

# BMW

## U.S. Press Information

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### **BMW model updates for spring 2025.**

- Increased range for BMW i5 models.
- BMW 228 Gran Coupe starts production with an MSRP of \$39,600 plus \$1,175 D&H.
- Faster AC charging for certain PHEV models.
- Innovative Seal & Drive Tire Kit debuts on 5 Series models.

**Woodcliff Lake, NJ – April 8, 2025...** In spring 2025, BMW will enhance its model range with several exciting updates. These include improved efficiency in electric drivetrains, quicker charging capabilities for plug-in hybrids, the introduction of an additional 2 Series Gran Coupe model, and a variety of new features, options, paint colors, and interior trims. These enhancements will make the BMW lineup even more appealing and versatile.

### **New drivetrain efficiencies mean more range for i5 models**

From March 2025, the BMW i5 eDrive40 and xDrive40 models benefit from a number of technical advances that reduce their energy consumption and, thus, improve their range.

The new ranges are as follows (increase from MY2025):

- i5 eDrive40 (19-in wheels) 310 mi (+ 5%)
- i5 eDrive40 (20-in wheels) 300 mi (+ 8%)

- i5 eDrive40 (21-in wheels) 278 mi (+ 3%)
- i5 xDrive40 (19-in wheels) 278 mi (+ 5%)
- i5 xDrive40 (20-in wheels) 272 mi (+ 4%)
- i5 xDrive40 (21-in wheels) 259 mi (+ 4%)

The improvements are due largely to the use of silicon carbide semiconductor components in the power electronics (SiC inverters), as well as optimized wheel bearings that reduce friction and rolling resistance. The use of SiC inverters ensures high efficiency in the transfer of energy from the high-voltage battery to the electric motor. These components are not only more efficient, but also more powerful and more temperature-resistant than semiconductors made of conventional silicon.

### **Introducing the new 2026 BMW 228 Gran Coupe**

In March, production of the two-wheel-drive BMW 228 Gran Coupe began. Powered by the same 2.0-liter, 241-hp TwinPower Turbo 4-cylinder engine found in the 228 xDrive Gran Coupe, the two-wheel-drive variant will sprint from 0-60 in just 6.1 seconds and deliver impressive fuel efficiency.

With a base MSRP of just \$39,600 (plus \$1,175 destination and handling) the 228 Gran Coupe benefits from all of the enhancements and refinements introduced on the xDrive model last fall, including the standard M Sport exterior design, standard Adaptive M Suspension, BMW Curved Display running BMW Operating System 9, and available systems for automated driving and parking.

Deliveries of the 2026 BMW 228 Gran Coupe are expected to commence in mid-2025.

### **Faster charging for BMW plug-in hybrid models**

A higher AC charging rate will result in significantly reduced charging times for certain BMW plug-in hybrid models. From March production, the 550e xDrive, X5 xDrive50e, and M5 are able to charge at 11 kW, up from the previous 7.4 kW.

### **Innovative Seal & Drive Tire Kit: mobility made easier**

The new Seal & Drive Tire Kit enables customers to continue their journey should a tire puncture occur. The one-piece Seal & Drive Tire Kit includes a magnet and connector pin to secure it to the hub of the affected wheel. A hose then fills the tire with air and sealant using an integrated compressor. Once sufficient pressure is achieved (>20 psi), the journey can continue with the device safely attached to the wheel hub. Drivers can cover a range of up to 120 miles at up to 50 mph.

The Seal & Drive Tire Kit was introduced as standard equipment on all BMW 5 Series models starting with March production.

### **Colors, interior trims, and digital improvements and enhancements**

All BMW 5 Series models can now be ordered with Frozen Portimao Blue metallic paint as well as two new Merino leather interior colors: Dark Violet/Atlas Grey and Taupe/Atlas Grey. The door-mounted switchgear is now finished in high-gloss black.

The new BMW M5 also gains a pair of new interior choices: Dark Violet/Black Merino leather and Taupe/Deep Lagoon Merino leather.

Tanzanite Blue metallic paint is now available on the BMW X6 xDrive40i. And the BMW X7 xDrive40i receives Parking Assistant Professional as standard equipment.

Spring 2025 will also usher in digital enhancements and improvements for several BMW models. The YouTube app will be available for vehicles equipped with BMW Operating System 9 (provided the customer has activated BMW Digital Premium), and owners of those vehicles will also be able to activate a Personal eSIM for improved telephony and to enable a WiFi hotspot. And vehicles running BMW Operating System 8.5 will receive a more intuitive map interface.

Finally, the EPA estimated range for the new 2026 BMW iX xDrive60 is officially 364 miles when equipped with 20-inch Aero wheels on summer tires, 7% higher than projected.

### **BMW Group in the United States**

BMW of North America, LLC was established 50 years ago to support the sales, marketing and distribution of BMW automobiles in the U.S. BMW Motorrad was brought into the fold in 1980.

In 1993 BMW Group Financial Services NA, LLC was founded, and one year later BMW Manufacturing Co., LLC began assembling vehicles in South Carolina. In 2002 and 2003, BMW Group established MINI USA, and Rolls-Royce Motor Cars NA, LLC relaunching two iconic brands and rounding out its product portfolio.

Today, the BMW Group has a nationwide corporate footprint in the U.S. which consists of nearly 30 locations in 12 different states. Beyond the National Sales Company and Financial Services headquarters in Woodcliff Lake, NJ, its manufacturing plant in Spartanburg, South Carolina, and numerous other operational facilities, BMW Group in the U.S. also includes Designworks, a strategic design consultancy in Santa Monica, CA, BMW Group Technology Office USA, a technology research and development center in Silicon Valley, and BMW i Ventures, a venture capital fund, also in Silicon Valley.

BMW Group Plant Spartanburg is the largest single BMW production facility in the world, and the global center of competence for BMW Sports Activity Vehicles including the X3, X4, X5, X6, X7, and XM. The plant assembles more than 1,500 vehicles each day, and up to 450,000 annually. Since 1994, Plant Spartanburg has assembled nearly 7 million BMW vehicles in the U.S.

The BMW Group sales organization in the U.S. is represented through a network of 350 BMW retailers, 144 BMW motorcycle retailers, 105 MINI passenger car dealers, and 38 Rolls-Royce Motor Car dealers. The company's activities provide and support over 120,000 jobs across the U.S. and contribute more than 43.3 billion to the U.S. economy annually.

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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