



For Release: **Embargo: Friday, September 5, 2025, at 5:15 AM ET / 2:15 AM PT**

**Contact: Jay Hanson**  
BMW Product & Technology Spokesperson  
[Jay.Hanson@bmwna.com](mailto:Jay.Hanson@bmwna.com)

**Alexander Schmuck**  
Manager, BMW Group Product Communications US  
[Alexander.Schmuck@bmwna.com](mailto:Alexander.Schmuck@bmwna.com)

### **The All-New BMW iX3.**

- Dawn of a new era: the first Neue Klasse model heralds the future of BMW design and tech.
- Gen6 eDrive technology with cylindrical-cell high voltage battery and new electric motors.
- 800V architecture, 400 kW peak charging adds ~175 miles of range in just 10 minutes.
- Four superbrains provide world class handling and intelligent, symbiotic driver support.
- BMW iX3 50 xDrive to start around \$60,000, offer up to an estimated 400 miles of range.
- US production begins at BMW Group Plant Debrecen in Q1 2026, US deliveries mid-2026.

**Woodcliff Lake, NJ – September 5, 2025...**BMW presents the first series-production Neue Klasse model. The BMW iX3 is a fully electric Sports Activity Vehicle (SAV) that gives customers their first on-the-road taste of a whole new era of The Ultimate Driving Machine. An all-new design language gives the iX3 a character-rich appearance that faithfully conveys the technological progress made by the new model. With sixth-generation BMW eDrive technology, a range of up to 400 miles (estimated range of up to 400 miles according to preliminary BMW AG tests based on the EPA's test procedure standards) and a peak charging rate of 400 kW, the new BMW iX3 sets new standards for efficiency and long-distance capability. A new electronics and software architecture including four "superbrain" high-performance computers makes the first Neue Klasse model more intelligent and better equipped for the future than ever. The "Heart of Joy" drivetrain and driving dynamics management technology enables unmatched poise, assurance, and precision, while the latest systems for automated driving optimize symbiotic human-vehicle interaction.

A defining element of the digital user experience in the new BMW iX3 is the BMW Panoramic iDrive, which elevates intuitive operation and the driver focus to a new level. And an all-encompassing sustainability concept reduces the iX3's product carbon footprint over its lifecycle by more than 30% compared to previous electric BMW models.

The first Neue Klasse model will be built at the newly constructed BMW Group plant in Debrecen, Hungary. The first variant of the fully electric SAV to roll off the production line will be the BMW iX3 50 xDrive with an output of 463 hp and dual-motor all-wheel drive. Further fully electric variants will follow, including a single-motor rear-wheel drive model. The market launch of the new BMW iX3 will commence in the US in the summer of 2026.

The new BMW iX3 represents a leap forward in development and a milestone in the transformation process when it comes to electrification, digitalization, and circularity. Spearheading the arrival of the Neue Klasse, the iX3 offers customers the latest design and technology innovations, which will shape the brand's entire model range moving forward. The technologies introduced in the Neue Klasse will be incorporated into nearly 40 new models and model updates between now and 2027.

"The Neue Klasse is our biggest future-focused project and marks a huge leap forward in terms of technologies, driving experience, and design," says Oliver Zipse, Chairman of the Board of Management of BMW AG. "Practically everything about it is new, yet it is also more BMW than ever. Our whole product range will benefit from the innovations brought by the Neue Klasse – whichever drive system technology is employed. What started as a bold vision has now become reality: the BMW iX3 is the first Neue Klasse model to go into series production, kicking off a new era for BMW."

### **Launch of the new design language: reduced, characterful, and timeless.**

The new BMW iX3 will launch the new BMW design language, which will expand across the whole of BMW's range as new models and variants are introduced. This new use of forms provides a very modern interpretation of BMW's original and enduring blueprint. For this reason, comprehensive design protection has been registered for the new BMW design language used in the new BMW iX3.

"The design of the Neue Klasse provides a very modern interpretation of what BMW has

always stood for,” says Adrian van Hooydonk, Head of BMW Group Design. “With our new design language, the new BMW iX3 looks future-focused, modern, and timeless – but, above all, more BMW than ever.”

At 188.3 inches long, 74.6 inches wide, and 64.4 inches tall, the new BMW iX3 has the hallmark proportions of a BMW SAV. The characteristic two-box design is infused with the authoritative presence of a BMW X model and has a reduced surface treatment that emphasizes all four wheels. Created squarely and exclusively for electric vehicles, the vehicle architecture enables an extremely favorable ratio of exterior size to interior space. The BMW iX3 has a 114.1-inch wheelbase and track widths of 64.1 inches at the front axle and 64.3 inches at the rear.

### **The front end: new interpretation of the classic four-eyed face.**

The upright front end gives the new BMW iX3 a commanding presence. Large air intakes and a black band in the lower section of the front apron accentuate the robust sportiness of this BMW X model. Added to which, the reduced surface treatment allows the distinctive BMW kidneys and twin headlights to take center stage. An all-new horizontal light signature takes the place of chrome trim elements, lending the front end a sense of quality and sophistication. The redesigned BMW roundel is embedded above the kidneys in the “valley” of the hood.

Evocative of iconic Neue Klasse vehicles of the 60s and 70s such as the 1600 and 2002, the sculpted BMW kidneys are vertically arranged. Embedding the kidneys into the surface of the front apron emphasizes their contours further still. There is also a new take on the signature BMW four-eyed face created by the headlights. Here, vertical, slightly outward-slanting daytime driving light elements with indicator functions produce the unwavering gaze on the road familiar from BMW’s past. Additional horizontal light surfaces, which create a distinct sense of depth and extend up to the BMW kidneys, add the finishing touches to the new light signature. Together with the optional illuminated BMW kidneys, they bring a unique lighting effect to the front of the new BMW iX3.

