



For Release: **Embargo: Friday, March 18, 2026, at 6:00 AM ET / 3:00 AM PT**

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The New BMW i3: An authentic BMW sports sedan for the Neue Klasse era

- The core of the brand reinterpreted: modern, timeless, and unmistakable.
- Modern BMW 2.5-box silhouette with long wheelbase, short overhangs, and flared wheel arches.
- New front-end design: kidney grille and four-eye light signature form a unified geometry-and-light element.
- Driver-focused interior anchored by the BMW Panoramic iDrive and the free-cut central display.
- Gen6 BMW eDrive technology with 800-volt architecture enabling 400kW DC charging and a projected 440 miles of range.
- BMW Symbiotic Drive and available Level 2+ automated driving with intuitive human-vehicle assistance.

Woodcliff Lake, NJ – March 18, 2026... The BMW 3 Series is the essence of the BMW brand. For five decades, this icon has stood for sporty driving pleasure, unmistakably attractive design and consistent progress. A legacy to which every generation of the BMW 3 Series is committed. The new, fully electric BMW i3 enhances the familiar character of the BMW 3 Series with additional, unique features.

As the next model in the Neue Klasse, it represents a technological quantum leap into a new era. The first all-electric BMW 3 Series launches as the BMW i3 50 xDrive, which has an

electric motor on both the front and rear axles. The combined system power output is 463 hp¹ while maximum torque is 476 ft-lb. The highly efficient sixth-generation BMW eDrive technology, together with the new BMW Panoramic iDrive and Heart of Joy, delivers driving pleasure on a level never experienced before. With BMW Symbiotic Drive, the assisted driving experience is also entering a new era. The BMW i3 also stands for a modern interpretation of the hallmark design features of a BMW Sedan.

As a representative of the new design language, the new BMW i3 is immediately recognizable as a BMW 3 Series – assured, dynamic, and intelligent. The hallmark BMW sporty silhouette proportions are reflected in the new 2.5-box design. Notable features are the long wheelbase, the greenhouse that slopes towards the rear and the short overhangs. The four-eyed face is familiar, yet still new. The BMW grille and twin headlights merge into an innovative light signature, creating a powerful and expressive unit. The rear end, featuring horizontal rear lights, further highlights precision and technological progress. The boldly flared wheel arches emphasise the sporty, wide stance of the new BMW i3.

Sportiness and driving pleasure are invariably embedded in the DNA of the BMW 3 Series. The new BMW i3 maximizes the capabilities of the all-new EV architecture, offering impressively precise, effortless, and assured handling. The Heart of Joy high-performance computer shapes the BMW i3 driving experience. Its responses are ten times faster than in previous systems. Together with three other superbrain high-performance computers, the Heart of Joy forms the centrepiece of the new software and electronics architecture.

The new BMW i3 stands out for its excellent suitability for long journeys. Its estimated range is up to 440 miles (estimated range of up to 440 miles according to preliminary BMW AG tests based on the EPA's test procedure standards). DC charging capacities of up to 400 kW also drastically reduce charging times. Sixth-generation BMW eDrive technology provides the prerequisites for this rapid progress. It comprises highly efficient electric motors, 800-volt technology, and new high-voltage batteries with new cylindrical cells. The cell-to-pack design used enables high energy densities at pack level and a flatter high-voltage battery. The BMW i3 also features the bidirectional charging functions Vehicle-to-Load, Vehicle-to-Home and Vehicle-to-Grid charging functions.

The BMW i3 will be manufactured at the BMW Group plant in Munich, which is the home plant

¹ All specifications contained within this document including power and range are preliminary and are subject to change.

of BMW. For more than a hundred years, the plant in Milbertshofen, in the north of Munich, has been producing premium vehicles. Over the last four years, the plant has seen significant modernization: Alongside a new body shop, a cutting-edge vehicle assembly area incorporating logistics space has been constructed. The new buildings are in their final stages of expansion. Production of the new BMW i3 will start in these halls from August 2026. The first vehicles will be delivered from autumn this year. One year later, the production portfolio will be switched to exclusively fully electric vehicles of the Neue Klasse. The plant conversion includes a large number of modernization measures.

