

BMW Group

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The BMW iX3 Ushers in Next-Generation Innovations at 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 – January 5, 2026... The new BMW iX3 is in the spotlight at CES 2026. For the first time, the enhanced, AI-powered BMW Intelligent Personal Assistant with Alexa+ technology will be presented to the public. As the debut model for the Neue Klasse, the BMW iX3 showcases groundbreaking innovations that will shape the entire model range of the brand in the future. By 2027, the technologies of the Neue Klasse will be integrated into a total of 40 new models and model updates from BMW.

BMW Intelligent Personal Assistant expanded with Amazon Alexa+.

One year after the world premiere of the new BMW Panoramic iDrive with BMW Operating System X at CES 2025, visitors to this year's CES can experience the revolutionary user-interaction concept firsthand in the BMW iX3. With a balanced combination of digital functions and physical elements, it elevates intuitive operation according to BMW's guiding principle 'Hands on the Wheel, Eyes on the Road' to a new level of driver orientation. Built on the technological foundation of a software-defined vehicle, the customer experience in the BMW iX3 continues to evolve. For the first time, BMW presents the next generation **AI-powered BMW Intelligent Personal Assistant**. BMW is the first manufacturer to expand its voice assistant with the AI assistant Amazon Alexa+. This enables intuitive and intelligent interaction between passengers and the vehicle in a natural dialogue. The interaction includes the operation of vehicle functions as well as access to information and knowledge beyond

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the vehicle. For the first time, passengers can ask multiple questions in a single sentence—covering both your vehicle's features and e.g. general knowledge topics.

The integration of Amazon Alexa+ into the BMW Intelligent Personal Assistant represents a technological leap forward that focuses on added value for the customer. The AI technology used in the BMW Intelligent Personal Assistant is a Large Language Model (LLM), a generative AI that understands language and is capable of formulating its own responses. Starting in the second half of 2026 at the latest, this further development will be gradually rolled out in Germany and the USA across all BMW models equipped with BMW Operating System 9 and X. More detail can be found [here](#).

BMW iX3 transforms waiting time into entertainment: stream a movie, play a video game or make a video call.^[1]

The BMW booth at CES also focuses on the wide range of entertainment options in BMW Operating System X. It offers an extensive selection of apps, videos, and games. In addition to the popular streaming service **Disney+**, customers in the BMW iX3 have access to the **Video App** (powered by TiVo™). This app enables video streaming on the central display when the vehicle is stationary, with a continuously growing selection of content such as news, live, and on-demand streaming. The portfolio of the video streaming platform will continue to evolve.

The **BMW ConnectedDrive Store** will also soon include the **YouTube Music** app for the first time, joining the **more than 85 apps worldwide in categories such as Music & Audio, Entertainment, Gaming, News, Travel & Local**. YouTube Music gives customers access to an extensive catalog with over 300 million tracks, including the official studio recordings, remixes, live performances, and hard-to-find covers. **Zoom** now allows video calls on the iX3's central display for the first time when the vehicle is stationary. As soon as the vehicle starts moving, the video transmission stops, and the conversation seamlessly continues via audio.

In-car gaming via AirConsole, as introduced for the first time with the BMW Operating System 8.5, is also available in the new BMW iX3, featuring world-renowned titles like UNO® Car Party! A new highlight in AirConsole's extensive game library is **Hot Wheels: Xtreme Overdrive™** from Mattel, available exclusively to BMW customers. AirConsole allows users to use their own smartphones as controllers, so all passengers can play together or compete against each other. Additional games and apps for in-car entertainment can be accessed through the BMW

ConnectedDrive Store. Selected games in the BMW iX3 can also be controlled using Bluetooth controllers from conventional gaming consoles.