### **Side view combines powerful stature with lightness.**

In the vehicle’s flanks, generously proportioned surfaces accentuated by a small number of precise lines create a character-rich appearance. The design appears as if cut from a single mold thanks to flowing transitions into the front and rear ends. The muscular stature of the new

BMW iX3 is underscored by fully body-color wheel arches subtly rectangular contours. In contrast, the glazed areas in the upper section of the vehicle body exude an elegant sense of lightness. The slim side windows and slightly downward-sloping roofline optimize aerodynamics. Hidden seals allow the vehicle body to transition directly into the glass surfaces, producing a harmonious side view. A character line positioned low down in the flanks emphasizes the height of the iX3 and suggests a dynamically stretched profile. The door handles are integrated flush into the doors and extend automatically when the standard BMW Digital Key approaches.

The 20-inch alloy wheels fitted as standard underscore the SAV's powerful appearance. Painstaking aerodynamic optimization enables a drag coefficient ( $C_d$ ) of 0.24.

### **Rear end with athletic shoulders and a new light signature.**

The clear design language, focusing on the essentials, continues at the rear of the new BMW iX3. As at the front, the dominant theme in the upper section of the rear is large surfaces detailed by a small number of lines, creating a technical, modern aesthetic. The lower section of the rear apron, meanwhile, generates greater visual impact, with the robust yet sporting character of the new BMW iX3 underscored by a black band and a diffuser element. When viewed from the rear, the eye is drawn to the athletic shoulders of the body and the heavily tapered – and therefore aerodynamic – greenhouse. The visual emphasis of the wheel arches accentuates the iX3's width and robust stance on the road. This effect is enhanced by the expansive, horizontally arranged rear lights. The BMW iX3 also has a new light signature at the rear. Its light sources are split through several levels and develop a vivid sense of depth. The individual light sources of the rear lights on the new iX3 are arranged in the familiar BMW "L" shape.

The standard roof spoiler further raises the visual dynamism of the new BMW iX3. Echoing the "valley" in the front hood, the spoiler has a central recess that continues into the space between the rear lights, where it creates a perfect stage for the updated BMW logo.

### **Interior design: modern space has a BMW-typical driver focus and offers exceptional comfort for all passengers.**

The design of the BMW iX3 interior sets new standards in terms of modernity and digital experience. The interior has an uncluttered, reduced design, providing the ideal stage for the

digital experience. The cabin is all about a clear driver focus and comfort for all those on board. Created specifically for electric vehicles, the vehicle architecture allows for generous levels of space in all five seats. The lines of the “floating” instrument panel flow directly into the large door trim panels, creating an enveloping wrap-around effect for the passengers. With its textile surface, the instrument panel – with atmospheric backlighting – contributes to the warm and inviting atmosphere inside. Large window surfaces and the optional Panoramic moonroof with climate comfort glazing create an ambience bathed in light.

Another prominent influence in the horizontally arranged cockpit is the new BMW Panoramic iDrive, which is based on the likewise newly developed BMW Operating System X. It brings together displays, geometry, and light and sound design into a holistic experience, customizable via My Modes. Also contributing to the prevailing atmosphere are the new driving sounds, sound effects, and sound signals of the BMW HypersonX soundscape created specifically for the Neue Klasse.

### **Newly designed seats in a choice of interior colors and materials.**

The newly designed seats in the new BMW iX3 offer high levels of comfort over long distances, firm lateral support, and a wide range of adjustment. Thick seat cushions extending downward and the absence, to a large extent, of plastic trim give the seats an elegant appearance. With their distinctive contours, the head restraints also contribute to the progressive style of the interior design.

As standard, the seats are upholstered in perforated Veganza in Black Bicolor, Digital White Bicolor, or Castanea Bicolor. Optionally, customers may select Black in a combination of M PerformTex and Veganza or BMW Individual Merino Leather, also in Black.

In the front section of the center console is a storage space with a wireless device charging pad, two USB-C ports, and two cup holders separated by an illuminated triangular trim element. Behind it are the gear selector, a roller switch for adjusting the audio system volume, and the physical buttons for the parking brake, rear window heating, windscreen defrosting, and hazard warning lights. Below the center console, a storage space with indirect illumination offers additional room for stowing items.

The luggage compartment of the new BMW iX3 measures 30.4 cu ft, which can be expanded to 65 cu ft by folding down the rear seats as required. An additional 2 cu ft storage

compartment under the front hood is available for smaller items. Customers needing additional capacity can specify the optional trailer hitch with a towing capacity of up to 4,400 lbs.

**BMW Panoramic iDrive. Four elements with a single goal: complete driver focus.**

The BMW iX3 is the first series-production model in which BMW Panoramic iDrive redefines the user experience. With its neatly judged balance between digital functions and physical elements, BMW Panoramic iDrive elevates intuitive operation – according to BMW’s “hands on the wheel, eyes on the road” principle – to a new level of driver focus. The entire system – consisting of the BMW Panoramic Vision, the multifunction steering wheel, the Central Display, and the optional BMW 3D Head-Up Display – is born out of decades of experience and a user-centric design approach. Individual customer feedback, data from over 10 million connected vehicles, and usability studies with more than 3,000 customers were all incorporated into the development process. Physical controls are on hand for the windscreen wipers, turn signal indicators, exterior mirrors, volume control, gear selector, parking brake, hazard warning lights, rear window heating, and defrost function. Other functions have been optimized for use by touch and voice command or via the multifunction steering wheel.

The BMW Panoramic Vision is a newly developed display concept from BMW for projecting content directly onto the lower section of the windscreen, where information appears on a black printed surface stretching from A-pillar to A-pillar. The information is visible to all occupants and promises a new dimension in driver focus.

