

Media information
12 June 2025

New BMW XM options: maximum exclusivity and breathtaking performance.

+++ Range-topper now the only BMW XM to feature a V8 +++
Plug-in hybrid is the most powerful BMW M automobile +++
New equipment options +++ Charging rate increased to 11 kW +++
Premiere at the 24 Hours of Le Mans +++

Munich. Three become two: the BMW XM portfolio is sharpening its focus, now offering just two models. The BMW XM Label range-topper (WLTP combined (EnVKV): energy consumption 33.7 kWh/100 km and 2.3 l/100 km; fuel consumption with discharged battery: 12.8 l/100 km; CO₂ emissions: 53 g/km; CO₂ class with discharged battery/combined: G/B; maximum electric range 76 km)* is now the only model to come with an electrified V8 engine. The BMW XM 50e (WLTP combined (EnVKV): energy consumption 32.0 kWh/100 km and 1.6 l/100 km; fuel consumption with discharged battery: 11.3 l/100 km; CO₂ emissions: 37 g/km; CO₂ class with discharged battery/combined: G/B; maximum electric range 80–86 km)*, featuring an electrified six-cylinder engine, remains available unchanged.

The BMW XM Label combines stupendous power and an advanced drive concept. Its M HYBRID system consists of a V8 with a peak output of 430 kW/585 hp and an electric motor integrated into the eight-speed M Steptronic transmission delivering up to 145 kW/197 hp. With a system output of 550 kW/748 hp and a combined torque of 1,000 Nm, the BMW XM Label is the most powerful BMW M production model ever. It takes just 3.8 seconds to accelerate from 0 to 100 km/h and has an electronically limited top speed of 250 km/h. The optional M Driver's Package increases this limit to 290 km/h. With its exhilarating performance and uncompromisingly extravagant design, the BMW XM Label enjoys maximum exclusivity in the luxury segment.

The most powerful BMW of all time sets new standards with its extrovert design while demonstrating why BMW M stands for "The Ultimate Driving Machine". This is a view shared by world-famous British musician, techno and house DJ Carl Cox. In a joint project with BMW M, he has woven the sounds of the BMW XM – such as the powerful bass of the V8, the Welcome chime and the pop of the bonnet closing – into an aural celebration (Link is provided on 11th June 2025). The result underscores Carl Cox's passion for BMW M automobiles and is just as unique, extrovert and confident as the BMW XM itself.



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New equipment options, increased charging rate.

The BMW XM Label now offers additional options for customising the exterior and interior. Newly available, for example, is the optional BMW Individual Frozen Tanzanite Blue metallic exterior colour, which highlights the model's unique character. The BMW M kidney grille complete with accent line can be ordered in high-gloss Black. A new Welcome Light Animation makes the BMW XM Label look particularly impressive after dark. Standard equipment for the BMW XM Label in Europe now includes 22-inch light alloy wheels Double-spoke style 922 M Bicolour with mixed-size tyres. They replace the previous 21-inch wheels. A new option comes in the shape of the 23-inch M light alloy wheels style 1096 M in Black.

BMW Individual Night Blue Merino Leather with exclusive elements is available as a new option, for a particularly extravagant interior ambience. Other new colour combinations for the interior of the BMW XM Label include BMW Individual Black Merino leather with exclusive elements and Vintage Coffee Brown interior surfaces as well as BMW Individual Silverstone Merino leather with Black interior surfaces. The high-quality comfort cushions matching the colour of the seat surfaces now come as standard for all BMW Individual leather merino upholstery. The charging rate of the BMW XM Label increases as well: the M HYBRID system's Combined Charging Unit now enables AC charging at up to 11 kW.

The upgraded BMW XM Label will be unveiled on 14 June 2025 at the 24 Hours of Le Mans. BMW M Motorsport will be competing on the legendary French circuit with the BMW M Hybrid V8 in the FIA World Endurance Championship (FIA WEC).

In Germany, prices for the BMW XM Label start at €183,400. Prices for the BMW XM 50e start at €133,800.

*** Consumption and emission data:**

The figures for fuel consumption, CO₂ emissions, energy consumption and range are for vehicles as offered on the German market. All data are based on the new WLTP test cycle. Energy consumption and emissions data refer to the German Passenger Car Energy Labelling Regulation (EnVKV).

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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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