

# BMW Group

## U.S. Press Information

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### **BMW Group to Showcase New BMW iX3 with its Key Innovations at Consumer Electronics Show (CES) 2026.**

- First-time demo of AI-powered BMW Intelligent Personal Assistant with Alexa+ technology.
- Revolutionary user-interaction with BMW Panoramic iDrive.
- Sixth generation BMW eDrive Technology.
- Next level driving dynamics with the Heart of Joy.
- Seamless driver assistance with BMW Symbiotic Drive.
- Ever-evolving Entertainment and App ecosystem in BMW Operating System X.

**Woodcliff Lake, NJ – December 17, 2025...** The new BMW iX3 and its trailblazing innovations will be shown at the CES 2026. Having won multiple innovation- and car-of-the-year awards\* even before hitting the streets, the first vehicle of BMW's Neue Klasse is set to impress the visitors of the most influential technology trade show.

At the BMW booth in the Silver Lot in front of the South Hall at the Las Vegas Convention Center, visitors can experience the BMW Panoramic iDrive with the new AI-powered BMW Intelligent Personal Assistant in the BMW iX3. Through its collaboration with Amazon, BMW becomes the first automaker to integrate Alexa+ technology into its vehicles—a major step forward for in-vehicle conversational AI. With natural dialogue and intelligent capabilities, the system moves beyond simple voice commands to deliver a context-aware, personalized experience that helps drivers stay focused on the road. This new level of voice interaction can also be experienced at Amazon's Devices & Services Exhibit in the Venetian Hotel, Ballrooms G-J.

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The new BMW iX3 represents a leap forward in development that extends well beyond the reaches of a conventional model renewal. The advances made in terms of design and technology create the impression that a complete vehicle generation has been skipped. For the BMW Group, the launch of the new BMW iX3 also represents a milestone in the transformation process when it comes to electrification, digitalization and circularity. Spearheading the arrival of the Neue Klasse, it offers customers the latest design and technological innovations, which will shape the brand's entire model range moving forwards. The technologies of the Neue Klasse will be incorporated into a total of 40 new models and model updates between now and 2027.

In 2023, the BMW i Vision Dee showed a vision of the Neue Klasse becoming a true companion with conversational AI capabilities. With a gigantic dashboard, the new display and operating concept BMW Panoramic iDrive was revealed in a spectacular way at CES 2025. With the new BMW iX3 coming to CES 2026, which embodies these key innovations, the BMW Group delivers on the promises made at previous CES appearances.

**\* References:**

- [Car of the Year from Electrifying.com](#)
- [Time Magazine Best Inventions 2025](#)
- [Top Gear's Car of the Year](#)
- [Beste Innovation 2025 Autobild Goldenes Lenkrad](#)
- [Carwow Auto Innovation Award](#)
- [CAR Magazine: BMW iX3 \(2025\) review: Neue Klasse, new benchmark](#)
- [Auto Express: The New BMW iX3 Is So Good, it Might Just Be The Best Car On Sale](#)
- [The Sun: BMW's new iX3 is a tech-packed electric SUV that rewrites the rulebook — it's cheaper, faster and goes way further](#)

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**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 more than 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 on-line at [www.bmwusnews.com](http://www.bmwusnews.com) [www.miniusanews.com](http://www.miniusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com)

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