cup Biathlon will be heading to Kontiolahti, Hochfilzen, Oberhof and Antholz. The highlight of the season is the world championships in Pokljuka, Slovenia in February, followed by the season finale in Nove Mesto and Oslo. The locations for the BMW IBSF World Cup Bob & Skeleton and the FIL Luge World Cup include Sigulda,

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal address
BMW AG
80788 München

Telephone
+49-89-382-24360

Internet
www.bmwgroup.com

* Data on driving performance, energy consumption and range are preliminary and based on forecasts.

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Innsbruck, Winterberg, St. Moritz and Königssee near Berchtesgaden. The Eisarena Königssee will also host the FIL Luge World Championships at the end of January. The BMW IBSF Bob and Skeleton World Championships will be held in Altenberg in the Erz Mountains in February.

BMW iX:

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In case of queries, please contact:

Corporate Communications

Bernhard Santer, Product Communications BMW Automobiles

Phone: +49-89-382- 24360

Email: bernhard.santer@bmwgroup.com

Ingo Wirth, Head of Product and Brand Communications BMW

Phone: +49-89-382- 25814

Email: ingo.wirth@bmw.de

Internet: www.press.bmwgroup.com

Email: presse@bmw.de

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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2019, the BMW Group sold over 2.5 million passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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