

Media Information

29<sup>th</sup> October 2025

## **Speeches at the BMW Group press conference at the Japan Mobility Show 2025.**

### **Speech Masatoshi Hasegawa (President and CEO BMW Group Japan):**

Good morning, Ladies and Gentlemen! I am Hasegawa, President and CEO of BMW Group Japan. Thank you for coming out to our booth for today's press conference. This year in Japan, the most popular BMW models are from the premium compact class, such as the BMW 1 Series, X1, X2, and X3.

The MINI brand has also captivated a wide range of people with its diverse product portfolio of the new generation MINI family. As a result of our focus on offering these appealing products and brand experiences for our customers, our sales volumes in Japan have been strong: in the first nine months of this year, BMW has recorded more than 6 percent and MINI more than 32 percent compared to previous year. And we want to further leverage our growth momentum.

This is why I am now very pleased to introduce a new member in the premium compact segment where the BMW brand has been so popular, especially here in Japan. The all-new BMW M2 CS is using lightweight design techniques and is therefore almost 30 kg lighter than the standard BMW M2. It is powered by an upgraded 3-litre 6-cylinder engine, delivering 530 hp and 650 Nm, making it the most powerful – and fastest M2 ever. In July this year, it set a new benchmark on the legendary Nürburgring Nordschleife, becoming the first compact car to break the 7 minute 30 second barrier.

With this exceptional achievement, the car demonstrates its outstanding performance as well as the innovative power and engineering skills of BMW M. We are very sure that this new BMW M2 CS will be a great choice for many customers, not only driving performance, but also vehicle size perspective. It is a great honor to welcome our members of the Board of Management of BMW AG: Mr. Jochen Goller, responsible for Customer, Brands and Sales, and Mr. Dr. Joachim Post, responsible

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for development. They will talk about the BMW Group's vision and direction and give you more insights on the brands. I would like to hand over to Mr. Post. Joachim, please come up the stage, the stage is yours! Thank you.

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**Speech Dr. Joachim Post (Member of the Board of Management of BMW AG, Development):**

Ladies and gentlemen, what an amazing car! A true Ultimate Driving Machine! The best example of how we fulfill our customers' desires. With every product, we deliver BMW's essence: PURE JOY. Thank you to the M2 CS.

It's our customers who choose the BMW that suits them best – whether it's a highly efficient combustion engine, a hybrid, or a pure electric vehicle. It's our technology-open approach that has put us at the top of the global premium segment.

In 2028, we will take it to the next level. Lets have a look! Hydrogen is a key element in future energy systems. It has the potential to be a game-changer. Alongside electric vehicles, hydrogen offers a zero-emission driving experience. Now, we are making it accessible to more customers. As a company driven by innovation, expertise, and responsibility, this truly speaks to our core values. The BMW iX5 Hydrogen will seamlessly join our lineup. The X5 will be the first BMW model with 5 powertrain options. The core of the BMW iX5 Hydrogen features the all-new, powerful third-generation fuel cell system, co-developed with Toyota. A warm "Thank You" to Toyota's CTO, my dear friend Hiroki Nakajima, for our strong partnership over decades. Just recently, we revealed the exciting future of our brand. The NEUE KLASSE. Each new BMW model and update will be, as we

proudly call it, a technological "Gesamtkunstwerk". The proof is in the innovation. We unleash a new dimension of Driving Pleasure. The Heart of Joy integrates drivetrain AND dynamics, thrilling fans of the Ultimate Driving Machine. But whether you're pushing boundaries or navigating daily routes, you will experience driving pleasure like never before! And with cutting-edge assistance systems, driver and vehicle become ONE. This is BMW Symbiotic Drive.

With the all-new BMW Panoramic iDrive, we change the game again. No more looking down at a screen. This innovation offers immersion and safety. Hands on the wheel, and eyes on the road – on the next level. And all integrated by our all-new superbrain architecture. Four powerful computers process data 20 times faster than before. Our system allows us to separate hardware from software. With AI, we redefine possibilities, making each new BMW a pioneering software-defined masterpiece. This is one of the keys to staying ahead in the innovation race. Ladies and gentlemen, by the end of 2027, we will have rolled out 40 cars with Neue Klasse DNA. That's incredible speed. We're very busy, and we'll stay that way. And now, I'm very proud to reveal the first of many: The dawn of the new BMW era. The all-new BMW iX3.