Design. The core of the brand reinterpreted: modern, timeless, and unmistakable.

In line with BMW's new design language that debuted with the iX3, the i3 embodies a contemporary take on the distinctive design elements synonymous with the BMW brand. At the same time, the BMW i3 combines future-oriented dynamics with the hallmark proportions of a sporty BMW sedan. The DNA of the BMW 3 Series, which has been successful for decades, is immediately apparent in its modern 2.5-box design.

Precise lines and striking surfaces characterise the clear, reduced external appearance of the BMW i3. The modern interior has a sporty and inviting design. Advanced digitalization shapes the user experience just as fundamentally as the hallmark BMW driver orientation.

2.5-box design with distinctive surfaces, long wheelbase and short overhangs.

The outline of the new BMW i3 maintains the classic, sporty proportions typical of BMW. With a modern 2.5-box design, the i3 is unmistakably identifiable as a BMW.

The appearance is defined by the long wheelbase, the striking surfaces, and the short overhangs. The look of the design is both modern and dynamic. Short overhangs and powerfully shaped wheel arches emphasize the sporty stance. A distinctive design feature is the greenhouse, set back from the main structure. In combination with the flared wheel arches, this creates a powerfully athletic shoulder surface. The precise character line, positioned low on the body surface, brings the BMW i3's visual center of gravity closer to the road.

Concealed window seals ensure a direct, harmonious transition between the glass surfaces and the bodywork. When the BMW Digital Key Plus is near, the flush-mounted door handles automatically extend.

Familiar, yet new: The front of the BMW 3 Series – a symbiosis of geometry and light.

The front end of the new BMW i3 presents the face of the Neue Klasse in a distinctive, modern form. The iconic BMW grille and twin headlights seamlessly integrate with the front sensors, creating a unified visual element that exemplifies the harmony of geometry and light. With meticulous precision, they effectively highlight the broad design of the vehicle.

The light signature, arranged horizontally, spans nearly the whole front. Two daytime driving lights on the left and right with integrated turn indicator function create a new, modern look for the hallmark BMW four-eye face. The optional Iconic Glow exterior package further enhances the visual depth effect of the BMW grille. Precise contour lighting emphasizes the attractive look.

Occupying its spot in the "valley" of the sculptured hood, the redesigned BMW roundel sits above the grille. The front is dynamically inclined towards the road in a shark-nose design, thus emphasizing the overall sporty character.

BMW Iconic Glow exterior package for customizable lighting effects.

The new BMW i3 comes to life with its light animation as soon as the driver approaches the vehicle. The Welcome Light Animation begins on the exterior of the vehicle and continues in the interior. The Welcome and Goodbye Animations vary depending on the equipment level. The optional BMW Iconic Glow exterior package offers three impressive lighting animations. Balanced, Relaxed and Excited are available. Customers can individualise the Welcome Light Animation of their BMW i3 to their personal taste.

Powerful rear, horizontal light signature.

Similar to the front of the vehicle, the rear of the new BMW i3 features a contemporary and dynamic design language. The athletic shoulders with strongly inset greenhouse are a characteristic feature of the rear end. The prominently flared wheel arches emphasize the width of the sedan and its broad stance on the road. Located at the lower rear, a diffuser element emphasises the dynamic qualities of the BMW i3.

Strongly horizontally aligned rear lights feature a new three-dimensional light signature and extend far into the prominent shoulders. Two light elements per side reinterpret the familiar L-shaped BMW rear lights in a new, abstract form. At the same time, they underscore the width and the distinctive character of the BMW 3 Series. The BMW roundel is again located in the "valley" between the rear lights.

Expressive: New M Le Castellet Blue metallic paint finish.

A total of eleven different exterior colors will be available at the market launch of the new BMW i3. The new metallic color M Le Castellet Blue is exclusive to the range. Solid, frozen, and metallic finishes are also available.

Interior: An inviting experience space – driver-oriented, digital, and modern.

The interior of the BMW i3 brings the design language of the Neue Klasse to life with clear intensity. The interior design is dynamic, airy, and modern and stands for optimal driver orientation, redesigned user interaction, and a harmonious interplay of geometry, light, and sound. Digital and real content merge through the coordinated design of the ambient light and the graphics on the central display and the BMW Panoramic Vision.