The most important driving information is projected directly into the driver’s line of sight on the left-hand side of the BMW Panoramic Vision, above the steering wheel. The driver is able to personalize content in the central and right-hand areas of the BMW Panoramic Vision via the Central Display. The way the BMW Panoramic Vision is integrated creates a 3D effect for the driver and passengers.

The new optional BMW 3D Head-Up Display positioned above the BMW Panoramic Vision now shows integrated navigation and automated driving graphics in the driver’s immediate field of vision. The content in the BMW Panoramic Vision and BMW 3D Head-Up Display is presented in a neatly coordinated way.

BMW has filed several patent applications resulting from the development of the projection technologies used in the two displays, underlining just how much innovation has gone into

them.

The 17.9-inch Central Display with matrix backlight technology features a further improved version of the familiar QuickSelect menu structure to enable optimum operation of functions and content by touch. The Central Display's home screen continuously shows the BMW Maps navigation system's map view or other individually configurable content. Also to be found on this level are vertically arranged widgets on the driver's side, which the user can switch between by swiping. The QuickSelect feature allows important functions to be accessed directly without having to enter a submenu. Swiping a widget horizontally then displays additional related information and settings options. Operation is highly ergonomic thanks to the Central Display's shape and positioning in close proximity to the steering wheel. Users can return to the home screen from any of the submenus with a tap of the finger on the home icon at the lower edge of the Central Display. Quick access icons for music, navigation, phone calls, the All Apps menu, and the vehicle settings menu are also located here. There is also menu on the Central Display containing widgets that can be moved to the BMW Panoramic Vision by drag and drop. Up to six widgets can be configured in this way.

The new multifunction steering wheel employs BMW's shy-tech approach, meaning available functions are indicated by illuminating the corresponding buttons. It thereby serves as the primary physical control point, whose buttons provide active haptic feedback. The buttons' finely designed, relief-like surfaces provide optimum orientation and enable the driver to control functions manually without needing to take their eyes off the road. The buttons have been arranged in accordance with the customary principle of placing driving assistance functions on the left side of the steering wheel and functions for controlling infotainment and communications features on the right.

### **BMW Intelligent Personal Assistant with major improvements for natural interaction.**

The BMW Intelligent Personal Assistant plays a key role in the BMW iX3 operating concept, serving as an adaptive assistant that turns the iX3 into an intelligent digital companion. Besides the addition of two new voices, its appearance has also been completely redesigned for the BMW Panoramic Vision. The assistant can be summoned in the usual way with the prompt "Hey BMW" or the push of a button on the steering wheel's right-hand control panel. The Intelligent Personal Assistant is positioned in the center of the BMW Panoramic Vision by default following initial setup. It is able to react appropriately to the specific context with a range

of engaging, lively animations. Following prolonged periods of inactivity, the assistant recedes into the background on a visual level by transforming into the BMW logo. The assistant can control the windows, air conditioning, seating comfort, phone calls, in-car entertainment, and more. It can also be used to call up many function menus or operate certain apps.

If the driver so chooses, the BMW Intelligent Personal Assistant is also able to offer proactive suggestions based on usage patterns and other factors. BMW Operating System X further expands this intelligent capability by taking far more contexts into account, e.g. from the environmental situation. In the case of driver assistance systems that are fitted but seldom used, for instance, the BMW Intelligent Personal Assistant will point them out to the driver in suitable situations. If the vehicle is being driven in a sporty manner on entertaining stretches of road, the assistant will propose activating My Mode Sport. And if the driver misses a call, the assistant will suggest returning the call in the widget on the Central Display. If the driver doesn't react to the proactive prompts repeatedly or if individual suggestions are frequently rejected, the intelligent system will take note of this and refrain from making suggestions in future.

The Routines function further expands the ways in which the BMW Intelligent Personal Assistant can help the driver. In the same way people have their daily morning routine of, say, first switching on the coffee maker then scrolling through the day's news, drivers are now able to easily teach the assistant routines for the ultimate in personal driving pleasure. If the steering wheel heating, seat heating, and defrost function are all switched on at the start of every journey in winter, for instance, these same actions can be simply combined into a routine. Additional functions will be provided to customers in future via software updates in order to keep improving and expanding the capabilities of the BMW Intelligent Personal Assistant.

Underpinning BMW Panoramic iDrive is the newly developed BMW Operating System X, which offers extensive scope for personalization via the BMW ID, intelligent driver assistance, a wide variety of digital functions, extensive connectivity using the My BMW App, and outstanding future-proofing thanks to BMW Software Updates.

### **Sixth-generation BMW eDrive technology: higher efficiency, more range, faster charging.**

The sixth-generation BMW eDrive technology developed for the Neue Klasse comprises highly efficient electric motors, fundamentally new high-voltage batteries with cylindrical cells, and 800V technology. The BMW iX3 50 xDrive is powered by two electric motors which generate a



combined output of 463 hp and 476 lb-ft of torque, enabling a trip from 0-60 mph in an estimated 4.7 seconds and a top speed of 130 mph. Its electric all-wheel-drive configuration consists of an extensively upgraded and highly efficient Electrically Excited Synchronous Motor (EESM) at the rear axle and a new Asynchronous Motor (ASM) at the front. The combination of EESM and ASM is evidence of BMW's commitment to technological openness within electric mobility. The drive technology developed for the Neue Klasse reduces energy losses by 40% compared to fifth-generation BMW eDrive technology, weight by 10%, and manufacturing costs by 20%.

In the Electrically Excited Synchronous Motor (EESM) at the rear axle, the rotor's magnetic field is generated by an excitation current from an external source rather than permanent magnets. As with the Gen5 version, this synchronous motor features a compact housing incorporating the electric drive unit, power electronics and transmission. Unlike the Gen5 drivetrain, Gen6 employs a second electric motor technology in the form of an Asynchronous Motor (ASM). The ASM at the front axle works on the principle of induction, so neither permanent magnets nor an external excitation current are required.