### **Speech Oliver Heilmer (Design BMW Compact Class and Neue Klasse, BMW M)**

Welcome ladies and gentlemen! Yes, the big moment has finally come. As Joachim mentioned, with the Neue Klasse we are taking very big steps in technology. These big steps in technology can only become meaningful hand in hand with big steps in design. In the exterior we have typical solid BMW SAV proportions with a lot of presence and emphasis on all 4 wheels. The surfaces are very clean with only a few precise lines. The front-end shows a new interpretation of the BMW typical

face in which we replace chrome with light. Vertically oriented kidneys match the more upright overall appearance of our SAV. This new light signature is part of the daytime running light and it will make the new BMW iX3 very recognizable by day and by night.

Overall, the car has a very solid stance and strong shoulders and, in the rear, again a new light signature that emphasizes the width of the car. In the interior you will find that the driving experience is and will remain our focus, putting the driver at ease and in control! The key element to this is our all-new BMW Panoramic Vision. It projects in the bottom of the windscreen and builds upon our years of experience with head-up displays. This new display is visible for all passengers on board and will allow you to quickly check the information you want and need. Together with our new free cut central display and our iconic steering wheel – these elements are the corner stones of our new Panoramic iDrive system. A whole new driving experience. And you will find it in all our future BMW models from now on! This new user experience already starts when you approach the car and continues as you get in. With My Modes you can select a perfectly curated driving experience – from screen content to ambient colours ... to sound and even driving characteristics. This will allow you a much higher level of personalization – making your BMW truly yours. At the same time, we created much cleaner and warmer interiors that feel like a personal living environment on 4 wheels.

So, starting with the BMW iX3 we are introducing a new form language. It will lead us to a new look and feel for the entire BMW brand. Our designs will be very clean and at the same time very strong in character, but above all: more BMW than ever! Thank you very much!

**Speech Jochen Goller (Member of the Board of Management of BMW AG,  
Customer, Brands and Sales)**

Thank you, Oliver! Ladies and gentlemen, Konnichiwa! 40 new BMW models in just 2 years... a truly unrivalled wave of product innovation. And the very high customer interest in our NEUE KLASSE shows: the future starts here. Now, let's turn to a brand, where the future is already reality – a brand with a huge fan base here in Japan: Of course, I am talking about MINI!

The "New MINI Family", introduced just last year, is the brand's most complete and desirable product line-up ever. Featuring 4 very distinct models: Cooper, Aceman, Countryman, and Convertible. All of them: more MINI than ever, with clever use of space, wheels at the corners, unique go-kart feeling and this combined with genuine Britishness and maximum individuality. These core elements have made MINI the world's most exiting premium small car brand.

And in MINI's unique success story, Japan is a standout chapter. Let me take you behind the story. In the 1980s, global MINI production was set to be stopped. However, the former Japanese importer successfully lobbied to continue MINI production – solely for Japan. The impact was striking: The Japanese MINI fan base grew exponentially, and the spillover effect was so strong that MINI soon resumed global production. And eventually, in the late 90ties, the BMW Group acquires the MINI brand and the rest is history. So one could say – MINI without Japan would be almost unthinkable. Having myself worked for MINI many years in several functions and speaking to you as board member, I can say: we will never forget this. Arigatō gozaimashita!

Ladies and gentlemen, throughout its 66-year long history, MINI has inspired countless celebrities and designers alike. One co-created edition stands out as

arguably the most British, most iconic: the first MINI Paul Smith Edition. It is an all-time classic – and made waves across the globe. However, one country stood above all, with more than half of the cars being delivered. Of course Japan, where Paul almost enjoys a Rockstar status! This proves that when 2 true British design icons join forces, the result is the perfect match. And continuing this successful cooperation, we are delighted to celebrate today the world premiere of the all-new MINI Cooper Paul Smith Edition. And who better to introduce it than Sir Paul Smith himself!

### **Dialogue Jochen Goller and Paul Smith**

Ladies and gentlemen, "Every day is a new beginning", what better way to close our press conference? Here at BMW and MINI, we are leaving you with a sense of optimism for what's ahead. Arigatō gozaimashita and Goodbye!

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