The Free-Cut Design Central Display is angled slightly towards the driver. The lines of the instrument panel flow horizontally on both sides into the dynamically designed door panels. This creates an enveloping wrap-around effect for the passengers, which continues throughout the interior. The standard panoramic roof with climate comfort glass, in combination with the large window areas, creates a feeling of space flooded with light.

Driver orientation: Precise and intuitive.

The BMW Panoramic Vision and the optional BMW 3D Head-Up Display project driving-relevant information directly into the driver's line of sight. This eliminates the need for cockpit displays behind the steering wheel, which is now completely redesigned. For the first time in a BMW 3 Series, it has a center spoke in the upper section. In addition to distinctive thumb rests for improved ergonomics, it has multifunction buttons for intuitive operation. This follows the hallmark BMW principle of "Hands on the Wheel, Eyes on the Road". An M Sport steering wheel with a flattened, dynamic design and spokes at the four and eight o'clock positions is optional as an alternative to the sports steering wheel.

The Free-Cut Design Central Display equipped with matrix backlight technology is also positioned right next to the steering wheel, angled towards the driver for even more direct driver orientation.

The BMW i3 offers customers comprehensive options for personalization in the areas of lighting, sound, displays and drives via My Modes.

Multifunction seat and BMW M Sport seat optional.

The new BMW i3 comes with sporty and elegant seats that provide a high level of comfort and secure lateral support. Multifunction seats are available as an option. BMW M Sport seats are also available, which feature a sporty, expressive design and distinctive side bolsters for more secure lateral support.

The BMW i3 features electrically operated door latches front and rear. The center console between the driver and passenger seats includes a storage area with inductive charging function, the gear selector, and physical buttons for parking brake and hazard warning lights.

Choice of numerous interior designs.

The BMW i3 features precisely coordinated interior designs with its selection of materials and hues. The Contemporary version is available with Veganza upholstery in Agave Green, Digital White, Castanea, and Black. The leather-like, high-quality material is also used in the BMW M Design World, here in Black combined with M Performtex. In the BMW Individual version, exclusive black Merino leather provides luxurious seating comfort.

Sporty style with the M Sport package.

The M Sport package is available as an option for the new BMW i3. Among other things, it includes the M Aerodynamic package, a sports steering wheel, exterior mirror projection with M logo, and unlocks the choice of blue calipers for the M Sport brakes.

Display and operating system, digital user experience. Modern digital technology meets hallmark BMW driver orientation.

For decades, BMW vehicles have been regarded as leaders in intuitive operation and exceptional ergonomics. This also applies to the latest BMW Panoramic iDrive display and operating system with BMW Operating System X in the new BMW i3. The entire system adheres to one principle: the right information, in the right place, at the right time. It is controlled by ergonomically optimized analog and digital control elements. Many of the BMW i3's innovations in the area of display and control technology are protected by patent applications.

BMW Panoramic Vision: Focus on driver orientation.

At the heart of the display and operating system is the BMW Panoramic Vision. This is a newly developed type of display in which information is projected onto a specially coated area in the lower part of the windscreen that stretches from A-pillar to A-pillar. The content shown in this area is always visible and forms the visual basis of the entire display and operating concept. Key driving information is displayed on the left-hand side, clearly structured and in the driver's line of sight, without restricting their view of the road ahead. The contents shown in the central and right-hand areas of the display can be personalized and are visible to all occupants.

BMW 3D Head-Up Display: Animations enable spatial perception.

The optional BMW 3D Head-Up Display integrated above the BMW Panoramic Vision projects selected content directly into the driver's line of sight for their exclusive benefit. This display enables particularly precise spatial perception – for example in the case of navigation instructions, or information from the driver assistance system. The contents of the BMW 3D Head-Up Display and the BMW Panoramic Vision are perfectly coordinated and complement each other, for a consistent, clearly structured display experience.

Free-Cut Design Central Display.

