

The first ever BMW iX. Quotes.



“The BMW Group is constantly striving to re-invent itself. That is a central element of our corporate strategy. The BMW iX expresses this approach in an extremely concentrated form.”

Oliver Zipse

Chairman of the Board of Management of BMW AG

“Technology is driving the advances we need to tackle even the greatest challenges. This applies in particular to climate protection. We are in no doubt: mobility has to be sustainable if it is to represent a truly outstanding solution. For the BMW Group, premium mobility is not possible without responsibility.”

Oliver Zipse

Chairman of the Board of Management of BMW AG

“We are setting new industry standards with the technology in the BMW iX. The iX has more computing power for data processing and more powerful sensor technology than the newest vehicles in our current line-up, is 5G-capable, will be given new and improved automated driving and parking functions and uses the high-performing fifth generation of our electric drive system.”

Frank Weber

Member of the Board of Management of BMW AG, Development

“All the innovations are impressive on an individual level. But only together can they make a real difference. We are integrating technological progress – in all its complexity and interdependence – into inspirational and sustainable products.”

Oliver Zipse

Chairman of the Board of Management of BMW AG

“The BMW iX shows how we can give new technologies a very modern and emotional design. The car is technologically complex, but it feels very clear and uncomplicated. The BMW iX offers a mobile living space in which people will feel at ease, where the car’s intelligence is only there when you need it.”

Adrian van Hooydonk

Senior Vice President BMW Group Design

“The BMW iX leads the way in automated driving functions, being the BMW Group’s first vehicle to offer automated driving and parking functions from a new technology toolkit. This toolkit has huge potential with its computing power and standout sensor systems, and will allow us to steadily expand the functionality of the car.”

Frank Weber

Member of the Board of Management of BMW AG, Development

“We designed the BMW iX from the inside out. In the process, we took particular care to create a modern, warm and minimalist interior design with a very spacious feel.”

Domagoj Dukec

Vice President BMW Design

“The monolithic design with few, very precise lines demonstrates character and gives the car a modern appearance. The BMW iX is bold and yet clean and elegant.”

Domagoj Dukec

Vice President BMW Design

“The BMW iX is the first model from the BMW Group to feature the impressive high-resolution Curved Display, which is far larger and sharper than the displays in our current models. As a result, the BMW iX interior points the way ahead for cockpit design in future BMW models.”

Frank Weber

Member of the Board of Management of BMW AG, Development

“There is no user interface anywhere in the automotive industry that can be operated as simply and as safely as ours. In the BMW iX we have taken this to new heights with a new digital platform and the next-generation BMW Operating System.”

Frank Weber

Member of the Board of Management of BMW AG, Development