

BMW Group

U.S. Press Information

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Contact: Phil Dilanni
BMW of North America, LLC
phil.dilanni@bmwna.com

Luke Parker
BMW of North America, LLC
luke.parker@bmwna.com

BMW of North America Introduces Preferred Pricing at IONNA Charging Network.

- BMW and MINI drivers will receive discounted rates when charging at IONNA locations across the U.S.
- Access seamlessly enabled through Plug & Charge and the My BMW App

Woodcliff Lake, N.J. – May 14, 2026... BMW of North America today announced the launch of a preferred pricing program at IONNA charging locations across the U.S., further enhancing the public charging experience for BMW and MINI electric vehicle drivers.

Starting today, BMW and MINI drivers who initiate charging with Plug & Charge or the My BMW App will receive 20% off charging sessions through September 30, 2026. The offering is fully integrated within the vehicle's digital ecosystem and automatically applied—no additional cards, subscriptions, or manual activation required. This creates an easy “charge-and-go” experience, underscoring the company's continued focus on reducing complexity and improving everyday usability as public charging becomes an integral part of electric mobility.

Company
BMW of North America, LLC

BMW Group Company

Mailing address
PO Box 1227
Westwood, NJ
07675-1227

Office address
200 BMW Drive
Woodcliff Lake, NJ
07677

Telephone
(201) 307-4000

Internet
bmwusa.com

“BMW firmly believes in an electric future, and it's no secret that reliable high-speed charging infrastructure remains essential to the continued growth of the electric vehicle market,” said Shaun Bugbee, Executive Vice President, BMW of North America. “We currently offer one of the broadest portfolios of premium electric vehicles in the U.S., with the next-generation BMW iX3 arriving in the U.S. later this year. As our electric vehicle offerings continue to expand, initiatives like this help ensure our customers enjoy a seamless ownership experience wherever they travel.”

IONNA — the charging joint venture founded by eight global automakers, including BMW — has rapidly expanded its U.S. footprint and now operates more than 1,000 charging bays nationwide, with significant additional growth underway. Recent strategic partnerships, including large-scale deployments at premium, high-traffic locations, are expected to accelerate network expansion over the coming years.

IONNA charging sites are designed for next-generation performance and reliability, offering high-power DC fast charging, compatibility with NACS and CCS connectors, and thoughtfully planned locations intended to support real-world travel needs. BMW's participation in the network reflects a broader strategy to deliver a cohesive charging ecosystem spanning home, workplace, and public charging solutions.

BMW will continue working with IONNA and its fellow founding partners to scale high-quality public charging access while ensuring BMW drivers benefit from seamless technology integration and a premium ownership experience.

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BMW Group in the U.S.

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](#).

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