The 17.9-inch Central Display in Free-Cut Design is integrated into the BMW Panoramic iDrive as a further essential control element. It features advanced matrix backlight technology with a resolution of 3,340 x 1,440 pixels, for a brilliant display that is easy to read in all lighting conditions. The specific shape in the Free-Cut Design allows for ergonomically optimal positioning, and thanks to advanced menu structure with QuickSelect, it offers comfortable, simple and intuitive operation via touch. There is a 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 freely arranged in this way to enable quick access to frequently used functions. Using

the multifunction steering wheel, further contents and submenus of the widgets can be displayed in the BMW Panoramic Vision.

New multifunction steering wheel with Shy Tech operating elements.

The multifunction steering wheel employs the Shy Tech philosophy, meaning buttons are only illuminated when the corresponding functions are available. The controls for driving assistance and parking functions are located on the left side, while controls for infotainment functions such as telephone or media player are on the right. These functions can be operated via a special control panel that provides haptic feedback. This enables drivers to control key functions safely and accurately without needing to take their eyes off the road. The keys' logical arrangement supports intuitive use and contributes significantly to the overall ergonomic design of the system.

Customizability as a key feature of the system.

Contents, widgets and displays are individually configurable, allowing them to be adapted to personal preferences. Users can select colors, display schemes, and background images to create a personalised digital experience. There is a wealth of options enabling users to customise the user interface design in Personal Mode in line with their own preferences, enabling advanced individualisation of displays, interactions and vehicle-related settings. Further My Modes such as Sport, Efficient and Silent add to the range of personal setups available to customers.

The BMW ID opens the door to the customisable driving experience with BMW Panoramic iDrive. Up to seven different persons can sign in to the vehicle with their BMW ID, allowing them to enjoy every drive to the full with their individual settings. The personalization process begins with initial registration in the vehicle, which is done by scanning a QR code in the Central Display using 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 along 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 Plus or physical key. Before setting off, a message greeting the customer by name will automatically appear in the

Central Display – along with their personal profile picture, if desired.

The BMW Intelligent Personal Assistant.

The multimodal operating logic of BMW Panoramic iDrive combines touch, haptic and voice-based interactions. A key role is played by the BMW Intelligent Personal Assistant, the operating concept in the new BMW i3. It enables the control of numerous vehicle functions, navigation destinations and media contents using natural language, without the need for defined voice commands. The self-learning voice assistant can be activated in the usual way with the prompt “Hey BMW” or by pressing a button on the steering wheel’s right-hand control panel. Following initial setup, the BMW Intelligent Personal Assistant is positioned in the center of the BMW Panoramic Vision by default and is always able to react appropriately to the specific context. If desired, the BMW Intelligent Personal Assistant can make proactive suggestions based on usage behavior and more. This intelligence is further enhanced by the BMW Operating System X, which considers significantly more contexts, such as driving situations, environmental analysis, and interior recognition.

The addition of Amazon’s Alexa+ AI technology¹ to the BMW Intelligent Personal Assistant increases the range of functions even further. The integration of Amazon Alexa+ into the BMW Intelligent Personal Assistant marks a technological quantum leap focused on added customer value.

The AI technology used is a Large Language Model (LLM), a generative AI that understands language and is capable of formulating its own responses. This makes for more dialogue-oriented voice interactions; it enables intuitive and intelligent exchanges and supports access to external knowledge bases, cloud-based services and media contents as well as the control of vehicle functions. Linking the BMW Intelligent Personal Assistant to an Amazon account allows the user to search for and stream music, access the latest news, and use a wide range of other content with ease.

The interplay between BMW Panoramic Vision, BMW 3D Head-Up Display, Central Display, and multifunction steering wheel – controlled by BMW Operating System X – creates a consistent, clearly structured display and operating concept. Physical and digital operating elements combine to create a unified user experience that is consistently designed with driver orientation and ergonomics in mind.

The BMW Digital Key Plus becomes the preferred vehicle key.

This means that smartphones and smartwatches from all leading manufacturers (incl. Apple, Samsung, Google) 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 (certified according to the Car Connectivity Consortium's standard).