The new high-voltage battery concept with lithium-ion cylindrical cells for the Neue Klasse also achieves significant advances. The energy density on a cell level is 20% higher than with fifth-generation BMW eDrive technology, and also enables a 30% increase in charging speed. The cylindrical cells are integrated directly into the high-voltage battery ("cell to pack"), which benefits energy density and cost efficiency. Added to which, the high-voltage battery is integrated into the vehicle architecture as a structural component to minimize weight ("pack to open body"). The high-voltage battery in the BMW iX3 50 xDrive enables a range of up to 400 miles (estimated range of up to 400 miles according to preliminary BMW AG tests based on the EPA's test procedure standards).

### **BMW Charging: short charging times, premiere of bi-directional charging.**

The advances brought by sixth-generation BMW eDrive technology also have a significant influence on the charging experience. A maximum charging rate of 400 kW enables customers to add an estimated 175 miles of range in just 10 minutes at an 800V DC charging station. The high-voltage battery can be charged from 10 to 80% capacity in just 21 minutes. Thanks to the battery management tech with integrated switching matrix developed completely in-house by BMW, the new iX3 can also be charged from 400V DC stations. Upgrades to the battery preparation also help to shorten charging times. At home, the new BMW iX3 50 xDrive can

charge at up to 15.4 kW via the standard AC Charging Professional, or up to 19.2 kW DC when connected the available BMW Wallbox Professional (timing of availability of the BMW Wallbox Professional to be announced closer to US market launch).

Extensive bi-directional charging functions are also included with every new BMW iX3, meaning that it can be used as an energy source for a variety of applications. The Vehicle-to-Load (V2L) function turns the new BMW iX3 into a mobile powerbank, which can supply electric devices with power while on the move. Vehicle-to-Home (V2H) allows the iX3 to function as a storage unit for solar energy generated by home-fitted photovoltaic systems. And customers can also connect their iX3 to the energy market via the Vehicle-to-Grid (V2G).

The selection of standard-fitted and optional charging accessories has been significantly expanded. For flexible charging during a journey, customers can make use of the standard Multifunction Charger, which comes with several adapters for charging and discharging the high-voltage battery. And BMW Charging offers the option of cost-optimized/solar-power-optimized home charging.

In order to give owners the best possible charging experience, the new BMW iX3 will be fitted as standard with an NACS (North American Charging Standard) compatible charging port. This will provide iX3 owners access to the vast Supercharger network, while a standard CCS (Combined Charging System) adapter will preserve access to other providers from coast to coast, thus ensuring that iX3 owners are never far from a provider no matter where the journey is taking them.

Emblematic of the charging experience in this new vehicle generation is the intelligent charging flap of the new BMW iX3, which uses artificial intelligence (AI) to detect the customer's intention to connect to a charger and then automatically opens or closes. And sixth-generation BMW eDrive technology makes it possible to view the current charging speed and curve in the My BMW App. Up to ten individual charging contracts from various suppliers can be shown digitally inside the new BMW iX3, enabling use of the Plug & Charge Multi Contract function.

### **Highly intelligent control center on the high-voltage battery: the Energy Master.**

The Energy Master is the control center for the Gen6 electric drivetrain. It is positioned on top of the high-voltage battery and supplies power to the electric motors and the electrical system. It acts as the interface for the high- and low-voltage power supply as well as for data from the

high-voltage battery.

In addition, it ensures the battery operates safely and intelligently. Both the hardware and software for the Energy Master were developed in-house at BMW. In-house development of the Energy Master means that innovations can be implemented extremely quickly, which is a major advantage for customers.

### **New electronics architecture with four “superbrains”.**

The completely newly developed electronics architecture comprises a total of four high-performance computers known as “superbrains”. They pool their processing power for driving dynamics, automated driving, infotainment, and basic and comfort-enhancing functions. They also provide the basis for a new software architecture that enables separate development of vehicle and software and creates the foundation for the next-generation Software-Defined Vehicle (SDV). It will be rolled out across the whole of the BMW range in due course, allowing all models to benefit from the same state-of-the-art cyber security and enhanced over-the-air updates complete with tangible AI features.

The new digital nervous system consists of a wiring harness divided into four zones. This reduces weight by 30% compared to the technology used previously and eliminates nearly 2,000 feet of wiring. Another new feature are digital “smart eFuses”, which replace conventional safety fuses. They enable intelligent power modes for different vehicle states that help to improve the iX3’s overall efficiency.

With its four superbrains and highly connected software platforms, the BMW iX3 is a true software-defined vehicle and exceptionally well equipped for the future. Added to which, the new electronics architecture forms the basis for multifaceted improvements in the networking of the BMW iX3 with the My BMW App. This new level of quality when it comes to integration delivers new experiences and holds considerable potential for future innovations.

### **Heart of Joy: Sheer Driving Pleasure reaches a new level.**

One of four superbrains in the electronics architecture of the Neue Klasse, the Heart of Joy looks after drivetrain and driving dynamics management. This high-performance control unit is responsible for the drivetrain, brakes, energy recuperation, and steering functions, and processes information up to ten times faster than conventional control units. In this way, the

potential of electric mobility in terms of instantaneous power delivery, smooth power transfer, agility, stability, and efficiency is fully realized.

