



For Release: **Embargo: Tuesday, February 12, at 4:00 AM ET / 1:00 AM PT**

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

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

BMW ALPINA: Standalone automobiles with a brand-new emblem.

- New brand emblem links heritage with future.
- Refined and precise design reflects key brand attributes.
- Brand embodies an exceptional balance of supreme ride comfort and high performance.
- Standalone automobiles, produced in select BMW Group plants.
- Iconic heritage colors, distinctive accents, and personalized details will define brand's unique character.

Woodcliff Lake, NJ – February 12, 2026... Following its brand activation in early January 2026, BMW ALPINA is presenting itself as an exclusive new brand under the custodianship of the BMW Group. The brand embodies an exceptional balance of supreme ride comfort and high performance. The new badge design complements the recently revealed wordmark, collectively defining the brand's contemporary iconography. BMW ALPINA automobiles will be manufactured in BMW Group plants that have been comprehensively enabled to meet the high standards expected of this new and exclusive brand.

Heritage: The new BMW ALPINA brand emblem reinterprets classic elements.

The new BMW ALPINA emblem honors the brand's heritage while authentically evolving into the modern age. The new design features the same two significant elements as before – throttle body and crankshaft – central to the historic story of the brand. As with the already

revealed wordmark, which encircles the badge, the elements within the badge benefit from clear and concise linework. A unique transparent execution emphasizes the emblem's modern silhouette, and reduced colouring enhances the contemporary look and feel. The new badge design conveys a precise and refined execution, perfectly suited to the exclusive positioning of BMW ALPINA.

Enhanced personalization and high-value materials central to the brand's modernization.

BMW ALPINA automobiles will be manufactured in select BMW Group plants that have been comprehensively enabled to meet the high standards expected of this new and exclusive brand. These qualities allow for an extraordinary range of personalization options, ensuring customers can create personal and distinctive automobiles, if desired. Continuity is assured with the sensitive modernization of signature design elements such as the iconic exterior color palette and 20-spoke alloy wheel design. Establishing yet another link between future and heritage. Superior quality leather will come as standard in all BMW ALPINA interiors. Available in a comprehensive range of colors that can be further complemented by a selection of desirable materials – ensuring future owners can curate everything from the smallest of details to the boldest of statements. Defining their own, unique automobile.

Commitment to power and discretion.

Restraint, power and superior quality have always been hallmarks of the ALPINA brand. BMW ALPINA is committed to authentically evolving these values, elevating them with heightened precision and modern sophistication. BMW ALPINA automobiles will combine exceptional high-speed performance with outstanding levels of comfort, with a focus on long-distance journeys.

BMW ALPINA is a maker of automobiles for connoisseurs who appreciate the exceptional.

BMW Group in the United States

BMW Group began operations in the U.S. over 50 years ago. In addition to the sales, marketing, and distribution of BMW, MINI, Rolls-Royce, and BMW Motorrad vehicles, BMW Group's business in the U.S. spans 30 locations in 12 states including BMW Group Financial Services, BMW Manufacturing, Designworks, BMW Technology Office USA, and BMW i

Ventures. The company's U.S. plant in South Carolina is the largest single BMW production facility in the world and the global center of competence for BMW Sports Activity Vehicles. The BMW Group sales organization is represented by a nationwide network of 355 BMW retailers, 147 BMW motorcycle retailers, 104 MINI passenger car dealers, and 38 Rolls-Royce Motor Car dealers. Taken together, BMW Group's business activities in the U.S. provide and support over 120,000 jobs and contribute more than \$43.3 billion to the U.S. economy annually. For more information about BMW Group's business and products in the U.S., please visit:

[PressClub USA.](#)

#