The BMW Digital Key Plus has further benefits to offer in addition to highly convenient vehicle access. Customers can share the digital key with others easily and securely using a messaging app, while defining 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 trunk lid. BMW Operating System X with high update and upgrade capability. The BMW Panoramic iDrive software is based on BMW Operating System X. It serves as an intelligent platform for the display and operating system and is consistently designed for a software-defined vehicle approach. The architecture is based on the Android Open Source Project (AOSP) and offers a high level of update and upgrade capability. As a result, the system remains up-to-date in the long term and can be continuously expanded with new functions and digital services. The BMW Operating System X meticulously manages all aspects of interaction and guarantees that information is consistently presented in a context-sensitive manner aligned with the situation.

Superbrain high-performance computers and new architecture. Compute faster and update more flexibly.

At the heart of the new architecture are four superbrain high-performance computers. Each is assigned a core function in the new BMW i3: The Heart of Joy primarily manages driving dynamics, while separate computers are dedicated to automated driving and parking, infotainment, and essential and comfort functions like vehicle access and climate control. They offer up to 20 times higher computing power compared to previous BMW models.

Electronics in four zones: More efficiency, less weight.

The four-zone electrical architecture reduces the complexity of the cable harnesses. In addition, the new BMW i3 uses Smart eFuses instead of classic fuses. This intelligent and flexible power protection combined with the zonal architecture enables shorter and thinner

cables, saves weight, reduces energy consumption thanks to intelligent power distribution and increases overall vehicle efficiency.

Over-the-air updates allow for continuous improvements.

The new BMW i3 will continue to receive new functions, optimized performance, or AI-supported features via software updates long after purchase. With its superbrains, zonal electronics architecture and smart software, the new BMW i3 combines classic driving pleasure with digital intelligence, creating a unique symbiosis between human and machine. All future BMW models will feature the electronics and software architecture developed for the Neue Klasse.

Driving experience. Heart of Joy and BMW Symbiotic Drive for a new dimension of driving pleasure and the joy of assisted driving.

The new BMW i3 brings sportiness, precise handling, and long-distance comfort into the age of the Neue Klasse and make full use of previously unattainable potentials of electromobility. The Heart of Joy defines the brand-new driving experience – delivering greater accuracy, improved assurance, and heightened agility. In combination with the advanced suspension technology of the BMW i3, this creates a completely new dimension of driving pleasure. Multiple driving and parking assistance systems, which operate in synergy and securely with the driver while maintaining the unique BMW character, provide increased safety and convenience for everyday driving.

Heart of Joy: Ten times faster than previous systems.

As one of four superbrains, the Heart of Joy, together with the BMW Dynamic Performance Control driving stack, forms the high-performance control unit of the BMW i3. Control systems in vehicles have a long tradition at BMW. It began back in 1979 with the first use of an Anti-lock Braking System (ABS) in the BMW 7 Series.

The Heart of Joy controls drive, brakes, some steering functions, and recuperation. It works at a new level and responds ten times faster than previous systems. The result is exceptionally effortless and assured handling. This allows the BMW i3 to navigate corners precisely and with a light touch for maximum accuracy. The Heart of Joy reduces the number of necessary control interventions. The resulting cornering behavior is more consistent and predictable,

which contributes to an even greater feeling of safety.

Soft-Stop: The smoothest stopping process in BMW history.

The electric motors' precise control ensures the new BMW i3 decelerates smoothly without any jerks or braking noise. Soft-Stop ensures an unparalleled stopping process.

In everyday driving, the recuperation brake takes over almost all braking operations in the BMW i3. The conventional brakes are only used during very sporty driving or emergency braking.

Suspension: Sporty and comfortable. Optional Adaptive M suspension.

The new BMW i3 is distinguished by its hallmark high driving dynamics paired with long-distance comfort. It takes advantage of the architecture, which is uniformly designed for electric mobility. The new, flat high-voltage battery enables a low center of gravity. As standard, the BMW i3 has a suspension with stroke-dependent shock absorbers. In addition to the two-joint spring strut front axle, it features a new five-link rear axle. Front and rear anti-roll bars with highly preloaded bearings are used for even more dynamic handling. An Adaptive M suspension is available as an option in the i3.

BMW Symbiotic Drive ensures seamless interaction between the driver and the driver assistance systems.

