

The new BMW X3 drives BMW Group Plant Rosslyn's success story.

+++ Media experience the new BMW X3 at BMW Group Plant Rosslyn

+++ BMW Group Plant Rosslyn reintroduces a third production shift

+++ BMW Group Plant Rosslyn expands its production line with new ICE models for global export +++

Rosslyn, Pretoria. BMW Group South Africa hosted media this week at BMW Group Plant Rosslyn for the national media launch of the new BMW X3. The event, which will have a second media rotation from 19–20 February, provided a firsthand look at the state-of-the-art facility, the production process, and the plant's significant local footprint.

Since its start of production in October 2024, the new BMW X3 has strongly resonated with South African customers, with all available stock sold or on order. Impressively, approximately 10% of sales are for the plug-in hybrid electric vehicle (PHEV) BMW X3 30e xDrive model, underscoring growing interest in electrified vehicles and reinforcing BMW's leadership in the 'New Energy Vehicles' segment. The BMW X3 30e xDrive has driven a remarkable 45% increase in the monthly retail rate of PHEVs, demonstrating its significant market impact.

These achievements coincide with BMW Group Plant Rosslyn's reintroduction of a third production shift and expansion of its production line to include internal combustion engine (ICE) variants. "The new BMW X3 embodies our commitment to both innovation and customer choice," said Ernst Kohlmeyer, General Manager of Quality at BMW Group South Africa. "Producing both PHEV and ICE models on the same line demonstrates the flexibility and adaptability of Plant Rosslyn, enabling us to effectively respond to global market demands."

Driven by worldwide demand, the new BMW X3 plays a crucial role in the BMW Group's strategic electrification roadmap. Its production launch is timely, showcasing BMW Group Plant Rosslyn's capabilities and commitment to de-

livering on allocated volume and quality in a three-shift operation, reintroduced on 8 January 2025, to meet growing demand. The plant is projected to produce an average of 110 units per shift.

"These production milestones represent the culmination of years of planning and investment in Plant Rosslyn," added Anuk Maharaj, Project Lead for the new BMW X3 at BMW Group Plant Rosslyn. "We are immensely proud to see the new BMW X3 come to life here, securing jobs and contributing to the South African economy."

In addition to the previously launched BMW X3 30e xDrive, BMW Group Plant Rosslyn will now also produce the BMW X3 20 petrol and 20d diesel variants, (started in January 2025), followed by the BMW X3 40d xDrive in May 2025. Significantly, both the BMW X3 30e xDrive and the BMW X3 40d xDrive will be exclusively produced at BMW Group Plant Rosslyn for global markets. This strategic move reinforces the BMW Group's 'technology openness' philosophy, offering customers powertrain options that best suit their individual needs.

This expansion follows a R4.2 billion investment in the electrification and digitisation of the production facility, demonstrating the BMW Group's commitment to transformation, skills development, and future-proofing the Rosslyn plant within its global production network. A comprehensive plant-wide training programme ensured the workforce was fully prepared for the new model's production.

The production of the BMW X3, including PHEV and ICE variants, secures jobs not only at BMW Group South Africa but also within its supply chain and retail network across the country. This new development reaffirms the BMW Group's confidence in BMW Group Plant Rosslyn and its employees, positioning the plant for continued success in the evolving automotive landscape.

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Media information

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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 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 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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