



Media information  
5 March 2026

### **"Heart of Joy" meets snow and ice at the Arctic Circle. Technological quantum leap in the new BMW i3: dynamic fine-tuning of the Neue Klasse sedan in Arjeplog.**

+++ Final endurance tests ahead of second Neue Klasse model's design premiere on 18 March 2026 +++ Typical BMW driving pleasure on a completely new level, thanks to Heart of Joy and BMW Dynamic Performance Control +++ Sixth-generation eDrive +++ BMW Group winter test centre in Sweden offers ideal environment for testing and optimising drive and suspension systems +++

**Munich/Arjeplog.** The BMW 3 Series has been the embodiment of driving pleasure in the premium midsize class for five decades. All over the world, this icon of the BMW brand is renowned for its superior sportiness, precise handling and effortless agility, combined with long-distance driving comfort. As the latest generation BMW 3 Series is getting ready for launch, so is the first sedan model of the Neue Klasse: the fully electric BMW i3. Prototypes are currently undergoing a comprehensive test programme at the BMW Group winter test centre in Arjeplog, Sweden.

The BMW i3 will have its design premiere on 18 March 2026. The new fully electric model generation features a sixth-generation eDrive (Gen6). "The BMW i3 applies the sporty sedan's typical characteristics to a completely new vehicle concept defined by the BMW 3 Series DNA. At the same time, pushing the conventional boundaries of electric mobility into new territory, thanks to the potential of our Neue Klasse," says Mike Reichelt, Head of Neue Klasse BMW. The control unit consisting of the "superbrain" Heart of Joy and the BMW Dynamic Performance Control driving stack takes driving dynamics to an entirely new level. As the BMW i3 approaches series-production readiness, the test and development team is performing the final fine-tuning of driving dynamics components on the snow-covered roads and frozen lakes of Sweden.

### **Test drives for fine-tuning in extremely cold weather are a key part of vehicle testing.**

Endurance tests in freezing temperatures and wintry road conditions in Sweden's extreme north are a long-standing BMW tradition. The snow-covered roads around Arjeplog and the specially prepared surfaces of frozen lakes provide the ideal environment for evaluating and fine-tuning drive and suspension systems.



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Electronic control systems are a good example – the low friction coefficients of surfaces covered by snow and ice enable engineers to test, analyse and optimise the interactions of these systems under precisely reproducible conditions. This provides the foundation of the hallmark BMW driving pleasure.

**Highly innovative overall concept is key to an outstanding driving experience.**

The Heart of Joy is one of four "superbrains" in the Neue Klasse. Complemented by the BMW Dynamic Performance Control software developed in-house, it forms the powerful new driving and dynamics control unit in the BMW i3, controlling the powertrain, brakes and some steering functions along with recuperation. Its responses are ten times faster than with previous systems. The result of this technological quantum leap is evident in the particularly effortless and exceptionally precise handling of the new BMW i3.

Even on slippery surfaces like those in Arjeplog, the Heart of Joy ensures agile propulsion. In addition, the extremely fast control of the two electric motors ensures superior driving stability. Only electric motors are capable of processing and executing the lightning-fast commands. This enables the BMW i3 to deliver a light-footed and comfortable drive in every situation. And with typical BMW 3 Series characteristics, it sets new standards in driving dynamics.

**Even at the limits, the BMW i3 offers an extremely safe driving experience.**

The new BMW i3 can be controlled with maximum precision. It responds instantly to steering inputs and creates a feeling of effortlessness. The Heart of Joy reduces the number of control interventions required – for example by the DSC system. The resulting cornering behaviour is more consistent and reproducible, giving the driver an even greater sense of assurance. In addition, the BMW i3 remains easy to control even when approaching the limits. The Soft-Stop function of the new BMW i3 is exceptional: precise control of the electric motors enables the smoothest stopping process in the history of the BMW 3 Series, without jerks and brake noise. The exceptional stability that the Heart of Joy provides, even on slippery surfaces like those found in Arjeplog, also improves efficiency. The precise control processes of the Heart of Joy allow the BMW i3 to recuperate energy as often and as intensely as possible, even when cornering, without compromising driving stability. "Sheer driving pleasure" redefined.



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### Second model of the Neue Klasse: BMW i3 50 xDrive

- Start of production: Second half of 2026
- Sixth-generation BMW eDrive (Gen6) with 800-volt technology
- Charging capacity: peak charging capacity up to 400 kW
- Electric drive unit with EESM technology on the rear axle and ASM technology on the front axle
- Max. system output: 345 kW/469 hp\*
- 645 Nm torque\*

\* As this is a development-phase prototype, the figures given are provisional. Energy consumption information as per WLTP is not yet available.

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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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