Together with the BMW Dynamic Performance Control software stack developed fully in-house, the Heart of Joy calculates all the driving dynamics parameters with a new level of speed and precision. The driver and passengers in the new BMW iX3 experience a uniquely harmonious and BMW-typical driving sensation whatever the situation. Every movement of the accelerator, brake pedal, and steering is executed directly and with assurance and precision. Supreme traction and – thanks to the unique Soft Stop function – the smoothest stopping process ever achieved by a BMW are among its other attributes. In addition, the efficiency of the new BMW iX3 is optimized by the integrated management of drivetrain, braking system, and energy recuperation. In everyday driving, 98% of braking maneuvers are carried out using recuperation only, without application of the friction brakes. The only occasions these are called upon are under emergency braking and during extremely sporty driving.

The BMW iX3 can be guided through corners with exceptional accuracy. The Heart of Joy ensures fewer control inputs are required, and the iX3 holds a more precise and stable line. In this way, the BMW iX3 develops consistent, repeatable cornering behavior and can be steered more smoothly and intuitively.

### **“Superbrain of automated driving” for the driver assistance systems with new-generation technology.**

Another high-performance computer brings together all the automated driving and parking functions in the BMW iX3. The central, water-cooled, high-performance computer pools all the functions of the new automated driving systems with 20 times greater processing power than conventional control units. The shy-tech illumination in the newly designed steering wheel signals when functions are available and activates them at the touch of a button: smart, symbiotic and safe.

Active Driving Assistant Plus is fitted as standard in the new BMW iX3. This package of advanced driver assistance systems combines useful functions including Forward Collision Mitigation with Daytime Pedestrian Protection, Active Blind Spot Detection, and Exit Warning. It also includes Adaptive Cruise Control with Stop&Go as well as Steering and Lane Keeping Assistant, which applies corrective steering to help the driver stay centered in the lane even at highway speeds.

Highway Assistant, part of the optional Driving Assistance Professional package, allows the driver to take their hands off the steering wheel for long periods at speeds of up to 85 mph on suitable limited-access highways when weather and traffic conditions permit. However, they must still remain alert and ready to intervene if necessary. Highway Assistant has been enhanced with the addition of Active Lane Change with Eye Activation. If Highway Assistant is engaged and the iX3 approaches slower moving traffic, it can recommend a lane change. To accept the recommendation, the driver need only glance into the appropriate outside rear view mirror. The iX3 will signal and execute the lane change when it is safe to do so.

With the optional Parking Assistant Plus, the BMW iX3 can park itself – parallel or perpendicular – at the touch of a button. The AI-supported parking space recognition function searches for parking spaces of sufficient length and width while driving past. The parking space search function is active at speeds below 22 mph. The driver presses the park button to initiate the automated parking process, which they then only have to monitor. Park Assist also helps the driver exit from spaces, observing the road situation and alerting the driver to approaching vehicles and pedestrians.

### **BMW Symbiotic Drive provides seamless support.**

The BMW iX3 uses its Symbiotic Drive capability combined with driver assistance to create a completely new driving experience. Whenever the driver wants to accelerate, brake, or steer, their inputs merge seamlessly and intuitively with AI-enabled software. This symbiotic driver assistance creates a seamless transition between support for the driver and driver control.

As well as featuring symbiotic steering, the BMW iX3 is also the world's first model with symbiotic brakes. When this functionality active, the driver is able to apply light steering and braking inputs to adjust the system's actions as desired at any time, without disengaging the driving assistant as a result. Instead, the function continues to assist the driver. The new approach is demonstrated in how the Lane Departure Warning works: if the system detects that the driver intends to change lane based on their eye movement, it won't intervene and take corrective action.

The innovative power of the symbiotic brakes is underscored by the more than two dozen patent applications submitted by BMW resulting from the development of these technologies.

**Comfort, everyday usability, lightness. Proven chassis technologies, optimized for electric vehicles.**

For the first Neue Klasse model, BMW has focused on everyday usability and driving comfort over long journeys as well as shorter trips, combined with a striking degree of lightness. To this end, the BMW iX3 employs proven chassis technologies that bring confidence-inspiring dynamics to the new battery-electric vehicle (BEV) architecture. In everyday use, the sense of connection that creates the feeling of being in a much smaller vehicle makes a compelling impression. In the stop-start conditions of commuter traffic, the BMW iX3 maintains its composed and relaxed demeanor from drive-away to standstill, balancing dynamic flair and comfort with a mastery never before experienced in this class.

The new, slim construction of the high-voltage battery enables a low center of gravity with low roll center height and almost even weight distribution (48.6% front, 51.4% rear). Wide front and rear tracks and a generously long wheelbase improve directional stability and traction. The double-joint spring strut front axle with torque arm and anti-roll bar in the BMW iX3 has its steering gear located ahead of the axle. The kinematics of the front axle were developed with an increased caster offset and firmer rubber mounts to give drivers better steering feel and achieve more precise vehicle response. At the back, a new type of five-link rear axle with separate arrangement of springs and dampers creates space for a larger luggage compartment.

**Equipment and individualization to enhance driving pleasure, comfort and versatility.**

The new BMW iX3 will be available from launch with an array of solid and metallic paint finishes including two exclusive colors; Polarized Grey metallic and Ocean Wave Blue metallic.

As an alternative to the 20-inch alloy wheels fitted as standard, customers can also browse an exclusive selection of new alloy wheel designs (20-, 21- and 22-inch) available as options. The range also includes BMW M and BMW Individual alloy wheels, some in aerodynamically and weight-optimized Air Performance specification.

Standard specification for the new BMW iX3 50 xDrive includes dual-zone automatic climate control, Comfort Access keyless entry with BMW Digital Key Plus, automatic tailgate operation, an alarm system, and wireless device charging. Among the other highlights of the optional

equipment offering are three-zone automatic climate control, illuminated BMW kidneys, the Harman Kardon HiFi system with 13 speakers, steering wheel heating, and a large Panoramic moonroof, whose climate comfort glazing has unique solar energy filtering and 100% UV protection.

