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BMW

U.S. Press Information

For Release: Embargo: Tuesday, January 13, at 6:01 PM ET / 3:01 PM PT

Contact: **Jay Hanson**
BMW Product & Technology Spokesperson
Jay.Hanson@bmwna.com

Alexander Schmuck
Manager, BMW Group Product Communications US
Alexander.Schmuck@bmwna.com

The beginning of a new era: fully electric BMW M models set unrivalled high-performance standards.

- BMW transfers brand DNA to the Neue Klasse.
- BMW M eDrive offers four electric motors.
- Integrated BMW M Dynamic Performance Control.
- Performance-optimized high-voltage battery with increased charging capacity.
- Outstanding road and racetrack capability.

Woodcliff Lake, NJ – January 13, 2026…BMW M's high-performance vehicles will soon deliver the 'Ultimate Driving Machine' experience in electric form. From 2027, the BMW M Neue Klasse will usher in a new era in the high-performance vehicle segment and, for the first time, bring BMW M's motto, "Born on the racetrack. Made for the streets. Core of a passionate community", to life with a fully electric drivetrain. "The next generation of models are set to establish a new benchmark in the high-performance vehicle segment," says Franciscus van Meel, Managing Director of BMW M GmbH. "With the latest generation of Neue Klasse technology, we are taking the BMW M driving experience to a new level and will inspire our customers with outstanding, racetrack-ready driving dynamics for everyday use."

The future model generation embodies the DNA of the high-performance brand with authenticity and advances the distinct BMW M driving experience. The fully electric drivetrain redefines the brand's dynamics, combining driving pleasure with racetrack capability in an

unprecedented way. Long range, high charging performance thanks to 800-volt technology, and highly efficient energy recuperation make the BMW M Neue Klasse a versatile everyday companion. The newly developed architecture with centrally controlled individual wheel drive opens up a new dimension of driving dynamics and further increases the driving safety of all BMW M next-generation vehicles.

The significant gains in driving dynamics are also the result of the forward-looking central control and electronics architecture of the Neue Klasse. Four high-performance computers, known as “Superbrains,” unite computing power for driving dynamics (“Heart of Joy”), automated driving, infotainment, as well as basic and comfort functions. In addition to enhanced overall performance through accelerated data exchange, the next-generation BMW M models also benefit from faster updates and upgrades.

Innovative BMW M eDrive concept with fully integrated M Dynamic Performance Control.

The BMW M Neue Klasse has been developed from the ground up. At the core of the new architecture is BMW M eDrive, which is based on the BMW Gen6 technology of the Neue Klasse. Each wheel is driven by an electric motor. In combination with the M-specific control software of the ‘Heart of Joy’, the ‘BMW M Dynamic Performance Control’ unlocks completely new potentials in driving dynamics and safety for high-performance vehicles. Additionally, the system enables maximum recuperation and optimum traction right up to the limit, as well as a more direct response.

In all electric models of the BMW M Neue Klasse, two electric drive units on the front and rear axles, each with one electric motor per wheel, ensure driving performance expected from BMW M. Each of the four electric motors drives one wheel. This concept combines all the advantages of rear-wheel and all-wheel drive while enhancing driving dynamics on the road and racetrack. Additionally, the front axle can be completely decoupled. The result is BMW M’s renowned rear-wheel drive with its dynamic driving characteristics, enhanced efficiency, and increased range, for example, on longer journeys. For the unmistakable BMW M driving experience and enhanced drivability, various predefined driving modes, simulated gear shifts, and a newly developed soundscape come into play. These are just a few examples of how BMW M channels pure emotion into the fully electric BMW M models, making it felt in every single drive.

The electric drive units of BMW M eDrive are characterized by high power density and are the most powerful drives BMW M has ever used. In both drive units, the electric motors are arranged in parallel, each delivering power to one gearbox per wheel. The drive units also integrate the inverter for controlling the electric motors and the oil supply. The system enables precise control of torque and power at each individual wheel, allowing for optimal traction, continuous torque distribution between the braking system and electric motors, as well as brake energy recuperation right up to the limit. The result is a driving experience in BMW M production vehicles that has never been achieved before.

Powerful high-voltage battery for peak performance and faster charging.

The high-voltage battery, boasting over 100 kWh of usable energy as the powerhouse for the BMW M eDrive system, has also been specifically adapted to meet the demands of high-performance vehicles. The focus remains on compatibility with both road and racetrack use. This is achieved through a "Design to Power" approach, featuring a performance-optimized variant of the Gen6 cylindrical cell. Supporting this, the cooling system and the Energy Master — the highly intelligent control center of the battery located outside the battery pack — have been optimized for higher power outputs. With BMW M specific solutions, the Gen6 high-voltage battery in the fully electric high-performance models delivers even greater peak and charging performance. Additionally, within the Gen6 technology, the Neue Klasse models offer the highest recuperation values. The high-voltage battery housing also serves as a structural component of the vehicle and is connected to the front and rear axles. The higher resulting stiffness in the overall vehicle also leads to improved driving dynamics.

Innovative lightweight design with first-time use of natural fiber elements.

Apart from innovations related to driving performance, high-tech will be also reflected by new and innovative materials. Lightweight construction has always played an important role in high-performance models. Therefore, BMW M will introduce for the very first-time natural fiber elements within the fully electric BMW M high-performance model line-up.

The brand has gained significant experience in durability, production, and integration using natural fiber in motorsport since 2019. This material offers similar properties to carbon fiber but can be produced with around 40 per cent less CO_2e.

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 350 BMW retailers, 139 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.

Journalists note: Information about BMW Group and its products in the USA is available to journalists online at at www.press.bmwna.com

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