



Media Information  
15 December, 2025

**BMW iX3 is the Electrifying.com 2026 Car of the Year.**

The all-new BMW iX3 has been revealed as Electrifying.com's 2026 Car of the Year. Closely following its recent triumph at the Top Gear.com Awards, the first Neue Klasse model deeply impressed the team behind the world's most-watched EV YouTube channel, who declared it "the most important car of the year".

Ginny Buckley, Editor-in-Chief at Electrifying.com, was "astonished" by the BMW iX3, commending its "smooth power delivery", "incredible" charging capabilities and "minimalist" interior design. However, it was the SAV's "super slick" automated driving functions that impressed her most, culminating in the "smoothest and most relaxing" system she had experienced.

On presenting the headline accolade, Buckley said, "The phrase 'game-changer' is over-used in the car industry, but the BMW iX3 lives up to that claim. This is BMW starting again from the ground up - new battery tech, new software, the lot - with a claimed range of up to 500 miles. But the real standout is the bigger picture: BMW hasn't just made a better EV, it's worked out how to build one more sustainably too. The iX3 Neue Klasse is the point where BMW's electric future properly clicks. It's a brilliant, deserved winner."

With the launch of the Neue Klasse, the BMW Group has further intensified its efforts to increase circularity and reduce CO<sub>2</sub> emissions across the entire vehicle life cycle – from production to end of life. For instance, at its newest production plant in Debrecen, Hungary – where the BMW iX3 is built – normal operations run entirely without fossil fuels. Furthermore, the product carbon footprint of the new BMW iX3 50 xDrive is 34 per cent smaller than that of its predecessor over its full life cycle<sup>1</sup>. This means that, when powered by energy from the European electricity mix, it will have a smaller product carbon footprint (based on overall life cycle) than a comparable combustion-engine model once it has covered around 21,500 kilometres (13,358 miles).

Reflecting on the success of the BMW iX3, David George, CEO, BMW Group UK and Ireland commented, "The launch of the new BMW iX3 marks a significant step-change in the performance and innovations of our battery electric vehicles. With its impressive 500-mile<sup>2</sup> range and ultra-fast charging capabilities, the BMW iX3 delivers a truly compelling

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# BMW

## United Kingdom

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driving experience for our customers. We are incredibly grateful for this recognition and would like to extend our sincere thanks to the entire Electrifying.com team."

The Electrifying.com Awards celebrate the electric vehicles and companies that represent a genuine step forward for drivers and the wider EV sector. Electrifying.com is the UK's fastest-growing electric-car platform who provide consumers with trusted, jargon-free insight into electric cars, charging and the transition to cleaner transport.

Priced from £58,755 OTR, the new BMW iX3 can be preordered from retailers nationwide with first customer deliveries taking place on 7 March 2026. To learn more about the new BMW iX3, please click [HERE](#).

#### Ends

1. As measured in CO2 equivalents over 200,000 kilometres (124,260 miles).
2. BMW iX3 50 xDrive: WLTP combined range up to 500 miles. The Worldwide Harmonised Light Vehicle Test Procedure (WLTP) is for comparison only. Actual range varies with vehicle specification and equipment, state of charge, battery condition, driving style, in-car system use, route and ambient temperature.

#### 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.

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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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