

# BMW

## U.S. Press Information

For Release: Immediate

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### The BMW Panoramic Vision

- New head-up display across the entire width of the windshield.
- To enter series production in 2025.
- BMW iDrive has been setting the standard for intuitive human-vehicle interface for over 20 years.

**Woodcliff Lake, NJ – March 15, 2023...** The new BMW head-up display called BMW Panoramic Vision will go into production in 2025 with the first NEUE KLASSE models. Oliver Zipse, Chairman of the Board of Management of BMW AG, confirmed this during his speech at the 2023 Annual Conference.

BMW is currently developing a completely new technological platform for the NEUE KLASSE, whose name refers to the company's pioneering models of the 1960s. This platform will set new standards in digitalization, sustainability, and design for electric vehicles. The new head-up display, projecting across the entire width of the windscreen, creates a unique interaction and information surface for all occupants.

Frank Weber, Member of the Board for Development at BMW AG, describes the main advantages of this revolutionary new head-up display as follows:

“The windscreen becomes a single large display with our new BMW Panoramic Vision, opening up completely new possibilities for the design of our vehicles. The driver decides

which information they want to display in their own field of vision, or that all occupants can see the entire content. The revolutionary projection and the significantly more clearly structured cockpit give an impressive new feeling of space and driving. We are taking our proven 'eyes on the road – hands on the wheel' commitment to a new level."

For the first time the innovative projection technology allows visible displays across the entire width of the windscreen for all passengers. BMW Panoramic Vision shows information that is relevant for the driver and passengers with a higher light intensity and contrast onto a dark-coated area at the lower edge of the windscreen. This creates an extremely sharp image that is always visible across the full width of the windscreen. Information relevant to the driving situation is always available in the right place at the right time.

### **Eyes on the road – hands on the wheel. Driver-centric focus.**

The BMW Panoramic Vision represents the consistent BMW driver-centric approach in the new BMW iDrive control system for the NEUE KLASSE. BMW has a long history of developing driver-oriented cockpits that deliver a safe and focused driving experience. On-board computers with digital displays first appeared in the BMW 7 Series in the 1980s. The first BMW iDrive in 2001 reduced the number of switches and buttons like no other control system before, creating a modern, uncluttered interior. The first series production of BMW head-up displays followed shortly afterwards. The success story of BMW developing pioneering innovations continues with the new BMW Panoramic Vision head-up display for the NEUE KLASSE.

### **BMW Panoramic Vision and BMW iDrive in the NEUE KLASSE.**

BMW presented the revolutionary BMW i Vision Dee at the Consumer Electronics Show (CES) in Las Vegas earlier this year. It showed how an extended head-up display can also be used for display control design and an immersive user experience in the future. The study demonstrates the fusion of reality and the virtual world by turning the windshield into a projection surface. This technology will now become reality in series production with the NEUE KLASSE with the introduction of the BMW Panoramic Vision.

At the IAA Mobility 2023 in Munich, BMW will present further steps and new details on the way to the NEUE KLASSE, including new control and information elements.

## **BMW Group In America**

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and Rolls-Royce Motor Cars; Designworks, a strategic design consultancy based in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is the BMW Group global center of competence for BMW X models and manufactures the X3, X4, X5, X6 and X7 Sports Activity Vehicles as well as the BMW XM. The BMW Group sales organization is represented in the U.S. through networks of 349 BMW passenger car and BMW Sports Activity Vehicle centers, 146 BMW motorcycle retailers, 104 MINI passenger car dealers, and 38 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

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Journalist note: Information about BMW Group and its products in the USA is available to journalists on-line at [www.bmwusanews.com](http://www.bmwusanews.com), [www.miniusanews.com](http://www.miniusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com).

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