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Contact: **Jay Hanson**
Jay.Hanson@bmwna.com

Phil Dilanni
phil.dilanni@bmwna.com

Humanity, warmth, precision: BMW HypersonX creates unique soundscape for the Neue Klasse.

- BMW Sound Design Studio develops all-new sound concept for next generation of BMWs.
- BMW Operating System X enables drive sounds tailored precisely to the driving situation at hand in Personal Mode and Sport Mode.
- Immersive spectrum of audio effects augments the holistic user experience of the new BMW iDrive.

Woodcliff Lake, NJ – April 14, 2025...As it pulls back the curtain on a new era in 2025, fuelled by the all-electric Neue Klasse models, BMW is creating a holistic driving and user experience that breaks genuinely new ground. One of the elements of the far-reaching BMW Panoramic iDrive concept is the new HypersonX soundscape. Developed by the BMW Sound Design Studio, it comprises 43 sound signals and special driving sounds for Personal Mode and Sport Mode. The multi-dimensional spectrum adapts the sounds precisely to the driving situation at hand and, in so doing, creates an emotional interaction between the driver and their vehicle.

This new stage in the evolution of the automotive sound experience has been made possible by the technological advances in hardware and software brought by the Neue Klasse. The revolutionary BMW Operating System X and a newly developed control unit pave the way for an innovative audio architecture. This allows the overall experience offered by the Neue Klasse to be perfected at an acoustic level, as well as in terms of vehicle character, driving experience and functional range.

A new dimension in drive sounds: distinctive and precisely honed.

"The unique sound spectrum of HypersonX plays a major role in giving a Neue Klasse model its own, highly distinctive character acoustically. Through our focus on precision, warmth, and lightness, we can create a direct emotional connection between the driver and their vehicle," emphasises Renzo Vitale, Creative Director of Sound Design BMW Group. In both Personal Mode and Sport Mode, the drive sounds focus on the essentials and are inspired by tones from nature and structures from the worlds of art and science. HypersonX has fewer basic notes than the sound experience previously employed. But at the same time, the acoustic spectrum has grown to include a new dimensional level. This gives the sound more "color", depth, and precision, and it embodies more than ever the pleasure of driving for which BMW is renowned.

One of the main elements underpinning this capability is the audio control unit developed for the Neue Klasse, which enables a significant expansion of the dynamic range.

Added to which, the spatial modulation of the drive sound achievable in the Neue Klasse ensures that the vehicle occupants are thoroughly immersed in the soundscape generated by HypersonX. Under acceleration, for example, the vehicle gives the impression of moving between different three-dimensional layers of sound, thus transporting the feeling of speed and BMW-typical driving dynamics authentically into the cabin.

Humanity is a central design element of the welcome sound.

As well as intelligent reduction to the essential elements, the human aspect played an important role in the development of the soundscape for the Neue Klasse. The middle and lower frequency ranges of the BMW HypersonX sound spectrum have been brought to the fore to create a well-balanced acoustic atmosphere. In conjunction with intuitive operation, precisely adjusted light effects, and relaxing interior design, this gives those on board a fine sense of wellbeing.

A choir made up of BMW Design Studio employees brings voice – in their respective native languages – to moments of driving joy, infusing the welcome sound with an essence of empathy. Carefully isolated elements of these recordings enhance the overall composition of

the welcome sound to excellent effect and treat the driver to moments of joy and human warmth.

BMW HypersonX gives the sounds for the Neue Klasse an expressive and distinctive, but also understated and sensitive feel. To this end, more than nine million sound instances based on BMW's sound DNA were generated using a new algorithm. At the BMW Sound Design Studio, these were then filtered into a brand-typical essence that in turn generates a cohesive and multi-dimensional acoustic experience. The result is a sound that creates an emotional connection between human and vehicle in all driving situations and brings a positive, pleasant, and inviting aura to the acoustic presence of the Neue Klasse.

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 and motorcycles in the U.S. 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, 147 BMW motorcycle retailers, 104 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 online at www.bmwusanews.com , www.miniusanews.com, and at www.press.bmwna.com

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