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 together generate output of 345 kW/469 hp and 645 Nm (475 lb-ft) of torque. It accelerates from 0 to 100 km/h (62 mph) in 4.9 seconds and reaches a top speed of 210 km/h (130 mph). Its electric all-wheel-drive configuration consists of an extensively upgraded electrically excited synchronous motor (EESM) with particularly high levels of efficiency at the rear axle and, at the front axle, a new asynchronous motor (ASM) distinguished by its compact design and high cost efficiency. The combination of EESM and ASM is evidence of the BMW Group's commitment to technological neutrality within electric mobility as well. The drive technology developed for the Neue Klasse reduces energy losses by 40 per cent compared to fifth-generation BMW eDrive technology, weight by 10 per cent and manufacturing costs by 20 per cent.

The new high-voltage battery concept with cylindrical cells for the Neue Klasse also achieves significant advances. The energy density on a cell level is 20 per cent higher than with fifth-generation BMW eDrive technology, and the new concept also paves the way for a 30 per cent 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 minimise weight ("pack to open body"). The high-voltage battery in the BMW iX3 50 xDrive has a usable energy content of 108.7 kWh, enabling a range of up to 805 kilometres (500 miles) in the WLTP cycle.

BMW Charging: short charging times, premiere for bidirectional charging.

The advances brought by sixth-generation BMW eDrive technology have a significant influence on the charging experience, too. A maximum charging rate of 400 kW enables users to fill their new BMW iX3 with enough energy at an 800V direct current (DC) rapid charging station to add up to 372 kilometres (231 miles) ^[2] of range in just ten minutes. The high-voltage battery can charge from 10 to 80 per cent capacity in 21 minutes. Thanks to the battery management tech with integrated

switching matrix developed completely in-house by the BMW Group, the new BMW iX3 can also be charged from 400V DC stations. Upgrades to the battery preparation also help to shorten charging times. The new BMW iX3 50 xDrive can top up on alternating current (AC) at 11 kW as standard or 22 kW^[3] as an option.

Extensive bidirectional charging functions^[3] are also available for the new BMW iX3, meaning that it can be used as an energy supply 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) hands it the role of storage unit for solar energy generated by home-fitted photovoltaic systems. And customers can also hook their car up to the energy market via the Vehicle-to-Grid (V2G) application and earn some money in the process. 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 new Multifunction Charger, which comes with several adapters for charging and discharging the high-voltage battery. The new BMW Wallbox Professional (DC) enables bidirectional charging at home or work. And BMW Charging offers the option of cost-optimised /solar-power-optimised 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.

Heart of Joy: The Ultimate Driving Machine 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.

“Superbrain of automated driving” for the driver assistance systems with of the next technology generation.

Another high-performance computer brings together all the automated driving and parking functions in the BMW iX3. With 20 times greater processing power than in the previous vehicle generation, the watercooled “superbrain of automated driving” enables a significant technological advance with the Neue Klasse in this area as well.

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. The result is a whole new form of Sheer Driving Pleasure. For example, the automatic cruise control system is not deactivated with only a light press of the brake pedal; instead, it is only switched off when the driver brakes harder. In the same way, the lane control assistance remains active even after light steering inputs by the driver.

With the optional BMW Highway / Motorway Assistant ^[4], drivers can take their hands off the steering wheel permanently at speeds of up to 85 mph / 130 km/h, while remaining attentive and ready to intervene. The system assists with vehicle guidance within the lane and can also perform automated lane changes when needed – a simple glance confirmation by the driver is sufficient. With active BMW Maps route guidance, the system proactively suggests lane changes at highway interchanges and exits, which can be confirmed with a quick glance in the wing mirror. The Highway Assistant remains active while passing through interchanges and until the end of highway exits. This allows BMW iX3 drivers to enjoy Level 2 driver assistance without touching the steering wheel in even more situations.

The new Highway and City Assistant ^[4] also offers innovative functions for urban environments, such as stopping and automatically restarting at traffic lights. Additional driver assistance features for complex urban driving situations will be rolled out later via over-the-air software updates.

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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.press.bmwna.com

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