The optional Level 2+ driver assistance systems in the BMW i3 are designed for seamless interaction between assistance and driver inputs. The aim is not attaining the highest possible level of automation in every situation, but a safe driver assistance experience that offers maximum benefit and is always controllable. As a result, the driver always remains involved in an interplay of human and artificial intelligence. This allows acceleration, steering, or braking even when driver assistance is engaged, without instantly causing a deactivation of the assistance system. The clear operating logic and displays in the BMW Panoramic iDrive ensure that assisted driving behavior is intuitive and can be influenced at any time. The symbiotic interplay of driver and vehicle can also be experienced with active safety functions such as Lane Departure Warning. The driver's intent is inferred from steering inputs and the direction of vision, so that the system assists with warning and steering intervention only when the driver unintentionally drifts off his own lane or an impending collision is detected.

Standard Driving Assistant Plus takes the strain out of steering and braking. If desired, it controls the speed and distance from the vehicle in front and helps the driver to keep the vehicle comfortably in the lane. The system can recognize posted speed limits and adjust the speed before curves, roundabouts, and turns. All driver and parking assistance functions can also be activated digitally in the BMW ConnectedDrive Store at a later stage.

Drive and battery. Technological quantum leap: Sixth-generation electric drive with round cell high-voltage battery.

The sixth generation of BMW eDrive technology comprises a new drive with a fundamentally new high-voltage battery concept and 800-volt technology. The new development called Gen6 offers significantly longer ranges, even faster charging, up to 400 kW DC charging capacity and bidirectional charging functionality.

In addition to advanced, highly efficient electric motors, it includes fundamentally new high-voltage batteries with cylindrical cells. Compared to Gen5, the range is increased by 30 percent. The new BMW i3 has a projected range of up to 440 miles (estimated range of up to 440 miles according to preliminary BMW AG tests based on the EPA's test procedure standards) while charging speeds are 30 percent faster.

The new cylindrical cells used in the high-voltage battery have a diameter of 46 millimetres and a height of 95 millimetres. They have a 20 percent increase in volumetric energy density compared to the prismatic cells used in Gen5.

Cell-to-pack design enables high energy density at pack level.

The cells are integrated directly into the high-voltage battery without modular construction or structural elements. This cell-to-pack design enables high energy densities at pack level and saves weight and costs.

In addition, the combination of cell design and cell-to-pack construction paves the way for the flat design of the Gen6 high-voltage battery. This is an in-house development and – starting with the cell and ending with integration into the vehicle – the result of BMW's expertise in battery technology built up since 2008.

Pack-to-open-body construction allows for flat design.

Thanks to the pack-to-open body concept, the battery housing in the new BMW i3 also functions as a structural component. The chassis has an open floor, which is closed by installing the high-voltage battery. The housing cover thus assumes the function of the vehicle underbody.

The omission of this usual underbody saves weight and, combined with the high-voltage battery design, paves the way for the flat and aerodynamically efficient design of the BMW i3. Another advantage: The torsional rigidity of the body also benefits from the pack-to-open-body construction, which has a positive effect on driving dynamics.

Energy Master: The highly intelligent control center.

The electrical and electronic components for the high-voltage battery can be found in the Energy Master positioned on top of the high-voltage battery. The Energy Master, developed in-house by BMW, provides electricity to the electric motors and the vehicle electrical system. It is also the interface for all data from the high-voltage battery. It ensures intelligent, efficient, and safe battery operation.

Two highly efficient electric motors with EESM and ASM technology.

The BMW i3 50 xDrive has an electric motor on the front and rear axles. Together, they provide a system output of 463 hp and 476 lb-ft of torque.

An electrically excited synchronous motor (EESM) designed for the 800-volt architecture is integrated into the rear axle, the primary drive axle. This EESM forms the centerpiece of the Gen6 drive technology of the Neue Klasse. It is based on a stator, which generates a rotating magnetic field by means of three-phase alternating current, and a rotor, which has electrically excited electromagnets. This design makes the EESM fundamentally different from motors with permanent magnets, as the magnetic field in the rotor can be flexibly regulated. This ability makes it possible to reduce the magnetic field at low load and thus avoid losses. On the other hand, particularly strong magnetic fields can be generated under high load. This results in high torque and constant power output up to maximum motor speed.