**Available from launch: the M Sport package and M Sport Professional package.**

The new BMW iX3 can be ordered from launch with an optional M Sport package.

Accentuating the SAV's dynamic aura are special exterior design features including a two-section front apron, air-guiding elements near the front wheels, two-tone painted side skirts, a pronounced rear diffuser element, and vertically arranged reflectors in the rear apron.

Also part of the M Sport package are 20-inch M alloy wheels in double-spoke design (21-inch or 22-inch wheels may also be fitted), M Sport brakes with blue-painted brake callipers, and an exterior mirror projection for the welcome and goodbye sequence that displays the M logo. Accentuating the iX3's sporting character inside are a Sport steering wheel, M pedals, an M-specific trim element between the cup holders, black seat surfaces in Veganza/M PerformTex, the instrument panel covered in a combination of black M PerformTex and anthracite-colored textile, and M-specific content in the Central Display and BMW Panoramic Vision.

The M Sport Professional package enhances the M Sport package with features including illuminated BMW kidneys with a black surround, black exterior mirror caps, and a diffuser element at the rear, also in black, and red brake callipers. Inside, an M Sport steering wheel adds to the engaging driving pleasure offered by the new BMW iX3. Further color and equipment details will be made available closer to the US market launch.

**Elevating the digital experience to a whole new level – in the BMW iX3 and beyond.**

The BMW iX3 spearheads a new era for the digital user experience, both in the vehicle and when using the My BMW App. Thanks to the all-new electronics and software architecture featuring four high-performance computers, customers will notice the superior intelligence of the BMW iX3 in everyday situations, too. For example, the interior lighting is automatically switched on when the driver reaches for an object on the front passenger seat, the charging flap opens when approaching it to insert the charging cable, and the My BMW App alerts the customer if the interior sensors detect movements in the vehicle when it is locked. The new electronics and software architecture in the BMW iX3 is already primed for the numerous

additional intelligent features that customers are set to benefit from in future thanks to over-the-air software updates.

**An engaging experience from start to finish: the BMW iX3 welcomes the driver and says goodbye with a customizable lighting and sound sequence.**

BMW Digital Key Plus is set to be the preferred form of vehicle access for the BMW iX3. This means that smartphones and smartwatches from all leading manufacturers (Apple, Samsung, Google, etc.) can be easily set up to work as a vehicle key. Ultra-wideband (UWB) and Bluetooth technology are used to enable smartphone and vehicle to communicate with one another at close range. The UWB technology allows the user's location to be pinpointed extremely precisely while also ensuring the highest possible vehicle access security. Featuring visual and acoustic effects to accompany the driver as they move from the outside of the BMW iX3 to its interior, the welcome sequence begins while they are approaching the car with the BMW Digital Key Plus. The BMW logo is projected on the ground and the door handles extend automatically just before the driver reaches the car. The iX3 unlocks when they grasp the door handle. While the driver is still settling into their seat, they are welcomed by an animation encompassing the BMW Panoramic Vision and the Central Display that builds harmoniously from the driver's side to the front passenger side. From approaching the car to driving away in it, the smartphone can simply be left in the driver's pocket the entire time, with just a press of the brake pedal needed to start the BMW iX3. The BMW Digital Key Plus continues to enrich the seamless digital experience in the BMW iX3 when the journey reaches its end, too. As soon as the driver leaves the vehicle, a lighting sequence provides visual confirmation that the BMW iX3 has been locked automatically.

The BMW Digital Key Plus has further benefits to offer in addition to highly convenient vehicle access. Customers are able to share the digital key with others easily and securely using a messaging app, while setting individual roles and rights at the same time. It also enables the use of additional functions via the smartphone wallet, such as remote operation of the tailgate or, in conjunction with the optional Parking Assistant Professional, Remote Control Parking with the My BMW App.

**BMW Operating System X: intelligent and future-proof with great scope for personalization.**

The BMW ID opens the door to the personalized driving experience with BMW Operating



System X. Up to seven different users can sign in to the new BMW iX3 with their BMW ID, allowing them to enjoy every drive to the fullest with their individual settings. The personalization process begins in the vehicle with initial registration, which is done by scanning a QR code in the Central Display with a smartphone. The personal BMW ID is then added to the car and the user is guided through the main steps of initial setup, which can also be started prior to vehicle handover via the My BMW App if desired. At the same time, the vehicle is automatically stored in the My BMW App with the corresponding profile. All personal vehicle settings, such as the configuration of the BMW Panoramic Vision, media favorites, recent destinations, seat settings with entry and exit configuration, and much more, are now automatically available for every journey provided the profile has been linked to a BMW Digital Key or physical key. Before setting off, a message greeting the customer by name – together with their personal profile picture if desired – will automatically appear in the Central Display.

**Stay informed, entertained, or productive: stream a movie, play a video game, or make a video call.**

BMW Operating System X offers BMW iX3 customers more in-car entertainment options than ever before. They can opt for the convenience of using the extensive app, video, and gaming portfolio with the unlimited data included with the optional BMW Digital Premium package. Alternatively, customers can provide their own connectivity by using their smartphone as a mobile hotspot or logging in to a Wi-Fi network. The BMW iX3 provides access to the Video app (powered by TiVo™). This allows video streaming on the Central Display when the vehicle is stationary and offers an ever-expanding range of content, such as news and live/on-demand streaming platforms. The latest addition to the Video app and App Store offering for the new BMW iX3 is the Disney+ streaming service, while YouTube is also available. By signing in with existing accounts, customers can pick up movies or series in their parked car from the exact point they left off at home. The choice of video streaming platforms will keep evolving. BMW Originals is an integral part of the Video app that additionally offers BMW customers streaming of selected concerts and sports events, such as the Ryder Cup, the BMW Open, or BMW Classics with the London Symphony Orchestra. The Video app will be made available across all BMW ConnectedDrive markets over the course of 2026.

The AirConsole app in BMW Operating System X provides great entertainment for all occupants with games that have been specially adapted for the in-car experience, such as UNO® Car Party!. Hot Wheels: Xtreme Overdrive™ from Mattel is a new highlight in the extensive AirConsole gaming library and is available exclusively to BMW customers. The Hot

Wheels game lets players test their racing skills at the wheel of the BMW Vision Neue Klasse X. With AirConsole, players can use their smartphones as controllers, allowing all passengers to play with or against each other.

Customers can obtain further games and apps for in-car entertainment from the BMW ConnectedDrive Store. Selected games can now also be controlled with the Bluetooth controllers for standard games consoles in the BMW iX3. Today, the BMW ConnectedDrive Store already features a total of over 60 apps worldwide in the categories music & audio, entertainment, gaming, news, and travel & local. For the first time, customers are also able to use the Zoom app for video calls when stationary in the BMW iX3. The video shown in the Central Display stops as soon as the vehicle sets off, but the conversation can be continued seamlessly in audio form.

The portfolio is set to keep growing. In order to download and use the apps, either the connectivity provided by BMW Digital Premium or a connection to a Wi-Fi network or mobile smartphone hotspot is required.

### **A personalized ambience: My Modes offer new scope for customization.**

The adjustment options offered by the My Modes have been expanded, enabling BMW iX3 drivers to customize driving characteristics. My Mode Personal now lets the driver adjust responsiveness and steering feel as they please. There is also a variety of options for tailoring the user interface design to suit personal preferences in Personal mode. Six inspirational background images from BMW Design will be available for this purpose at launch. Customers will also be able to set their own pictures as the background image for the Central Display using the My BMW App. The appearance of the user interface design colors across all displays automatically adjusts to the selected image. Alternatively, a range of individual shades is available for the user interface design and ambient lighting.

Drivers can choose from the My Modes Sport, Efficient and Silent in addition to the customized Personal mode. Sport mode is focused on delivering a more performance-oriented driving experience, while Silent mode is all about digital reduction and simply enjoying a quiet journey. The vehicle settings in Efficient mode, meanwhile, facilitate efficient driving. The Personal, Efficient and Silent My Modes can each be set as the preferred default mode.

### **BMW Maps: intelligent, charging-optimized route planning and comprehensive**

### **navigation experience even in base specification.**

The new BMW Panoramic iDrive turns every journey into an experience when route guidance is activated. Thoughtful coordination of the navigation information shown in the BMW Panoramic Vision, Central Display, and optional BMW 3D Head-Up Display ensures the driver is given the right information at the right time and in the right place. The Curve Ahead View function provides the driver with visual assistance in the BMW 3D Head-Up Display for challenging bends in the road.

In the BMW iX3, the cloud-based BMW Maps navigation system will calculate a charging-optimized route as soon as the destination has been entered if the vehicle's current range is insufficient for the journey's distance. The charging stops are planned so that the selected destination is reached as quickly as possible. The driver can also set a preferred minimum charge level for when the vehicle reaches the final destination or charging stops that can be adjusted in increments of 5%. The system is able to give preference to charging stations operated by selected providers at the driver's request.

If required, even more detailed information can be provided for the charging station stops en route. Current station availability, supported connector types, and payment options are listed, along with the availability of sanitary, catering, or shopping facilities in the vicinity of the respective charging station. The expected duration of the planned charging stop and the resulting cost can also be shown in advance.

The closer the vehicle gets to a scheduled mid-journey stop, the more frequently the availability of the charging point is checked so that an alternative route can be calculated in good time if necessary. The MAX RANGE function that can be used in the BMW iX3 was mainly developed for situations where a charging point on the intended route is unavailable. The function is available in My Mode Efficient and is able to extend range by up to 25% by carefully limiting drive power and top speed and scaling back comfort functions.

If the BMW Maps navigation system's route guidance has planned a mid-journey stop at a DC charging point, the high-voltage battery of the BMW iX3 is automatically pre-conditioned prior to arrival in order to ensure it is charged as efficiently as possible. This preparation of the battery can also be initiated manually.

All the details of each completed charging operation are stored in the BMW backend. In this

way, the actual charging rate achieved can be precisely documented, for example, and preference given to the best charging stations for the charging-optimized route. Live data from charging station operators on out-of-service charging points is also taken into account for route planning.

**BMW Digital Premium: the complete, flexible package of extensive security functions, extended navigation features and unlimited entertainment.**

BMW Operating System X has brought about major enhancements to the BMW Digital Premium offering over the preceding generation. For the first time, the package now includes a Security Assistant, comprising a host of useful functions for giving the customer greater peace of mind. Attempted thefts and parking knocks will trigger push notifications in the My BMW App, for instance. And in the event of an accident, the BMW Drive Recorder instantly makes exterior footage of what happened available in the car, which can then be exported to a mobile phone. The anti-theft and parking collision recorder likewise makes automatic video recordings. The optional Remote Inside and Remote 3D View functions additionally allow customers to take a glance inside their BMW iX3 and check its immediate vicinity using the My BMW App.

The data required for use of the functions is included with BMW Digital Premium, meaning there is no need for customers to provide a data connection by using a smartphone as a hotspot or signing in to a Wi-Fi network. What's more, the 5G-ready vehicle telematics system ensures the best possible streaming speed at all times.

BMW Digital Premium offers customers who equip their BMW iX3 with the M Sport package three further M-specific in-car apps. These provide access to technical vehicle signals and driving dynamics data as well as additional media content. The M Cockpit app allows the customer to create an individually configured dashboard with real-time data, while the M Drag Meter provides a measurement of the vehicle's acceleration. And the M Channel offers motor racing videos along with exclusive insights into the world of BMW M.