The entire system is controlled by an inverter, which converts the direct current of the battery into the required alternating current and at the same time ensures that the rotor is excited as

well as all control and monitoring processes. As a result, EESM is always operated at optimum efficiency. Its technology distinctly sets it apart as a unique selling point in the competitive landscape. Its efficiency and performance development are among its most important advantages.

The EESM in the BMW i3 50 xDrive is supplemented by an asynchronous motor (ASM) on the front axle. The ASM works on the induction principle and is a compact and lightweight addition to the EESM. The ASM differs fundamentally in its rotor design: Instead of magnets or electrical excitation, the rotor consists of aluminium rods that are connected via short-circuit rings. The necessary torque is generated by induced currents that occur when there is a difference in speed – known as slip – between the stator field and the rotor. The ASM is particularly robust and resistant to heat and its compact, sustainable construction uses only iron and aluminium. The combination of both types of motors enables a technological quantum leap: Together, they reduce energy losses by 40 percent, reduce the weight of the drive system by 10 percent, and reduce manufacturing costs by 20 percent compared to the already powerful previous generation.

The EESM of the new BMW i3 is manufactured at the BMW Group plant in Steyr in Upper Austria, and the high-voltage battery at the BMW Group plant in Debrecen in Hungary. The BMW Group's Landshut plant is contributing the Energy Master.

BMW Charging. Revolutionary advances in range and charging speed combined with innovative charging solutions.

As a further innovation, the new BMW i3 will have bidirectional charging functions. The energy stored in the battery can thus be used not only for the drive and the electrical consumers in the vehicle, but also for the following applications:

Vehicle-to-Load (V2L): This turns the new BMW i3 into a mobile power bank that provides electricity directly from the high-voltage battery. For example, to operate an electric barbecue on a weekend trip or to charge the battery of an e-bike with up to 3.7 kW.

Vehicle-to-Home (V2H): Bidirectional charging turns the BMW i3 into a home energy storage system: With Vehicle-to-Home (V2H) in conjunction with the BMW Wallbox Professional and a photovoltaic system, vehicle charging costs and electricity costs throughout the household are reduced. For this purpose, excess energy from the photovoltaic system is

temporarily stored in the vehicle battery and is later fed back into the house when there is no solar power.

Vehicle-to-Grid (V2G): V2G allows the BMW i3 to be integrated into the public power grid and feed energy from the vehicle's high-voltage battery back into the system. Individual control using the My BMW App is simple and transparent. Customers always have full control over their current and desired charge levels. Battery life is safeguarded by intelligent protection mechanisms.

Simple, convenient, digital: Charging becomes an experience.

The BMW i3 features many innovations for convenient and fast charging on the go. This includes, for example, the route optimized for charging planned according to individual criteria with automatic battery preparation for faster DC charging. Or the convenient charging stop with an intelligent charging flap that opens automatically and Plug & Charge for automatic payment authentication at charging stations.

Route planning optimized for charging: The BMW Maps navigation system calculates a route optimized for charging, including charging stops, if the destination is outside the current range.

The driver determines the charging status at which charging stations and the destination should preferably be reached and which charging station providers should be preferred. By using AI, the system learns from past charging processes, for example, the realistically expected charging power, the susceptibility to faults or the exact location data of individual charging stations and includes the optimal charging station in the planning of the route. For full transparency, the customer receives information about the current occupancy status, the number of charging stations and plug types. The expected duration and costs of charging stops are shown in advance based on the individually stored charging rates. The vehicle and the My BMW App synchronize current information while driving; this allows the passenger to check the route on the go and adjust it if necessary. The availability of restaurants, playgrounds, restrooms, or shopping facilities near the charging stop is also shown.

Battery preparation for faster DC charging: The battery preparation ensures that the high-voltage battery is brought to the optimal temperature before a charging process at a DC charging station. This increases charging capacity immediately after plugging in and shortens

the charging time. When the driver actively routes to a DC charging station with BMW Maps, the BMW i3 automatically conditions (heats or cools) its battery. Alternatively, the function can be activated manually via the Central Display or the My BMW App. The current status of the battery temperature and the time remaining for battery preparation can be viewed at any time in the BMW i3 vehicle status and in the My BMW App.