**Flexible vehicle specification even after buying: extended choice of BMW ConnectedDrive Upgrades.**

BMW ConnectedDrive Upgrades allow customers to add further digital products and services to their vehicle even after they have bought it. Most BMW ConnectedDrive Upgrades give customers the option of a free trial period. Besides BMW Digital Premium, the range available

for the new BMW iX3 includes the full spectrum of driver assistance systems offered in the local market, from the Parking Assistant Plus to the Highway Assistant. Depending on the particular product, these functions can be booked flexibly as BMW ConnectedDrive Upgrades for the vehicle's lifetime, one year, or one month. They can be obtained from the BMW ConnectedDrive Store either online, in the My BMW App, or directly from the vehicle.

The BMW ConnectedDrive Store has been given a clearer layout for BMW Operating System X. It serves as the main gateway for customers wishing to obtain third-party apps, book BMW ConnectedDrive Upgrades, or manage existing bookings.

### **Improvements to customer experience for over-the-air software updates.**

BMW already has over 60 models on the world's roads that are fully updateable, some 10 million vehicles in all – a benchmark figure for the industry. Customers have successfully performed far in excess of 15 million updates in their BMWs. This vast experience was used to make targeted improvements to the update capability and update process for the new BMW iX3. Executing the updates will also be made even easier. If the Automatic Update option is activated, the BMW iX3 will take care of all steps apart from the final confirmation for installing the update. Even the most extensive updates of the vehicle's software will take no more than 20 minutes. Further information on the current software version and availability of new updates can be found at any time by opening the "My Vehicle" app in the BMW iX3.

### **Personalization from before the word go: new Onboarding Wizard and far greater range of functions in the My BMW App.**

A brand new vehicle with its vast array of digital functions can seem a daunting prospect at first. The Onboarding Wizard in the iX3 has undergone a fundamental overhaul in order to offer customers an optimum user experience right from their first encounter with it. Following initial registration with their BMW ID, it guides the customer through the vehicle's key functions. These include setting up the BMW Digital Key, pairing a smartphone via Bluetooth, and adjusting the BMW Intelligent Personal Assistant. The My BMW App allows customers to start personalizing their BMW iX3 before they have even taken delivery of it. Locations such as "Home" or "Work" can be set, for instance, or a profile photo added.

### **Apple CarPlay and Android Auto smartphone integration.**

Wireless use of Apple CarPlay and Android Auto is also included as standard in the new BMW iX3. Any available metadata for media titles or route guidance that are active in the current mode is shown to the driver in the BMW Panoramic Vision and optional BMW 3D Head-Up Display in an intelligently presented form. The QuickSelect widgets continue to be available in the Central Display's home screen, while the content projected from the smartphone is embedded alongside them so that it fits in with the display's shape. Once linked, the Apple CarPlay / Android Auto icon will be added to the menu bar, allowing the projected content to be displayed in full screen mode.

**Specifications (preliminary – subject to change).**

		<b>iX3 50 xDrive</b>
<b>Body</b>		
Seats	--	5
Number of Doors	--	5
Drive type	--	AWD
Length	in	188.3
Width	in	74.6
Width including mirrors	in	82.4
Height	in	64.4
Wheelbase	in	114.1
Ground clearance	in	6.9
Turning diameter	ft	39.7
Weight distribution front / rear	%	48.6 / 51.4
Cargo capacity (rear)	cu ft	30.4-65.0
Cargo capacity (front)	cu ft	2.0
<b>Drivetrain</b>		
Drive concept		Electric all-wheel-drive, coordinated transmission of the drive torque from two electric motors to the front and rear wheels as required
Electric motors		Sixth-generation BMW eDrive technology: electrically excited synchronous motor at the rear axle, asynchronous motor at the front axle, each sharing a housing with the power electronics and transmission;

		generator function for recuperating energy
Front motor output	hp	165
Front motor torque	lb-ft	188
Rear motor output	hp	322
Rear motor torque	lb-ft	321
Combined output	hp	463
Combined torque	lb-ft	476
<b>Transmission</b>		Single speed with fixed ratio
Gear ratio F / R	:1	8.80 / 9.61
<b>High-voltage battery</b>		Lithium-ion
Voltage	V	698.9
Net usable energy content	kWh	112.2
Charging time, 0-100%	hrs	7.5 (15.4 kW AC)
Charging time, 10-80%	min	21 (400 kW DC)
Maximum charging, DC	kW	400
<b>Driving dynamics and safety</b>		
Suspension, front		Double-joint spring strut axle in lightweight aluminum-steel construction with torque arm and anti-roll bar. Trapezoidal shear panels forming connection between axle subframe, high-voltage battery, and body
Suspension, rear		Five-link axle in lightweight aluminum-steel construction with separately arranged springs and dampers
Brakes, front		Vented disc brakes with single-piston floating calipers
Brakes, rear		Vented disc brakes with single-piston floating calipers
Brake discs, front / rear	in	13.0 / 13.6
<b>Steering</b>		EPS with Servotronic

Turns (lock to lock)		2.8
Wheels, standard, front / rear	in	8.5J x 20
Tires, standard, front / rear		255/45 R20 105W XL
Track, front	in	64.1
Rear, track	in	64.3
Cx	--	0.24
0-60 mph	sec	4.7 (est)
Top speed	mph	130

### **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 over 7 million BMW vehicles in the U.S.



The BMW Group sales organization in the U.S. is represented through a network of 351 BMW retailers, 143 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 online at [www.bmwusanews.com](http://www.bmwusanews.com), [www.miniusa.com](http://www.miniusa.com), and [www.press.bmwna.com](http://www.press.bmwna.com).

# # #