Intelligent charging flap: The charging port is located on the rear right side of the new BMW i3. It is possible to open the charging flap manually by simply pressing, but this is no longer necessary. Because the intelligent charging flap of the new BMW i3 opens automatically as soon as the customer's charging request is detected. One of the triggers for opening is AI-supported: If the customer walks towards a known or learned charging point, the movement path reveals the charging intention, whereupon the flap opens. If no charging cable is connected, the charging flap closes automatically – as it does after the charging process is complete or when the vehicle is ready to drive.

NACS charge port standard: The new BMW i3 will be fitted as standard with an NACS (North American Charging Standard) compatible charging port. This will provide i3 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 i3 owners are never far from a provider no matter where the journey is taking them.

Sustainability in the product. Holistic concept for conserving resources and reducing CO₂e emissions.

As with the BMW iX3, BMW is also taking a holistic approach to sustainability with the new BMW i3. The focus is on decarbonization along the entire life cycle – from product development, supply chain to production and use phase.

The BMW i3 is thus making a contribution to achieving the CO₂e goals that the company has set for 2030, 2035 and 2050.

The CO₂e advantage is already apparent after 1–2 years of use. Depending on the drive variant, annual mileage, and source of the electricity used for charging, the new BMW i3 50 xDrive achieves a CO₂e benefit over a comparable model with an internal combustion engine¹ after just 1–2 years of use.

Decarbonization in the supply chain.

A key starting point for reducing CO₂e emissions is targeted decarbonization along the supply chain. Renewable energy, increased use of secondary materials, and product and process innovations contribute to a significant reduction in emissions in the supply chain of all drive variants.

The result of this consistent approach can be proven by the emissions reductions achieved: CO₂e emissions in the supply chain were reduced by around 33 percent even during the product development of the BMW i3.

Innovative materials and technologies in construction.

The "Design for Circularity" principle is also systematically applied in the new BMW i3. This approach entails an enhanced utilization of secondary materials, strategic selection of materials, and the optimization of dismantling capabilities.

In the front bumper of the BMW i3, 30 percent recycled plastic is used in the trim. In addition, the variety of materials in the entire bumper without attachments has been reduced from 15 to 7 materials compared to its predecessor (BMW 3 Series). Thanks to the extensive use of a plastic especially suitable for recycling, the proportion of recyclable plastics was increased from approximately 46 percent in the predecessor model to approximately 85 percent. This creates the basis for the recovery of high-quality recycled plastics from the vehicle.

Use of secondary materials in the new BMW i3.

The new BMW i3 consists of a total of around 30 percent of secondary materials¹: The proportion of secondary materials in the aluminium cast components of the new BMW i3 swivel bearings and hub carriers is 80 percent; the cast aluminium rims consist of 70 percent secondary aluminium. The housing of the Gen6 motor also consists of approximately two-thirds recycled aluminium.

The Gen6 battery cells of the BMW i3 high-voltage battery pack use a proportion of secondary materials for cobalt, lithium and nickel. Energy from renewable sources is also used in the production of anode and cathode material as well as in cell production. Compared to a previous Gen5 cell in the BMW i4, the CO₂e footprint in the cell supply chain was reduced by around 33

percent per Wh. Another example of the innovative use of materials and secondary materials is the engine compartment cover and the storage compartment under the hood of the BMW i3. The base material consists of 30 percent recycled marine plastic. This is post-consumer material made from used fishing nets and ropes. The starting material of the yarn for the textile of the headliner and the A-pillar in the BMW i3 consists of 100 percent recycled material.

In line with the sustainability goals of the BMW Group.

BMW's commitment to the Paris Climate Agreement and to Net Zero by 2050 at the latest is an integral part of the holistic 360° sustainability approach, which is anchored in the corporate strategy. The company has set itself ambitious, scientifically derived CO₂e targets for the coming years. For example, BMW intends to reduce its CO₂e emissions by a total of at least 40 million tons of CO₂e in 2030 and by around 60 million tons of CO₂e by 2035. This means an additional reduction of around 20 million tons of CO₂e in addition to the existing 2030 target.

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, 105 MINI passenger car dealers, and 37 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:

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